

Business Launch Checklist

A launch-week checklist of everything to do when opening a new business.

Pre-launch preparation

- Confirm your launch date and create a day-by-day timeline.
- Assign clear owners to each launch task.
- Run a soft launch or dry run with a small audience.
- Test your website, checkout and booking flow end to end.
- Prepare answers to likely customer questions.
- Brief your team on roles, hours and responsibilities.

Announcement and messaging

- Write a clear launch announcement and key message.
- Prepare graphics, photos and video for your channels.
- Draft an email to your existing list and contacts.
- Schedule social media posts across launch week.
- Reach out to local media, partners or relevant communities.
- Ask friends, family and supporters to share the news.

Marketing channels

- Publish your launch on every channel you use.
- Update your website homepage to feature the launch.
- Confirm your business listings and maps profile are live.
- Set up any paid ads with budget and targeting.
- Add launch banners or pop-ups where customers will see them.
- Track which channels are driving the most interest.

Launch offers and incentives

- Decide on a clear opening offer or promotion.
- Set start and end dates so the offer feels urgent.
- Confirm the offer is profitable and easy to fulfill.
- Create a referral incentive for early customers.
- Prepare any coupon codes or promo links.
- Train staff to apply and explain the offer correctly.

Operations ready

- Confirm inventory, stock or capacity for the rush.
- Test that payments process correctly.
- Make sure fulfillment or delivery is ready to scale.
- Set up customer support channels and response times.
- Check that staffing matches expected demand.
- Have a backup plan for technical or supply issues.

Launch day and measure

- Go live and confirm everything is working.

- Monitor sales, traffic and sign-ups in real time.
- Respond quickly to customer questions and issues.
- Capture feedback and testimonials from early customers.
- Fix any problems that surface on the day.
- Thank customers and your team for the support.
- Review results and plan your follow-up marketing.