

Checklists and Launch Kit

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Product Validation Checklist

Purpose of This Tool

Use this checklist to test whether a product idea is supported by real signs of need and interest.

Validation does not guarantee that a product will sell. It helps you replace some of your assumptions with evidence before investing heavily in writing, designing, or building.

Complete one checklist for each idea you are seriously considering.

My Product Idea

Working product idea:

Intended customer:

Problem the product may solve:

Possible product format:

Date validation began:

Date validation reviewed:

Part 1: Is the Problem Clear?

- I can describe the problem in one clear sentence.
- The problem is specific rather than broad.
- I can identify the type of person experiencing it.
- I know when or where the problem usually occurs.

- I understand what makes the problem frustrating.
- I can describe what may happen if the problem remains unsolved.
- The problem is suitable for a digital product.
- The product would address a manageable part of the problem.

Describe the problem in one sentence

What makes this problem important?

What part of the problem will the product address?

What will the product not attempt to solve?

Part 2: Evidence That the Problem Exists

- I have seen people ask questions about the problem.
- I have noticed the same question more than once.
- People describe frustration, confusion, delay, or uncertainty.
- People are actively looking for ways to solve it.
- People have created their own makeshift solutions.
- People spend time dealing with the problem.
- The problem causes mistakes or missed opportunities.
- The problem appears in more than one source.

Where did I find evidence?

- Search results
- Search suggestions
- Product marketplaces
- Book reviews
- Course reviews
- Social media comments
- Forums
- Online groups
- Customer emails
- Workplace conversations

- Informal interviews
- Other: _____

Examples of repeated evidence

1. _____
2. _____
3. _____
4. _____
5. _____

Part 3: Evidence That People Want Help

- People ask for recommendations.
- People compare different solutions.
- People have tried more than one solution.
- People complain that current options are incomplete.
- People are paying for related products or services.
- People are spending significant time trying to solve the problem.
- People express urgency or concern.
- People ask detailed follow-up questions.
- People have requested a simpler or more suitable solution.
- People have taken a small action showing interest.

What are people currently doing about the problem?

What have they already tried?

What are they paying for?

What appears unsatisfactory about current solutions?

Part 4: Existing Market Check

- Similar products already exist.
- Existing products have reviews, buyers, or visible engagement.
- There are several ways customers currently solve the problem.
- I have found repeated praise for certain features.
- I have found repeated complaints about certain weaknesses.
- I can identify at least one underserved situation or audience.
- My idea has a clear reason to exist alongside current products.
- I can create something distinct without copying another product.

What does the existing market confirm?

What gaps or weaknesses did I notice?

How might my product be meaningfully different?

Part 5: Conversations With Potential Customers

- I spoke to people who genuinely experience the problem.
- I asked about their present or past behaviour.
- I avoided asking only whether they liked my idea.
- I listened without trying to persuade them.
- I asked what they had already tried.
- I asked what made the task difficult.
- I recorded the words they naturally used.
- I noticed which concerns appeared repeatedly.
- I did not rely only on friends or relatives.
- At least one conversation changed or deepened my understanding.

Number of useful conversations completed

Most important lesson from these conversations

Part 6: Signs of Commitment

Which actions have potential customers taken?

- Asked for more information
- Asked when the product would be available
- Shared contact details
- Joined an interest or waiting list
- Agreed to test an early version
- Completed a survey or interview
- Shared the idea with someone else
- Asked about the price
- Paid for a related product
- Paid for an early version
- None yet
- Other: _____

Strongest action observed

What does this action suggest?

Part 7: Remaining Assumptions

What am I still assuming about the customer?

What am I still assuming about the problem?

What am I still assuming about the product format?

What am I still assuming about willingness to pay?

Which assumption matters most?

How could I test it simply?

Validation Summary

Evidence supporting the idea

Evidence creating concern

Information still missing

My current level of confidence

- Very low
- Low
- Moderate
- High
- Very high

My next step

- Continue validating
- Proceed with the idea
- Adjust the proposed solution
- Narrow the audience or problem
- Pause the idea
- Replace it with another shortlisted idea

Reason:



Minimum Useful Product Checklist

Purpose of This Tool

Use this checklist to decide whether version one is complete enough to be useful without becoming unnecessarily large.

A minimum useful product is not careless or unfinished.

It contains what is needed to deliver the promised result clearly and reliably. The limitation is in the scope, not the quality.

Product Details

Product title:

Main customer:

Main result:

Format:

1. Problem and Customer

- The product addresses one recognisable problem.
- The primary customer is clearly defined.
- The product matches the customer's current stage.
- The customer has a reason to care about the problem now.
- The product does not try to serve several unrelated audiences.

Notes:

2. Starting and Finishing Points

- The customer's starting point is clear.
- The intended finishing point is practical.
- The distance between the two points is manageable.
- The finishing point does not depend entirely on outside circumstances.
- The customer can recognise when the task is complete.

Notes:

3. Main Job

- The product has one main job.
- The main job can be explained in one sentence.
- Every main component supports the same result.
- The product does not promise several unrelated outcomes.
- The product stops at an appropriate point.

Notes:

4. Format

- The format suits the customer's task.
- The customer can access and use the format easily.
- The format does not create unnecessary technical difficulty.
- Any additional format has a clear purpose.
- The product does not use several formats merely to look larger.

Notes:

5. Core Content

- The customer receives enough explanation to act.
- The essential decisions are covered.
- The practical steps are included.
- Common mistakes are addressed where necessary.
- The product includes a clear beginning.
- The product includes a clear ending or completion check.
- Nothing essential is missing.

Notes:

6. Support Materials

- Each support item removes a real difficulty.
- Templates include enough instruction to adapt them.
- Checklists are clear rather than vague.
- Examples show what good application looks like.
- Worksheets provide enough space or structure.
- Spreadsheets or calculators include simple instructions.
- Support materials do not distract from the main result.

Notes:

7. Scope

- Version one has a defined boundary.
- Advanced material has been saved for later.
- Unrelated bonuses have been removed.
- The product serves one meaningful stage of the problem.
- The product is complete without trying to be comprehensive.
- There is a clear point at which creation can stop.

Notes:

8. Customer Effort

- The customer knows where to begin.

- The instructions are easy to follow.
- The amount of reading is reasonable.
- The number of files is manageable.
- The customer is not asked to complete unnecessary tasks.
- The order of use is clear.
- The product can be completed or used in a realistic way.

