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.