KAJABI

How to launch a product

By launching your product exclusively through Kajabi, you'll have a seamless build process as you create a top-notch experience for your customers. All you need is a product, a price, and a page to share with your audience!

Objective: Launch your product

Step 1: *Your product is the foundation of a successful launch. Customize your content, product structure, and branding to cater to your ideal customer.*

Step 1:

Build your product

Choose a product type to build
Kajabi Products

Course
How to create a digital course product on Kajabi

Community
Build Kajabi Communities

Coaching
Coaching product overview

Upload your content and customize your product

Step 2: *The offer is the gateway to product access for your customers. Create an offer and customize the settings so that you can share access to your product with any customers who complete the checkout.*

Step 2:

Price your product

Create an offer and add your product
How to create an offer

Customize your offer details and checkout page
Pricing your offer
How to customize your checkout page

Configure your post-purchase customer journey
What happens when a customer purchases my offer?

Step 3: *The sales page brings all of the 'behind the scenes' work together. Build a clear value proposition, detail product features, and showcase customer testimonials to enhance your page's appeal to your ideal customer.*

Step 3:

Promote your product

Choose a page template
Landing Page Templates Overview

Customize the template to encourage your audience to purchase an offer
How to add offers to your page

Share your creation
How to customize your page details
How to copy your page link