Notes:

9. Accuracy and Quality

- The information has been checked.
- Instructions are accurate.
- Examples are consistent with the guidance.
- Links and files work.
- Spelling and formatting have been reviewed.
- Any calculations have been tested.
- The product is easy to navigate.
- All promised materials are included.

Notes:

10. Promise and Boundaries

- The product promise is specific.
- The promise is believable.
- The product directly supports the promised result.
- No outside outcome is guaranteed.
- The product's limitations are clear.
- The customer can tell whether the product suits them.

Notes:

11. Final Readiness Questions

What is the one result this product supports?

What is the most important component?

What would prevent the customer from reaching the result?

Has that gap been addressed?

- Yes
- Partly
- No

What could be removed without weakening the product?

What still needs to be completed?

Readiness Decision

- Ready to create
- Ready after minor changes
- Scope needs reducing
- Essential content is still missing
- Format needs reconsidering
- Outcome needs clarifying
- Product should be paused

Next action

Reason

Sales Page Review Checklist

Purpose

Use this checklist after completing the first draft.

Review the page as though you are seeing the product for the first time. The aim is to identify confusion, unsupported claims, missing details, and unnecessary pressure before publishing.

Part A: Immediate Understanding

Within the first few seconds, can the visitor understand:

- ☐ What the product is
- ☐ Who it is for
- ☐ What problem it addresses
- ☐ What practical result it supports
- ☐ Whether the offer is relevant to them

What may still be unclear at the top of the page?

Part B: Headline

- ☐ The headline is easy to understand
- ☐ It matches what the product actually delivers
- ☐ It avoids vague praise
- ☐ It does not make an inflated promise
- ☐ The subheading adds useful detail
- ☐ The wording sounds natural when read aloud

Words that could be removed or simplified:

Part C: Customer Problem

- ☐ The problem is described accurately
- ☐ The reader is likely to recognise the situation
- ☐ The description uses ordinary, believable examples
- ☐ It avoids shame and blame
- ☐ It does not tell every reader how they must feel
- ☐ It avoids frightening or exaggerated consequences

Sentence that may be overstated:

Revised version:

Part D: Product Introduction

- ☐ The product is presented as a practical next step
- ☐ The explanation says what it helps the customer do
- ☐ The customer's progress remains central
- ☐ The wording avoids claims of guaranteed success
- ☐ The introduction connects naturally with the problem

Can the product be explained in one clear sentence?

Part E: Benefits

- ☐ The main benefits are specific
- ☐ Each important feature has a meaningful benefit
- ☐ Practical value is clearly explained
- ☐ Benefits do not depend on vague emotional claims
- ☐ The page avoids promising outcomes outside the product's control
- ☐ The strongest benefits appear early enough

Weakest benefit statement:

Stronger version:

Part F: Product Contents

- ☐ Every main item is named
- ☐ The purpose of each important item is clear
- ☐ Related resources are grouped together
- ☐ Bonuses are relevant
- ☐ File formats are explained
- ☐ Printable and editable materials are identified
- ☐ Delivery details are easy to find
- ☐ The section does not rely only on the number of resources

Missing contents information:

Part G: Proof

- ☐ Testimonials are genuine
- ☐ Permission has been obtained
- ☐ Comments have not been taken out of context
- ☐ Proof supports specific claims
- ☐ Sample pages or screenshots are clear
- ☐ No results have been exaggerated
- ☐ The page works even if testimonials are limited

Proof that could be added later:

Part H: Questions and Concerns

- ☐ Beginner suitability is clear
- ☐ Technical requirements are explained
- ☐ Access and delivery are explained
- ☐ Refund terms are stated
- ☐ Support arrangements are clear
- ☐ Important limitations are included
- ☐ Answers are calm rather than defensive
- ☐ The FAQ does not repeat the whole page

Question the customer may still have:

Part I: Price and Offer

- ☐ The price is easy to find
- ☐ The currency is clear
- ☐ One-time or recurring payment is stated
- ☐ Taxes or extra charges are explained
- ☐ Sale pricing is genuine
- ☐ The product contents match the price
- ☐ Bundles or additional offers are clearly separated
- ☐ The customer knows exactly what they are purchasing

Anything that could create price confusion:

Part J: Call to Action

- ☐ The button wording is clear
- ☐ The customer knows what happens after clicking
- ☐ The same action is described consistently
- ☐ The button appears after enough explanation
- ☐ It is repeated where useful, but not excessively
- ☐ Delivery information appears nearby
- ☐ There is no false urgency

Final button wording:

Part K: Page Structure

- ☐ The page follows a logical order
- ☐ Headings make the page easy to scan
- ☐ Paragraphs are manageable
- ☐ Lists are used where they improve clarity
- ☐ The page has enough white space
- ☐ Images help explain the product
- ☐ The price and purchase button are visible

- ☐ The page is easy to use on a phone
- ☐ Important information is not hidden inside long paragraphs

Scan Test

Read only:

- the headline
- section headings
- bold text
- product images
- price
- buttons

Can the offer still be understood?

- ☐ Yes
- ☐ Partly
- ☐ No

What should be made clearer?

Part L: Claims and Ethics

Review every strong claim.

- ☐ I can support the claim
- ☐ The product directly contributes to the stated benefit
- ☐ The wording recognises that customer effort may be required
- ☐ No income or performance result is guaranteed
- ☐ Scarcity is genuine
- ☐ Deadlines are real
- ☐ Countdown timers do not reset
- ☐ Discounts are not permanently presented as temporary
- ☐ The page does not make the customer feel guilty
- ☐ I would feel comfortable explaining every claim to a dissatisfied buyer

Claim that needs to be removed or changed:

Revised wording:

Part M: Read-Aloud Review

Read the entire page aloud.

Mark any sentence that:

- ☐ Feels unnatural
- ☐ Is too long
- ☐ Repeats an earlier point
- ☐ Sounds more promotional than informative
- ☐ Contains unnecessary jargon
- ☐ Makes an unsupported claim
- ☐ Is difficult to understand the first time

Paragraphs that need revision:

Part N: Final Customer View

Imagine a careful customer arriving on the page.

Can they answer the following?

Customer Question	Yes	No
Is this for someone like me?	☐	☐
What problem does it address?	☐	☐
What will I receive?	☐	☐
How will it help me?	☐	☐
What format is it in?	☐	☐
How much does it cost?	☐	☐
Is it a one-time payment?	☐	☐
What happens after purchase?	☐	☐
Is there a refund policy?	☐	☐
What should I do next?	☐	☐

Any “No” answer identifies information that should be added or made clearer.

