

Product Launch Checklist

A product launch checklist covering positioning, assets, pricing, launch day and post-launch follow-up.

Positioning and messaging

- ☐ Define your target customer and the core problem you solve.
- ☐ Write a clear positioning statement and value proposition.
- ☐ List your key differentiators against alternatives.
- ☐ Craft the headline message and supporting talking points.
- ☐ Agree on the product name, tagline and key benefits.

Pricing and offer

- ☐ Set pricing and any launch-period discount or bonus.
- ☐ Define the packages, tiers or bundles you will offer.
- ☐ Confirm checkout, billing and refund processes work.
- ☐ Prepare answers to likely pricing and value objections.
- ☐ Set a goal for launch sales or signups.

Assets and content

- ☐ Build or update the product or landing page.
- ☐ Prepare product images, demo video and screenshots.
- ☐ Write the launch announcement and email sequence.
- ☐ Create social posts and any paid ad creative.
- ☐ Prepare a press kit or media outreach list if relevant.
- ☐ Draft FAQ and support documentation for new customers.

Channels and outreach

- ☐ Choose the channels you will use to reach your audience.
- ☐ Warm up your email list and audience before the date.
- ☐ Line up partners, influencers or affiliates to amplify.
- ☐ Schedule announcement posts and emails in advance.
- ☐ Brief your sales and support teams on the launch.

Launch day

- ☐ Confirm the product page and checkout are live and working.
- ☐ Send the launch email to your list.
- ☐ Publish your social and community announcements.
- ☐ Turn on any scheduled ads and monitor early performance.
- ☐ Watch for and respond quickly to questions and issues.
- ☐ Track sales and signups against your goal in real time.

Post-launch follow-up

- ☐ Thank early customers and request reviews or testimonials.
- ☐ Monitor support tickets and fix any urgent issues fast.
- ☐ Follow up with leads who showed interest but did not buy.
- ☐ Analyze launch results against your goals.

- ☐ Document lessons learned for your next launch.
- ☐ Plan ongoing marketing to sustain post-launch momentum.