

IM CHECKLIST AI • FREE STARTER CHECKLIST

The 10-Step Product Launch Checklist

Most launches fail on the boring stuff: a broken link, a page that was never tested, an email that went out with the wrong price. This checklist walks you through a clean launch in order, so every moving part is checked before you open the cart. Work through it top to bottom for your next launch and you will feel the difference on launch day.

Project: _____ Date: _____

Part 1 - Before You Build

- ☐ 1 **Write your offer in one sentence: who it is for and the result it delivers.**
If you cannot say it in one sentence, the market will not understand it either.
- ☐ 2 **Set a firm launch date and a firm close date.**
An open-ended launch quietly becomes a launch that never happens.
- ☐ 3 **Decide your price and any launch discount before you write a word of copy.**
Copy is easy to write once the price and the deadline are locked.

Part 2 - Build The Assets

- ☐ 4 **Create the sales page with a clear headline, the offer, and one call to action.**
One page, one decision. Extra choices lower conversions.
- ☐ 5 **Set up the checkout and buy it yourself with a test transaction.**

The number one launch-day failure is a checkout nobody actually tested.

- ☐ 6 **Write the launch email sequence: announce, remind, last call.**
Most sales come from the reminder and the last-call emails, not the announcement.
- ☐ 7 **Prepare the thank-you page and delivery so buyers get access instantly.**
A confused buyer in the first five minutes is a refund waiting to happen.

Part 3 - Launch And Close

- ☐ 8 **Send the announcement and post everywhere your audience already is.**
Meet people where they are instead of hoping they come to you.
- ☐ 9 **Send a reminder the day before you close, and a last-call on close day.**
Deadlines convert. A real close date is your most powerful sales tool.
- ☐ 10 **Close the cart on time, then review what worked before you forget.**
Ten minutes of notes now saves you hours on the next launch.

PRO TIPS

- Launch to a small list first. A messy launch to 50 people teaches you more than a perfect plan in your head.
- Every link in every email should be clicked by you before it sends. Every single one.
- Want the full step-by-step system for launches, funnels and email? That is exactly what IM Checklist AI is built for.

Notes (saved automatically)

Your notes save automatically in this browser...

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