



# Anti-Feature Bloat & Market Viability Checklist

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This is going to be a short and to the point PDF on how to create a product that provides value and avoid feature bloat that leads to an unsuccessful promotion.

These are all real things that I consider when bringing a product to market and has worked very well for me so far. I do not in any way guarantee results of any kind, but rather hope that sharing my experiences and process will help you.

Here is my 10 step process from a germ of an idea to paying the bills.

### **Step 1: Generate a list of things I want in my business**

Like most good ideas, they stem from something you need at the time that doesn't actually exist yet on the market (or at least not quite how you'd like it to). As I go through my normal work process, I usually write down ideas over time of things I wished existed to make my life easier.

I then do a few quick searches to see if the exact product or service exists that would fully compliment what I'm trying to accomplish. If it doesn't exist I think of ways I can back together the functionality with existing tools or think about ways it could be built.

### **Step 2: Limit the possibilities to the 3 most valuable ideas I have**

This is where most of my ideas that started as internal needs fall off the map. I do my best to take stock of what might be a fringe need compared to something that could have mass appeal.

For instance if I only need a solution for a very particular use case that no one else appears to have need for, I'll likely just try to change the circumstances of my need to an existing process or give up on the work flow all together.

However, if it's something that has universal appeal like running a contest on WordPress I'll put that idea into the "keep" pile and continue down the product rabbit hole to see if it's feasible to bring to market.

Step 3: Boil down the idea to the core function I'm trying to accomplish

In the example of creating the contest plugin for WordPress, I had to figure out what the core functions that I wanted to accomplish even were. After spending a lot of time, it was clear that I had two primary goals.

1. Build a bigger email list
2. Simplify and standardize the formatting contests on blogs

The priorities were in that order specifically and this gave me a starting point.



#### **Step 4: Create a list for the fewest things needed to accomplish the goal**

After solidifying the #1 and #2 things I wanted the product to accomplish, it was important to create a list of only the most important features that the product absolutely had to have in order to be useful to the core audience.

Goal #1: Build a bigger email list

This meant that it had to do a few things specific to email lists.

1. Have a clean, conversion tested opt-in form
2. Integrate with the most popular email platforms (Aweber, MailChimp and form code)
3. Offer an incentive that was purely opt-in performance based to it was shared

Goal #2: Standardization

Beyond the core philosophies, I wanted to standardize the way people entered contests and what they expected from a blog contest in terms of action flow so that everyone who used my solution would benefit from consumer training.

1. Looked at the way successful contests worked
2. Minimized steps from entry to customer benefit (benefit = extra entries)
3. Create a template that even with style tweaks would mostly work the same

#### **Step 5: Asses the market for competitors**

Lots of blogs were running contests, so it wasn't terribly hard to see what people were using in terms of product (if anything). This allowed me to see what people were doing right and what they were doing that I felt was contrary to my two primary goals.

This leads you into directly into step six that is brutally important.

#### **Step 6: Define the unique selling proposition for what I want to build**

Meaningful differentiation is so important to a product launch, in some cases just the act of simplifying the process can be your unique selling proposition but often times it has to excel at something every other offering is weak at.

In the case of the contest plugin, we built something that was opt-in performance oriented which I felt was a measurable business objective. Many other players in the space were focusing on awarding entries/points for the simple act of sharing on social feeds and not for the raw performance each contestant brought to the table.

Shifting to a performance reward centric model was our unique selling proposition.

## **Step 7: Focus all copywriting etc on the USP**

Once we honed in our unique skill set as being email opt-in performance centric design, it was key that we focused every ounce of our time on conveying how powerful that was in our sales copywriting.

(Copywriting is just a fancy way of say the text on the sales pitch)

What's important here is that we only talked about this specific take on contests. Everything was in support of how we had mastered this one single thing in our contest design.

This focus gave absolutely zero confusion to our potential customers and made it dead simple to understand. It was only ONE key value, but it was a strong one, this is where the clutter of more sophisticated "value" and features will actually hurt your sales.

## **Step 8: Implement the product in my own business cycle**

After deciding that we had a solid use case that could appeal to a larger group of people and fully clarifying why it was superior to almost everything else on the market we needed to implement this in our own business cycle to show real results.

When we loaded up Contest Domination into our work flow, we were amazed how this dead simple use case was not only relatable to potential buyers, but because it was so laser focused on doing one thing (performance based contests) we had out of the world results from the software as a platform.

By making a product that's easily explainable to your potential customer, also makes it easy to use for THEIR customers which is why it's so important to focus on your core principles of why you want to build the product in the first place.

## **Step 9: Record results to show a tangible use case and social proof**

Of course we recorded every step of the process in this testing phase because it gave us relatable and creditable results that further added to our sales copy. We now had amazing context on the why and how it works.

This social proof fueled our already relatable idea into a six figure product launch.

## **Step 10: Give amazing customer and profit**

Just how with athletics, the follow through of the action is a habit forming process that gives you the results you want, topping off this process with stellar customer service is how you win long term. Love on your customers and you will not only have a bigger launch but you will profit from those users for years to come.