Final Decision

The page is:

- ☐ Ready to publish
- ☐ Ready after small revisions
- ☐ Missing important information
- ☐ Too long and needs simplifying
- ☐ Too brief and needs more explanation
- ☐ Making claims that need reviewing

The three most important improvements are:

1. _____
2. _____
3. _____

Date of final review:

Date published:

Final Reminder

The sales page does not need to impress everyone.

It needs to help the right customer understand the offer.

Remove what is exaggerated. Clarify what is vague. Add what a careful buyer reasonably needs to know.

When the page explains the product honestly, shows its practical value, and makes the next step clear, it is ready to do its work.

Checkout Setup Checklist

Purpose

Use this checklist to make sure the checkout is clear, consistent, and easy to complete.

The checkout should confirm the offer rather than introduce new questions.

Product Information

- ☐ The product name matches the sales page
- ☐ The product image is correct
- ☐ The short description is accurate
- ☐ The correct product version is shown
- ☐ Any bundle contents are clearly named
- ☐ Bonuses are included only if promised
- ☐ The customer can see exactly what they are buying

Checkout product name:

Short checkout description:

Price and Payment

- ☐ The price matches the sales page
- ☐ The currency is clear
- ☐ Taxes are shown or explained
- ☐ Additional fees are not hidden
- ☐ One-time or recurring payment is clearly stated
- ☐ Renewal terms are visible where applicable
- ☐ Instalment terms are clear where applicable

- ☐ Accepted payment methods are shown
- ☐ The final total is easy to understand

Price displayed:

Payment type:

- ☐ One-time
- ☐ Subscription
- ☐ Instalments

Payment explanation:

Customer Information

- ☐ Only necessary information is requested
- ☐ Required fields are clearly marked
- ☐ Optional fields are clearly marked
- ☐ The form is not longer than necessary
- ☐ The customer is not asked for irrelevant personal details
- ☐ Marketing consent is separate from the purchase
- ☐ The privacy notice is available

Information collected:

- ---
- ---
- ---
- ---

Why each item is needed:

Order Bumps and Additional Offers

- ☐ Any additional offer is clearly optional
- ☐ Nothing is preselected without clear consent
- ☐ The additional price is visible

- ☐ The item is directly relevant to the main product
- ☐ The customer can easily remove it
- ☐ The total updates correctly
- ☐ The checkout does not contain too many competing offers

Additional offer, if any:

Why it is relevant:

Purchase Button

- ☐ The button wording is clear
- ☐ The button is easy to see
- ☐ It states or implies the correct action
- ☐ It is not misleading
- ☐ It works on desktop
- ☐ It works on mobile
- ☐ It does not link to an old product or price

Button wording:

Policies and Trust

- ☐ Refund terms are linked or stated
- ☐ Support contact information is available
- ☐ Privacy information is linked
- ☐ Terms of purchase are available
- ☐ Recurring charges are not hidden
- ☐ Payment processing appears secure
- ☐ The customer can review the order before paying
- ☐ There are no false scarcity messages

Mobile Review

- ☐ Text is readable without zooming
- ☐ Form fields are easy to complete
- ☐ Buttons are not cut off
- ☐ The price remains visible
- ☐ Product images do not dominate the screen
- ☐ Error messages are understandable
- ☐ Payment options load correctly

Final Checkout Review

Anything that could surprise the customer:

Anything that could make the customer hesitate:

Changes required before launch:

1.

2.

3.

Checkout status:

- ☐ Ready
- ☐ Ready after small changes
- ☐ Needs further testing
- ☐ Not ready

Product Delivery Checklist

Purpose

Use this checklist to prepare the files, access instructions, and delivery system before customers begin purchasing.

Product Files

- ☐ All promised files are included
- ☐ Old drafts have been removed
- ☐ Duplicate files have been removed
- ☐ File names are clear
- ☐ Files are numbered where order matters
- ☐ Final versions open correctly
- ☐ Links inside the files work
- ☐ Spelling and formatting have been reviewed
- ☐ Page numbers and contents pages are correct
- ☐ Branding is consistent
- ☐ Contact information is current

Recommended File Names

Use a simple pattern such as:

- 01-Start-Here
- 02-Main-Guide
- 03-Workbook
- 04-Calculator
- 05-Templates
- 06-Checklist
- 07-Bonus-Resource

My file-name structure:

File Formats

- ☐ PDF files open correctly
- ☐ Editable documents can be edited
- ☐ Spreadsheets calculate correctly
- ☐ Printables print clearly
- ☐ Images are readable
- ☐ Video or audio files play correctly
- ☐ File sizes are manageable
- ☐ Compressed folders open correctly
- ☐ Required software is explained
- ☐ Alternative formats are included where promised

Formats included:

Software required:

Start Here Guide

- ☐ A Start Here file is included
- ☐ It explains what is included
- ☐ It identifies the first step
- ☐ It gives a recommended order
- ☐ It identifies optional resources
- ☐ It explains file formats
- ☐ It explains how to save or print files
- ☐ It gives support contact details
- ☐ It states whether updates are included

First instruction the customer will see:

Delivery Method

- ☐ The correct files are uploaded
- ☐ Download links work
- ☐ Access permissions are correct
- ☐ Links do not require the creator's login
- ☐ The customer does not need unnecessary approval
- ☐ Access does not expire unexpectedly
- ☐ Download limits are suitable
- ☐ The delivery page names the product clearly
- ☐ Backup copies are stored safely

Delivery method:

Access period:

Download limit, if any:

Product Organisation

- ☐ Related files are grouped together
- ☐ Folder names are clear
- ☐ Bonus materials are separated from essential materials
- ☐ The customer can understand the structure quickly
- ☐ No internal notes are visible
- ☐ No unfinished materials are included
- ☐ The folder is not overloaded with unnecessary files

Main folder structure:

Delivery Communication

- ☐ The confirmation page provides access instructions
- ☐ The welcome email contains the correct link
- ☐ The email explains where to begin
- ☐ Spam-folder guidance is included where helpful
- ☐ Support details are easy to find

- ☐ Customers know what to do if a link fails
- ☐ Delivery timing is explained

Final Delivery Test

- ☐ Downloaded using a different email address
- ☐ Tested in a private browser window
- ☐ Tested on a desktop or laptop
- ☐ Tested on a phone
- ☐ Every file was opened
- ☐ Every link was clicked
- ☐ The Start Here instructions were followed
- ☐ Access was tested without creator permissions

Problems found:

Product delivery status:

- ☐ Ready
- ☐ Needs small corrections
- ☐ Needs technical help
- ☐ Not ready

Test Purchase Checklist

Purpose

Use this checklist to complete the full purchase as though you were a customer.

