



LAUNCH CHECKLIST ***FOR*** ***LEAN TEAMS***

***EVERYTHING YOU NEED TO GET FROM LAUNCH TO IDEA
WITHOUT WASTING TIME, MONEY, OR MOMENTUM***



LAUNCH CHECKLIST FOR LEAN TEAMS



This checklist is designed for lean teams who need to launch fast, stay focused, and avoid last-minute chaos.

1. Review each section honestly.
2. Tick what's done, highlight what isn't.
3. Prioritize the Critical Path items.
4. Share with your team.
5. Book a Strategy Sprint if you want help tightening the plan.

Clarity & Positioning

- I can clearly explain the problem we solve
- We have a simple, compelling value proposition
- We know our ideal customer segments
- We've validated demand or interest
- Brand voice & tone are defined

Brand & Identity

- Logo + basic color palette
- One-page brand guide or moodboard
- Clear product/service descriptions
- Visual consistency across platforms
- Placeholder photography or illustrations sourced

Product / Service Readiness

- Core offer(s) defined
- Pricing set and easy to explain
- Delivery method tested
- Key assets produced
- FAQs / customer objections prepared

Website & Digital Essentials

- Simple website / landing page
- Clear CTA is visible
- Mobile-first layout tested
- Contact form / booking link working
- Analytics installed



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Marketing & Distribution

- Launch announcement drafted
- Selected essential social channels
- Content for first 2–4 weeks planned
- Email list created
- Partners/ambassadors identified

Customer Experience

- Onboarding flow mapped
- First-touch scripts/templates ready
- Support channels clarified
- Feedback loop set up
- Delight moments designed

Operations

- Internal responsibilities clear
- Tools selected and set up
- Backup plan for common failure points
- Financial basics in place
- Time buffers added to timeline

Risk & Readiness

- Top 3 risks identified
- Mitigation steps outlined
- Stop-or-adjust criteria defined
- Success metrics chosen
- Review meeting scheduled

Launch Day

- Announcement sent
- Website + booking + payment tested live
- Team briefed and aligned
- Tracking activated
- Celebrate the launch!



A cartoon illustration of a brown sloth with a large, light-colored belly. The sloth is sitting with its arms crossed. Above the sloth, the text "THE GLUTTONOUS SLOTH" is written in a curved, arched font.

RACI CHART TEMPLATE

[illegible]

CLICK HERE
TO DOWNLOAD THE TEMPLATE

NEXT STEPS

➤ Want help tightening your
launch plan?

Book a
Quick Insight Sprint
or request a
Launch Check.

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