

FREE DOWNLOAD

The launch-day checklist.

Thirty-one things to do in the two weeks around a launch, in the order you need them. Taken from the framework the studio runs for clients, not written for a download. Momentum is built, not switched on.

FREE

31 ITEMS

FIVE STAGES

PRINT OR FILL IN

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Two weeks out, to the week after.

Work backwards from the moment. Every item below is a decision you can make once and stop carrying. Tick as you go, and keep the ones you skipped: those are the notes for the next launch.

01 Two weeks out

Build the wait before there is anything to buy.

- ☐ Lock the launch date, and the time of day it goes live
- ☐ Write the one sentence the launch is about, and delete the second sentence
- ☐ Decide what you are holding back for day four
- ☐ Shoot everything in one session, not three
- ☐ Tease the category, not the product: no reveal yet
- ☐ Warm the email list with one send that does not sell
- ☐ Set the paid account up now, so launch day is not day one of learning

02 Launch week

One story, told everywhere at once.

- ☐ Schedule the announcement post, do not post it live and hope
- ☐ Cut the hero asset into reel, static, and story before you need them
- ☐ Write the launch email, and the subject line last
- ☐ Brief anyone posting on your behalf, in writing
- ☐ Check every link, on a phone, logged out
- ☐ Load the paid creative and leave it paused
- ☐ Put the in-store or physical touchpoint up two days early

HERE FOR YOUR NEXT LAUNCH

Running one of these soon?

This is the framework the studio runs end to end: the plan, the assets, the paid, and the day itself. Launches start from £800, scoped on a call.

[Book a discovery call →](#)

03 Launch day

The day is execution, not decisions.

- ☐ Post at the time you said, not when you feel ready
- ☐ Send the email within an hour of the post, not the next morning
- ☐ Unpause paid once organic has an hour of signal
- ☐ Reply to every comment in the first three hours
- ☐ Screenshot the good ones as you go: you will want them later
- ☐ Put a story up mid-afternoon, not just at launch
- ☐ Do not change the creative today, whatever the first numbers say

04 Day four

The second wave, when the room goes quiet.

- ☐ Post the thing you held back
- ☐ Lead with a customer, not with yourself
- ☐ Send the mid-campaign email to non-openers only
- ☐ Move budget to the ad that is working, cut the one that is not
- ☐ Answer the question that keeps coming up in the comments, as a post

05 The week after

Close it properly, then bank what you learned.

- ☐ Send the last-chance or farewell email
- ☐ Write down which asset carried it, and why
- ☐ Save the winning creative somewhere you will find it next time
- ☐ Ask one customer for a line you can quote
- ☐ Book the next launch in the calendar before the momentum goes