

LAUNCH CHECKLIST

----- from Braid Creative -----

GET YOUR DUCKS IN A ROW

The more clarity you have around what you're selling, to whom, how it works, and what they'll get – the easier it will be to launch.

Who is it for?

What are you selling?

When is it available?

Where do people buy it?

When is it available?

How does it work?

SET A LAUNCH GOAL

Before you start to hammer out the logistics of your launch it's important to set a launch goal. Your goal needs to be specific so you know if your launch was successful.

My launch goal is:

MAKE A TIMELINE

Determine when your offering will be delivered and work backward from there based on how long you want your promotion period to be for.

Start date: _____

End date: _____

SOFT LAUNCH

- Make a list of past clients or warm leads you might launch to first.*
- Make a list of peers who will help you share your offering.*
- Make your ask or offering to these select groups of people*

MAKE A MARKETING PLAN

- Gather your assets – where will you share your offering*
- Implement the plan – write, design, delegate, and produce all the pieces*
- Buy advertising*
- Make your PR pitches*
- Launch!*

DEBRIEF

What worked? What didn't? What will you do differently next time?

When will you launch next?

How will you engage between launches?



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