Do not test only the individual links. Follow the entire process from the sales page to opening the product.

Test Preparation

Date of test:

Product tested:

Platform:

Tester:

Test method:

- ☐ Platform test mode
- ☐ Full-discount code
- ☐ Low-cost test product
- ☐ Real purchase followed by refund
- ☐ Other: _____

Device used:

- ☐ Desktop
- ☐ Laptop

☐ Phone

☐ Tablet

Browser used:

Email used:

Stage 1: Sales Page

- ☐ The page loads correctly
- ☐ The headline is visible
- ☐ Product images display correctly
- ☐ The product description is accurate
- ☐ The price is correct
- ☐ The currency is clear
- ☐ The purchase button works
- ☐ All checkout links point to the current offer
- ☐ Refund and support information can be found
- ☐ The page works on mobile

Problems found:

Stage 2: Checkout

- ☐ The correct product appears
- ☐ The correct image appears
- ☐ The price matches the sales page
- ☐ Tax or extra charges are clear
- ☐ One-time or recurring payment is stated
- ☐ Required fields make sense
- ☐ Optional offers are not preselected
- ☐ Discount codes work
- ☐ The total updates correctly
- ☐ The purchase button works
- ☐ The checkout is usable on mobile

Problems found:

Stage 3: Payment

- ☐ Payment is accepted
- ☐ The correct amount is charged
- ☐ The payment description is recognisable
- ☐ No unexpected charge appears
- ☐ The payment status updates correctly
- ☐ The seller receives an order notification

Problems found:

Stage 4: Confirmation Page

- ☐ The page appears immediately
- ☐ It confirms that payment was successful
- ☐ It names the product
- ☐ It provides access or explains email delivery
- ☐ The download button works
- ☐ It tells the customer where to begin
- ☐ Support details are shown
- ☐ Additional offers do not hide product access
- ☐ The page works on mobile

Problems found:

Stage 5: Receipt

- ☐ The receipt arrives
- ☐ The sender is recognisable
- ☐ The subject line is clear
- ☐ The correct product appears
- ☐ The correct price appears
- ☐ Taxes and fees are shown accurately
- ☐ Payment terms are correct
- ☐ Support information is included or available

Time taken to arrive:

Problems found:

Stage 6: Welcome or Delivery Email

- ☐ The email arrives
- ☐ The product name appears in the subject
- ☐ The access link is easy to find
- ☐ The link works
- ☐ The first step is explained
- ☐ File requirements are explained
- ☐ Support information is included
- ☐ The email displays correctly on mobile
- ☐ No placeholder wording remains
- ☐ Every link has been tested

Time taken to arrive:

Problems found:

Stage 7: Product Access

- ☐ The product opens without creator permissions
- ☐ The customer does not need unnecessary approval
- ☐ Download links work
- ☐ Account login works where applicable
- ☐ Password setup is clear
- ☐ Access duration matches the offer
- ☐ Files can be saved
- ☐ The product works on the intended device

Problems found:

Stage 8: Product Files

- ☐ All promised files are present
- ☐ File names are clear
- ☐ Files are arranged in a logical order
- ☐ A Start Here file is included
- ☐ The first step is obvious
- ☐ PDFs open correctly
- ☐ Editable files can be edited
- ☐ Spreadsheets calculate correctly
- ☐ Links inside files work
- ☐ No old drafts or internal notes are included
- ☐ Bonuses are present
- ☐ The folder is not confusingly large

Problems found:

Stage 9: First-Use Test

Follow the instructions exactly as a customer would.

- ☐ The Start Here guide is understandable
- ☐ The recommended order makes sense
- ☐ Optional resources are identified
- ☐ The customer can begin within five minutes
- ☐ Technical requirements are clear
- ☐ The product matches the sales-page description
- ☐ Nothing important is missing

Where did the tester pause or become uncertain?

Stage 10: Support Test

- ☐ The support contact is easy to find
- ☐ The contact method works
- ☐ An automatic acknowledgement arrives where applicable
- ☐ The expected reply time is stated

- ☐ The support boundaries are clear
- ☐ Customer information is handled privately

Test question sent:

Result:

Stage 11: Refund or Cancellation Test

Complete only where practical.

- ☐ Refund instructions are easy to find
- ☐ The request process is understandable
- ☐ The correct person or platform receives the request
- ☐ The customer is told what happens next
- ☐ The refund amount is correct
- ☐ Access changes as expected
- ☐ Confirmation is sent
- ☐ Subscription cancellation works where applicable

Problems found:

Three-Part Review

Technical Test

Does everything function correctly?

- ☐ Yes
- ☐ Mostly
- ☐ No

Technical corrections:

Clarity Test

Does the customer understand each step?

- ☐ Yes
- ☐ Mostly
- ☐ No

Clarity corrections:

Trust Test

Does anything feel surprising, inconsistent, or misleading?

- ☐ No concerns
- ☐ Minor concerns
- ☐ Serious concerns

Trust corrections:

Final Test Result

The buying process is:

- ☐ Ready for customers
- ☐ Ready after small corrections
- ☐ Technically functional but unclear
- ☐ Missing important steps
- ☐ Not ready for launch

The three most important corrections are:

1.

2.

3.

Retest date:

Final approval date:

Final Reminder

The process is ready when a customer can pay, receive the correct product, understand where to begin, and find help without unnecessary difficulty.

Testing is not only about finding broken links. It is about removing uncertainty before a real customer has to experience it.

Complete Launch Checklist

Purpose

Use this checklist to prepare, run, and review the launch without relying on memory.

The aim is not to create a complicated campaign. It is to make sure the important parts are ready and the launch can be carried out calmly.

Part A: Launch Purpose

- ☐ I know what this launch is meant to achieve
- ☐ I have chosen one main commercial goal
- ☐ I have chosen one or two learning goals
- ☐ I know how long the launch will last
- ☐ I have chosen a quiet, moderate, or larger launch
- ☐ The scale suits my current audience and available time
- ☐ I am not relying on the launch to prove the entire business

Main launch purpose:

Primary commercial goal:

Learning goals:

1.

2.

