



# **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

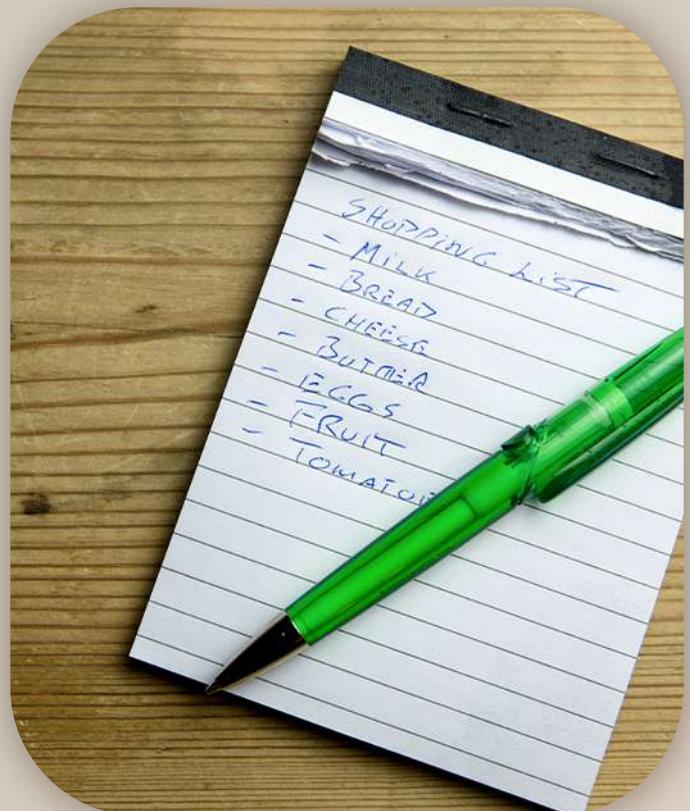
- I can clearly explain the problem we solve
- We have a simple, compelling value proposition
- We know our ideal customer segments
- We've validated demand or interest
- Brand voice & tone are defined

## 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

# LAUNCH CHECKLIST FOR LEAN TEAMS



## 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!

# RACI TEMPLATE



**Use this template to clarify ownership and prevent bottlenecks during launch.**

## **RACI CHART TEMPLATE**

**CLICK HERE**  
TO DOWNLOAD THE TEMPLATE

# NEXT STEPS

Want help tightening your  
launch plan?

Book a  
**Quick Insight Sprint**  
or request a  
**Launch Check.**



[www.thegluttonoussloth.com](http://www.thegluttonoussloth.com)



[getslothed@thegluttonoussloth.com](mailto:getslothed@thegluttonoussloth.com)

