CHAPTER 8 EXERCISE

Your Launch Plan

This exercise builds a complete launch plan for your next launch, whether that is a new product, a new feature, a new service, or a re-launch of something that did not land the first time. Work through each part in order.

What are you launching and when? Define the product or offering and set a specific launch date. Work backward thirty days from that date to establish your pre-launch start date.

Write your launch narrative in full, covering all five components: the problem with what exists, why you built this, what it does differently, who it is for, and what changes. This is your working document. It does not need to be polished. It needs to be true.

Identify your three to five launch allies. Name them specifically. For each one, write what you will ask them to do and what you bring to the relationship that makes the request fair.

Map your thirty-day pre-launch sequence using the four-phase framework from this chapter. List the three most important actions for each week.

Define your one launch success metric. Not impressions. Not signups in the abstract. The specific number that tells you the launch reached the right people and they took the right action.

Write your seventy-two-hour post-launch plan. What will you do in the first three days after the announcement? Who will you reach out to personally? What content will you publish?