

Word Count: 712 (not including lyrics at end)

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## **Embraceable You – The Qualities of a Successful Product Launch**

It's a fair bet that over three quarters of all songs ever written have something to do with love. Stepping back to the sultry jazz greats of the 1940's, one of America's nostalgic standards is the song *Embraceable You* as sung by Billie Holiday.

If you happen to be wondering what song lyrics have to do with a successful product launch—everything. Songs that make it to the Grammy Hall of Fame, as *Embraceable you* did in 2005, have the same enduring qualities that you will need for your health and beauty product to make it in today's market.

Looking at the most memorable lyrics, we have every ingredient for a product launch that will stand the test of time:

***Embrace me, my sweet embraceable you***— Today's consumer is looking for a product that they can welcome, embrace and adopt as a way of life. Consumers are smart. They know what they believe in and the choices they make are a reflection of who they are.

Catering to this view can be accomplished by offering green and healthful products, budget friendly items or products that are made in America. The key is to study your client and appeal to who they are as a whole.

***Embrace me, my irreplaceable you***- What does your new product offer that is so different than anything else on the market? The old adage, 'Find a need and fill it,' applies here. As time goes by consumers have additional and changing needs. Does your next product appeal to these needs? There is an entire population of baby boomers reaching their fifties. They are concerned about their looks, their health and the environment more than any other generation. Are you fulfilling these needs?

***I love all the many charms about you***- A charm is defined as the power to delight or attract. Your launch should capitalize on your product's ability to create the mood or soothing feeling that may be lacking in your customer's life.

In today's hurried society, does your product offer an anxiety free, peaceful experience? Budget may be an important factor, but generally it is the middle product that gets squeezed out. Economy and luxury rule.

***Don't be naughty baby***-A simple song line expressing our society's deep longing to be able to trust. Will your product disappoint? Will it be something that is purchased with great anticipation, only to be discarded during the next cupboard cleaning?

How many of us remember StriVectin-SD with its clever advertising? Touted as an ‘accidental discovery’ by researchers looking for an answer to stretch marks, this product promised to make our deepest wrinkles disappear for just under a hundred dollars per tube. Where is this product now?

Remember, in the game of product success or failure, trust trumps everything. Don’t make promises your product can’t deliver just for the sake of that initial ‘launch buzz.’

Social media rules the day and without the trust factor, your product will be in jeopardy of a swift and merciless death at the hands of disappointed customers that will blog, twitter and instant message their complaints.

**Come to me, come to me do-** How easy is it to find your product? A product launch should be just that; a launch. The word launch is defined as the act of forcefully propelling something into the atmosphere. Your product launch must have that kind of impact.

This can be accomplished through pre-launch campaigns that include samples given to salons or available through online promotions, coupons, a strong press release and reviews or endorsements by voices that matter to the consumer ear. Sending a sample to the beauty editor of Vogue magazine may seem like a long shot, but just think where your product will end up if you can secure even one solid review by a major industry player.

**My sweet embraceable you** – The first line and the last are the same. Your product line and your product *launch* should have the ability to come full circle, pass every test and return to the simple fact that it has sustainability.

To recap, keep these six factors in mind and your product launch is sure to be a success- Emotion, Accountability, Individuality, Availability, Value and Trust.

Practical and timeless advice sometimes comes from the most unlikely places...

*Embraceable you –Music and Lyrics by George and Ira Gershwin*

*Embrace me*

*My sweet embraceable you*

*Embrace me*

*My irreplaceable you*

*Just to look at you*

*My heart grows tipsy in me*

*You and you alone*

*Bring out the gypsy in me*

*I love all*

*The many charms about you*

*Above all*

*I want my arms about you*

*Don't be naughty baby*

*Come to me*

*Come to me do  
My sweet embraceable you  
I love all  
The many charms about you  
Above all  
I want my arms about you  
Don't be naughty baby  
Come to me  
Come to me do  
My sweet embraceable you*