Launch style:

- ☐ Quiet launch
- ☐ Moderate launch
- ☐ Larger campaign

Why this launch style suits the business:

Part B: Product Readiness

- ☐ The product is complete enough to sell
- ☐ All promised files are included
- ☐ Final files have been reviewed
- ☐ Old drafts and duplicate files have been removed
- ☐ File names are clear
- ☐ A Start Here guide is included where needed
- ☐ The recommended order is explained
- ☐ The product matches the description on the sales page
- ☐ Bonuses are complete and ready
- ☐ Technical requirements are explained
- ☐ Product access has been tested

Product changes still required:

Part C: Sales Page Readiness

- ☐ The headline is clear
- ☐ The problem is explained in familiar language
- ☐ The product is introduced clearly
- ☐ Benefits are specific
- ☐ The contents are listed accurately
- ☐ The product format is explained
- ☐ The intended customer is clear
- ☐ The price is correct
- ☐ Refund and support information are visible
- ☐ Frequently asked questions are included
- ☐ The call to action is easy to find
- ☐ Every purchase button links to the correct checkout
- ☐ The page works on desktop
- ☐ The page works on mobile

Sales-page issues to correct:

Part D: Checkout and Delivery

- ☐ The product name matches the sales page
- ☐ The price and currency are correct
- ☐ One-time or recurring payment terms are clear
- ☐ Taxes and additional fees are explained
- ☐ The checkout requests only necessary information
- ☐ Optional offers are not preselected
- ☐ The purchase button works
- ☐ The confirmation page is complete
- ☐ The receipt shows the correct information
- ☐ The welcome email is active
- ☐ Download or access links work
- ☐ Support contact details are correct
- ☐ The full buying process has been tested

Checkout or delivery changes required:

Part E: Launch Offer

- ☐ I have decided whether to use an introductory price
- ☐ Any lower launch price has a genuine end date
- ☐ The regular price is clear and believable
- ☐ I have decided whether to include a bonus
- ☐ The bonus supports the main product
- ☐ The bonus is complete
- ☐ The bonus will not confuse the customer
- ☐ The deadline is genuine
- ☐ The offer remains commercially sensible
- ☐ The offer can be delivered without creating avoidable support work

Regular price:

Launch price, if any:

Introductory price ends:

Bonus, if any:

Why this incentive is useful:

Part F: Audience and Promotional Channels

- ☐ I know who the product is for
- ☐ I have identified the most likely first buyers
- ☐ I have chosen a small number of promotional channels
- ☐ At least one channel reaches a relevant audience
- ☐ I am not depending only on friends or relatives
- ☐ I know how people will move from each channel to the sales page
- ☐ Tracking links or simple records are prepared
- ☐ I have checked the rules of any communities I plan to use
- ☐ My promotion is appropriate and not intrusive

Primary audience:

Main promotional channels:

1.

2.

3.

Likely source of first buyers:

Part G: Launch Messages

- ☐ The announcement message is written
- ☐ The problem-focused message is written
- ☐ The product-preview message is written
- ☐ The frequently asked questions message is written
- ☐ The reminder message is written

- ☐ Each message has a different purpose
- ☐ Each message includes a clear next step
- ☐ Claims are accurate and realistic
- ☐ Promotional wording does not rely on hype
- ☐ Product images or samples are ready
- ☐ Emails and posts have been proofread
- ☐ Links have been checked

Messages still to prepare:

Part H: Schedule and Workload

- ☐ Launch dates are confirmed
- ☐ The launch period is short enough to manage
- ☐ Each communication has a planned date
- ☐ I know which channel will be used for each message
- ☐ Launch materials are scheduled or ready to send
- ☐ Time has been left for customer questions
- ☐ Time has been left for unexpected problems
- ☐ The schedule fits around work and family responsibilities
- ☐ I have not planned more activity than I can reasonably complete
- ☐ I know when the launch period ends

Launch begins:

Launch ends:

Daily time available:

Part I: Support Preparation

- ☐ The support address is monitored
- ☐ Common support responses are prepared
- ☐ Expected response time is stated
- ☐ Refund terms are easy to find

- ☐ I know how refund requests will be handled
- ☐ I know what kind of support is included
- ☐ Support boundaries are clear
- ☐ Customer information will be handled privately
- ☐ I have enough capacity for expected questions

Support response time:

Support not included:

Part J: Tracking and Review

- ☐ I know which results I will record
- ☐ I can see sales-page visits
- ☐ I can see email opens and clicks where available
- ☐ I can identify where sales came from
- ☐ I will record customer questions
- ☐ I will record refunds and access problems
- ☐ I have prepared a post-launch review page
- ☐ I have chosen a review date
- ☐ I will avoid changing several parts of the offer at once

Measures I will track:

Post-launch review date:

Final Launch Decision

The launch is:

- ☐ Ready
- ☐ Ready after small corrections
- ☐ Missing one important element
- ☐ Not ready

The three most important remaining tasks are:

1.

2.

3.

30-Day Launch Planner

Purpose

Use this planner when you want enough time to prepare the product, sales process, promotional material, and review without rushing.

The plan can be shortened or adjusted to suit your product.

Week 1: Clarify the Launch

Day 1: Define the Purpose

Main commercial goal:

Main learning goal:

What would make the launch worthwhile even if sales are modest?

Day 2: Choose the Launch Style

- ☐ Quiet launch
- ☐ Moderate launch
- ☐ Larger campaign

Why this scale is suitable:

Day 3: Identify the Audience

Who is most likely to need this product now?

What problem are they trying to solve?

Day 4: Identify First-Buyer Sources

List the most realistic places your first customers may come from.

1.

2.

3.

Day 5: Set the Launch Dates

Launch start date:

Launch end date:

Offer deadline, if any:

Day 6: Set Launch Goals

Minimum goal:

Target goal:

Stretch goal:

Day 7: Light Review or Rest Day

Use this day to check whether the plan still feels manageable.

