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# questions to ask when launching in retail

keep track of your  
score to find out how  
we can help you turn  
your product into a  
success story



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## 01. Does Your Product Packaging Comply with USDA and Retailer Standards?

- (5pt)** Yes, our packaging complies with all retailer and USDA standards
- (3pt)** Our packaging meets some regulations, but we need further guidance
- (1pt)** Packaging does not meet necessary compliance or legal standards

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## 02. Does Your Product Have the Correct Messaging and Hierarchy?

- (5pt)** Yes, our packaging is designed strategically with hierarchy and messaging in mind
- (3pt)** We have our packaging designed, but do not know if the messaging and hierarchy are optimized
- (1pt)** We need a second opinion on our packaging, or our packaging has not been designed

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## 03. Have You Created a Compelling, Data-Driven Pitch Deck?

- (5pt)** Yes, my pitch deck is perfect and has already gotten me into stores
- (3pt)** Yes, I have one, but I haven't been accepted by retailers yet
- (1pt)** I don't have a pitch deck

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## 04. Is Your Product Packaging Ready for Shelf Placement?

- (5pt)** Yes, all packaging is already optimized for shelf placement
- (3pt)** I am taking steps to get my packaging optimized for shelf placement
- (1pt)** What does this mean?

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## 05. What Are Your Marketing Strategies for Product Launch?

- (5pt)** Our marketing strategy is set and ready to go for product launch
- (3pt)** We have a marketing strategy for product launch, but it is not ready to go
- (1pt)** We do not have a marketing strategy for product launch

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## 06. Do You Have a Comprehensive Product Story or Brand Narrative?

- (5pt)** Yes, we have a comprehensive product story or brand narrative
- (3pt)** We have a product story or brand narrative, but it needs improvement
- (1pt)** Our product story and brand narrative is pretty weak, or we do not have one

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## 07. Have You Identified Your Competitors and Differentiated Your Product?

**(5pt)** Yes, we know who our competitors are and what sets our product apart

**(3pt)** We think we know our competitors and what sets our product apart, but have no data to back up our thoughts

**(1pt)** We do not know who our competitors are yet or what sets our product apart

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## 08. Do You Have Visual Assets for Retail Marketing?

**(5pt)** Yes, we have all visual assets for retail marketing created and ready to go

**(3pt)** We have some visual assets for retail marketing ready

**(1pt)** No, we do not have any visual assets for retail marketing

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## 09. Is Your Product Packaging Designed to Maximize Shelf Impact and Consumer Engagement?

**(5pt)** Yes, our packaging maximizes shelf impact and has a track record of high consumer engagement

**(3pt)** Our packaging is designed to maximize shelf impact, but we have no data to show it drives consumer engagement

**(1pt)** Our packaging was not designed to maximize shelf impact and does not drive consumer engagement

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## 10. Have You Prepared for Digital Shelf Representation and E-Commerce Integration?

**(5pt)** Yes, we have high-quality 3D renderings completed and our e-commerce integration ready to go

**(3pt)** We have some 3D renderings of our product, but they may need improvement

**(1pt)** We do not have any digital representation of our product and are not ready for e-commerce

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# total score

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### Ready for Retail (40-50pts)

Your product is all set to hit the shelves, and it's looking fantastic—it's ticking all the boxes and answering every question with flying colors! We're excited to see it in retail and will be cheering you on every step of the way. Remember, FPM will always have your back if you ever need support with design or marketing—reach out!

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### Let's Give You a Boost (30-40pts)

Your product is heading in the right direction, but we'd recommend scheduling a quick meeting to ensure it's meeting all the necessary regulations, standards, and design expectations. We're here to help fine-tune things and get your product ready to fly off the shelf. You're so close to the finish line, and we want to give you that final boost to get there!

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### Let's Get You Started (1-29pts)

We'd love to meet with you to learn more about your product and explore how we can help you get it into retail stores. With tons of experience helping founders launch businesses and land products in their dream stores, we're excited to share our insights. Let's book a quick call to get to know each other, answer any questions you have, and map out a plan to make your product a bestseller!