What feels clear:

What feels too complicated:

What can be simplified:

Week 2: Prepare the Product and Buying Process

Day 8: Review the Product

- ☐ Check all files
- ☐ Remove unfinished drafts
- ☐ Confirm promised contents
- ☐ Review formatting
- ☐ Check links inside the product

Corrections needed:

Day 9: Organise Product Delivery

- ☐ Rename files clearly
- ☐ Arrange folders
- ☐ Prepare Start Here guide
- ☐ Confirm file formats
- ☐ Check software requirements

Day 10: Review the Sales Page

- ☐ Headline
- ☐ Problem section
- ☐ Product explanation
- ☐ Benefits
- ☐ Contents
- ☐ Price
- ☐ Call to action

Main sales-page improvement:

Day 11: Review Checkout

- ☐ Product name
- ☐ Price
- ☐ Payment type
- ☐ Taxes and fees
- ☐ Purchase button
- ☐ Mobile usability

Day 12: Prepare Confirmation and Welcome

- ☐ Confirmation page complete
- ☐ Welcome email complete
- ☐ Access link correct
- ☐ First-use instruction clear
- ☐ Support details included

Day 13: Review Support and Refunds

- ☐ Support contact works
- ☐ Response time is stated
- ☐ Refund terms are visible
- ☐ Support templates are prepared
- ☐ Boundaries are clear

Day 14: Complete a Test Purchase

- ☐ Sales page tested
- ☐ Checkout tested
- ☐ Payment tested
- ☐ Confirmation page tested
- ☐ Email tested
- ☐ Files opened
- ☐ Mobile tested

Problems found:

Week 3: Prepare the Launch Content

Day 15: Write the Announcement

Main message:

Call to action:

Day 16: Write the Problem-Focused Message

Problem to discuss:

Useful point to explain:

Day 17: Prepare a Product Preview

Choose one:

- ☐ Sample page
- ☐ Screenshot

- ☐ Short demonstration
- ☐ Contents overview
- ☐ Before-and-after example
- ☐ Other: _____

Day 18: Prepare the Frequently Asked Questions Message

Questions to answer:

1. _____
2. _____
3. _____

Day 19: Write the Reminder Message

Reason for reminder:

Genuine deadline, if any:

Day 20: Prepare Images and Links

- ☐ Product image
- ☐ Preview image
- ☐ Social image
- ☐ Email links
- ☐ Sales-page links
- ☐ Tracking links

Day 21: Review All Launch Content

- ☐ Each message has a different purpose
- ☐ Product claims are accurate
- ☐ The tone is calm and clear
- ☐ The call to action is visible

- ☐ Every link works
- ☐ No placeholder wording remains

Week 4: Schedule, Launch, and Review

Day 22: Build the Final Schedule

Date	Message	Channel	Call to Action	Status

Day 23: Schedule or Prepare Messages

- ☐ Emails scheduled
- ☐ Posts scheduled
- ☐ Community messages prepared
- ☐ Reminder dates entered
- ☐ Support time reserved

Day 24: Final Readiness Review

- ☐ Product ready
- ☐ Page ready
- ☐ Checkout ready
- ☐ Delivery ready
- ☐ Messages ready
- ☐ Support ready
- ☐ Tracking ready

Day 25: Quiet Pre-Launch Mention

Optional.

What will be mentioned:

Where it will be shared:

Day 26: Launch Day

- ☐ Product made available
- ☐ Announcement sent
- ☐ Links checked
- ☐ Sales monitored
- ☐ Questions recorded
- ☐ No unnecessary changes made

Day 27: Problem and Relevance Message

Share content that helps the right customer recognise why the product exists.

Main point:

Day 28: Product Preview or Questions

Choose the most suitable option based on early response.

- ☐ Share a preview
- ☐ Answer common questions
- ☐ Clarify the product format
- ☐ Explain who it is for

Day 29: Reminder

- ☐ Send reminder
- ☐ Mention genuine deadline
- ☐ Restate who the product is for
- ☐ Avoid artificial urgency

Day 30: Early Review

Sales:

Sales-page visits:

Main traffic source:

Most common question:

One thing to improve:

14-Day Simple Launch Plan

Purpose

Use this plan for a quieter launch when you want to prepare and release the product over two manageable weeks.

Days 1–7: Preparation

Day 1: Define the Launch

Main goal:

Learning goal:

Launch style:

- ☐ Quiet
- ☐ Moderate

Day 2: Choose the Audience and Channels

Main audience:

Primary channel:

Secondary channel:

Day 3: Review Product and Sales Page

- ☐ Product complete
- ☐ Files organised
- ☐ Sales page accurate
- ☐ Price correct
- ☐ Call to action works

Day 4: Review Checkout and Delivery

- ☐ Checkout tested
- ☐ Confirmation page ready
- ☐ Welcome email ready
- ☐ Download works
- ☐ Support details visible

Day 5: Prepare Launch Messages

Draft:

- ☐ Announcement
- ☐ Problem-focused message
- ☐ Product-preview message
- ☐ Reminder

Day 6: Prepare Offer and Schedule

Launch price:

Bonus, if any:

Launch dates:

Day 7: Complete Final Test Purchase

- ☐ Payment
- ☐ Confirmation
- ☐ Email
- ☐ Access
- ☐ Mobile
- ☐ Support

Corrections required:

Days 8–14: Launch

Day 8: Announce the Product

Explain:

- what it is
- who it is for
- what problem it helps with
- where to view it

Message sent through:

Day 9: Observe and Respond

- ☐ Record clicks
- ☐ Answer questions
- ☐ Check delivery
- ☐ Avoid changing the offer too quickly

Questions received:

Day 10: Explain the Problem

Share a useful observation, common mistake, or practical difficulty connected to the product.

Main point:

Day 11: Show the Product

Share:

- ☐ Sample page
- ☐ Screenshot
- ☐ Contents list
- ☐ Short demonstration
- ☐ Example tool

Day 12: Answer Questions

Address the most common concerns.

1.

2.

3.

Day 13: Send a Reminder

Mention:

- ☐ The product
- ☐ Who it is for
- ☐ Main benefit
- ☐ Genuine deadline, if any
- ☐ Clear purchase link

Day 14: Complete an Initial Review

Number of sales:

Page visits:

Most useful channel:

Main customer question:

Next improvement:

Launch Goal Worksheet

Purpose

Use this worksheet to create goals that guide the launch without placing the entire business on one sales number.

Part A: Launch Context

Product name:

Product price:

Launch dates:

Launch style:

- ☐ Quiet
- ☐ Moderate
- ☐ Larger campaign

Size of reachable audience:

Part B: Main Launch Purpose

What is the main reason for launching now?

- ☐ Make the first sales
- ☐ Validate the offer
- ☐ Collect customer feedback
- ☐ Test the sales page

- ☐ Test a promotional channel
- ☐ Build early proof
- ☐ Relaunch an improved product
- ☐ Other: _____

Main purpose in one sentence:

Part C: Commercial Goal

Sales target:

Revenue target:

Why this target is realistic:

Part D: Goal Range

Minimum Goal

What result would still make the launch worthwhile?

Target Goal

What result do you reasonably expect?

Stretch Goal

What stronger result is possible but less certain?

Part E: Learning Goals

Choose up to three.

- ☐ Learn which message attracts the most clicks
- ☐ Learn which channel sends the best visitors
- ☐ Identify common customer questions
- ☐ Test whether the price feels acceptable
- ☐ Confirm that the product format is understood
- ☐ Test checkout and delivery
- ☐ Learn which benefit matters most
- ☐ Identify the main reason people hesitate
- ☐ Other: _____

Learning goal 1:

Learning goal 2:

Learning goal 3:

Part F: Process Goal

Choose one part of the customer experience to confirm.

- ☐ Product delivery works
- ☐ Welcome email works
- ☐ Support system works
- ☐ Refund process is clear
- ☐ Mobile checkout works
- ☐ Product can be used without help
- ☐ Other: _____

Process goal:

Part G: Reach Estimate

Estimated number of people who may see the launch message:

Estimated number who may click to the sales page:

Estimated sales-page conversion rate:

Estimated sales:

These numbers are estimates, not promises.

Part H: Non-Sales Measures

Record the measures that will help explain the result.

Measure	Target	Actual
People reached	_____	_____
Sales-page visits	_____	_____
Email opens	_____	_____
Email clicks	_____	_____
Checkout visits	_____	_____
Sales	_____	_____
Revenue	_____	_____
Replies or questions	_____	_____
Refunds	_____	_____

Part I: Emotional Expectations

What am I most worried may happen?

What would I be tempted to conclude too quickly?

What evidence would I need before making that conclusion?

What will I do if the first day is quiet?

Final Launch Goal Statement

During this launch, I aim to _____. I also want to learn
_____. The launch will still be useful if
_____.

Promotional Channel Planner

Purpose

Use this planner to choose a small number of suitable promotional channels and decide what role each one will play.

Part A: Audience Reminder

Target customer:

Main problem they want help with:

Where they already look for information or solutions:

Part B: Possible Channels

Rate each channel from 1 to 5.

1 = weak fit

5 = strong fit

Channel	Audience Relevance	Current Reach	Ease of Use	Cost	Overall Fit
Email list	—	—	—	—	—
Website or blog	—	—	—	—	—
Facebook	—	—	—	—	—
Instagram	—	—	—	—	—
LinkedIn	—	—	—	—	—
Pinterest	—	—	—	—	—
YouTube	—	—	—	—	—
Online community	—	—	—	—	—

Channel	Audience Relevance	Current Reach	Ease of Use	Cost	Overall Fit
Marketplace	—	—	—	—	—
Partner newsletter	—	—	—	—	—
Direct outreach	—	—	—	—	—
Paid advertising	—	—	—	—	—
Other	—	—	—	—	—

Part C: Choose Primary Channels

Primary Channel

Channel:

Why it is suitable:

Who can be reached there:

Type of content to use:

Main call to action:

Secondary Channel

Channel:

Why it is suitable:

Who can be reached there:

Type of content to use:

Main call to action:

Optional Third Channel

Channel:

Why it is worth including:

Part D: Warm, Relevant, and Reachable

List audiences that fit each group.

Warm Audience

People who already know you or the business:

Relevant Audience

People who clearly experience the problem:

Reachable Audience

People you can contact appropriately:

Strongest Overlap

Which audience is warm, relevant, and reachable?

Part E: Channel Message Plan

Channel	Message Purpose	Format	Date	Link or CTA

Part F: Tracking

How will visits from each channel be identified?

- ☐ Separate links
- ☐ Platform analytics
- ☐ Discount codes
- ☐ Customer survey
- ☐ Manual records
- ☐ Other: _____

Channel	Visits	Sales	Questions	Notes

Part G: Channel Decision

Channels I will use:

1. _____
2. _____
3. _____

Channels I will not use during this launch:

Why I am keeping the plan focused:

Pre-Launch Readiness Checklist

Purpose

Use this checklist during the final days before launch.

It focuses only on what must be dependable before the first promotional message is sent.

Product

- ☐ Product is complete
- ☐ All promised items are included
- ☐ Files open correctly
- ☐ File names are clear
- ☐ Start Here guide is included
- ☐ Bonuses are complete
- ☐ Product matches sales-page description
- ☐ Backup copy is stored

Sales Page

- ☐ Headline is clear
- ☐ Benefits are specific
- ☐ Product contents are accurate
- ☐ Price is correct
- ☐ File format is explained
- ☐ Intended customer is clear
- ☐ Frequently asked questions are included
- ☐ Refund and support details are visible
- ☐ Purchase buttons work
- ☐ Mobile view is checked

Checkout

- ☐ Correct product appears
- ☐ Correct price appears
- ☐ Currency is clear
- ☐ Taxes and fees are explained
- ☐ Payment type is clear
- ☐ Required fields are reasonable
- ☐ Optional offers are clearly optional
- ☐ Purchase button works
- ☐ Mobile checkout works

Delivery

- ☐ Confirmation page works
- ☐ Welcome email is active
- ☐ Access links work
- ☐ Correct files are delivered
- ☐ Customer can access without creator permissions
- ☐ First step is explained
- ☐ Support contact is easy to find

Launch Offer

- ☐ Regular price is confirmed
- ☐ Introductory price is confirmed
- ☐ Deadline is genuine
- ☐ Bonus is ready
- ☐ Bonus terms are clear
- ☐ No false scarcity is used
- ☐ Offer remains profitable enough

Promotional Materials

- ☐ Launch announcement is written
- ☐ Problem-focused message is written
- ☐ Product preview is ready
- ☐ Frequently asked questions message is ready
- ☐ Reminder message is ready
- ☐ Images are correct

- ☐ All links have been tested
- ☐ Dates and prices match everywhere

Audience and Channels

- ☐ Target audience is clear
- ☐ Promotional channels are chosen
- ☐ Community rules have been checked
- ☐ Email list is ready
- ☐ Contact segments are correct
- ☐ Tracking method is prepared

Support

- ☐ Support inbox is monitored
- ☐ Reply timeframe is stated
- ☐ Support templates are ready
- ☐ Refund process is understood
- ☐ Support limits are clear
- ☐ Time is available to answer questions

Final Test

- ☐ Complete test purchase finished
- ☐ Receipt received
- ☐ Welcome email received
- ☐ Product downloaded
- ☐ Files opened
- ☐ Mobile experience tested
- ☐ Problems corrected
- ☐ Retest completed after corrections

Final Readiness Decision

Ready to launch?

- ☐ Yes
- ☐ Yes, after minor corrections
- ☐ No

Remaining corrections:

1. _____
2. _____
3. _____

Launch-Day Checklist

Purpose

Use this checklist on the day the product becomes publicly available.

The main task is to confirm that everything works, send the planned message, and remain available without reacting to every small change.

Before Promotion Begins

- ☐ Sales page is live
- ☐ Product price is correct
- ☐ Launch offer is active
- ☐ Discount code works
- ☐ Purchase button works
- ☐ Checkout loads
- ☐ Confirmation page works
- ☐ Welcome email is active
- ☐ Product files are accessible
- ☐ Support inbox is working

Final Content Check

- ☐ Product name is correct
- ☐ Price is correct
- ☐ Deadline is correct
- ☐ Links are correct
- ☐ Images display correctly
- ☐ No placeholder wording remains
- ☐ Email subject line is clear
- ☐ Call to action is visible
- ☐ Mobile display is checked

Send the Announcement

- ☐ Email sent or scheduled
- ☐ Main social post published
- ☐ Other planned channel updated
- ☐ Product link tested after publishing
- ☐ Tracking is working

Announcement time:

Channels used:

Monitor the Customer Experience

- ☐ Order notifications are arriving
- ☐ Payments are being processed
- ☐ Confirmation emails are being sent
- ☐ Product access works
- ☐ No repeated technical problem has appeared
- ☐ Support questions are being recorded
- ☐ Customer information is handled privately

Record Early Results

Sales-page visits:

Checkout visits:

Sales:

Main traffic source:

Questions received:

Respond Calmly

- ☐ Answer genuine access problems promptly
- ☐ Record common questions
- ☐ Correct serious errors immediately
- ☐ Avoid changing the whole offer based on a few hours
- ☐ Avoid lowering the price impulsively
- ☐ Avoid checking the dashboard constantly
- ☐ Keep notes rather than relying on memory

End-of-Day Notes

What worked smoothly:

What caused difficulty:

What customers asked:

What needs attention tomorrow:

Does anything require immediate correction?

- ☐ No
- ☐ Yes: _____

Post-Launch Review

Purpose

Use this review after the main launch period.

The goal is to understand what happened, what influenced the result, and what should change next.

Part A: Launch Summary

Product:

Launch dates:

Launch style:

- ☐ Quiet
- ☐ Moderate
- ☐ Larger campaign

Regular price:

Launch price:

Bonus or incentive:

Part B: Results

Measure	Goal	Actual
People reached	_____	_____
Sales-page visits	_____	_____
Checkout visits	_____	_____
Sales	_____	_____
Revenue	_____	_____
Refunds	_____	_____
Email opens	_____	_____
Email clicks	_____	_____
Replies or questions	_____	_____

Part C: Channel Performance

Channel	Visits	Sales	Conversion	Notes
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Best-performing channel:

Weakest channel:

What may explain the difference:

Part D: Message Performance

Which launch message performed best?

- ☐ Announcement
- ☐ Problem-focused message
- ☐ Product preview
- ☐ Frequently asked questions
- ☐ Reminder
- ☐ Other: _____

Why it may have worked:

Which message received the weakest response?

Why it may have struggled:

Part E: Customer Questions

List the most common questions.

1.

2.

3.

4.

5.

What these questions suggest:

Where answers should be added:

- ☐ Sales page
- ☐ Checkout
- ☐ Welcome email
- ☐ Confirmation page
- ☐ Product guide
- ☐ Frequently asked questions
- ☐ Other:

Part F: Customer Experience

- ☐ Checkout worked smoothly
- ☐ Confirmation page was clear
- ☐ Welcome email arrived
- ☐ Product access worked
- ☐ Files were easy to use

- ☐ Support process worked
- ☐ Refund process worked
- ☐ Mobile experience was acceptable

Problems reported:

Corrections already made:

Further corrections required:

Part G: Offer Review

Did customers understand what the product was?

- ☐ Yes
- ☐ Mostly
- ☐ No

Did customers understand who it was for?

- ☐ Yes
- ☐ Mostly
- ☐ No

Did the price appear to create hesitation?

- ☐ Yes
- ☐ Possibly
- ☐ No
- ☐ Not enough evidence

Did the bonus help?

- ☐ Yes
- ☐ Possibly
- ☐ No
- ☐ No bonus used

Did the deadline feel useful and genuine?

- ☐ Yes
- ☐ No
- ☐ Not applicable

Offer changes to consider:

Part H: Slow-Sales Diagnosis

Review the sequence:

Reach → Interest → Sales Page → Checkout → Purchase

Reach

Did enough relevant people see the offer?

- ☐ Yes
- ☐ No
- ☐ Unsure

Evidence:

Interest

Did people click, reply, or ask questions?

- ☐ Yes
- ☐ No
- ☐ Limited response

Evidence:

Sales Page

Did visitors appear to understand the offer?

- ☐ Yes
- ☐ No
- ☐ Unsure

Possible issue:

Checkout

Did people reach checkout but leave?

- ☐ Yes
- ☐ No
- ☐ Not known

Possible issue:

Purchase

What appears to have encouraged buyers?

Part I: Workload Review

Hours spent preparing the launch:

Hours spent during the launch:

What took more time than expected:

What felt unnecessarily stressful:

What should be simplified next time:

Was the launch schedule sustainable?

- ☐ Yes
- ☐ Mostly
- ☐ No

Part J: Four-Part Review

What Worked

What Did Not Work

What I Learned

What I Will Change Next

Part K: Next Decision

Choose the most suitable next step.

- ☐ Continue selling at the current price
- ☐ Improve the sales page
- ☐ Improve the product instructions
- ☐ Add more proof or customer feedback
- ☐ Test a different promotional channel
- ☐ Adjust the price
- ☐ Simplify the offer
- ☐ Improve checkout
- ☐ Relaunch later
- ☐ Continue with steady ongoing promotion
- ☐ Pause and gather more evidence
- ☐ Other: _____

Main next action:

Date to complete it:

Final Launch Review Statement

Complete this statement using facts rather than broad conclusions.

The launch reached approximately _____ people and produced _____ sales. The strongest response came from _____. Customers most often asked about _____. The clearest improvement is _____. My next step is _____.

Final Reminder

A launch result is one set of evidence gathered from one offer, one audience, one message, and one period of time.

Use it to make the next decision. Do not ask it to judge the entire business.