

The
CREATIVE
JUICE
Club

PRE-LAUNCH CHECKLIST

The posts, emails, and touchpoints that help you build excitement before launch day.

PRE-LAUNCH

Checklist

Use this list as a reminder of the components you could add to your Pre-Launch Timeline Planner: the posts, emails, and touchpoints that help you build excitement before launch day.

CONTENT & VISIBILITY

- Create at least 3 pre-launch posts (feed or carousel)
- Write captions for all pre-launch posts
- Prepare 1 behind-the-scenes or process post
- Prepare 1 post explaining who the product is for
- Plan 1–2 story sequences showing the product in action
- Schedule all pre-launch posts
- Schedule reminder posts for the week before launch
- Update your bio, website banner, or pinned post with launch info
- Mention the upcoming launch in stories at least once

EMAIL MARKETING

- Draft a short teaser email ("something exciting is coming")
- Draft 1–2 value or story-based emails related to the product
- Draft the launch-day announcement email
- Proofread all emails
- Test all links inside emails
- Schedule all emails

Want to build your launch inside an all-in-one dashboard designed for creative business owners?
You can plan everything step by step inside [My Creative Hub](https://www.mycreativehub.io), including the Launch Timeline to map out your content, emails, and tasks in one place.

www.mycreativehub.io

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COMMUNITY & CONNECTION

- Share a personal update about the product or why you made it
- Share at least one behind-the-scenes moment (process, prep, packaging)
- Mention the upcoming launch in stories or a post
- Ask a question related to the product to encourage replies or comments
- Run a poll or slider to build interaction
- Respond to comments and DMs during the pre-launch period
- Save any useful replies, questions, or feedback for launch-day content
- Thank your audience for following along before launch day

LINKS, PAGES & CONVERSION CHECKS

- Product or sales page is live and publicly accessible
- Product description is complete and clear
- Pricing is visible and correct
- Checkout process tested from start to finish
- Checkout tested on mobile
- Confirmation message or email received after test purchase
- Thank-you page loads correctly
- Link in bio (Instagram) updated
- Manychat** Automation set up (if applicable)

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FINAL TECH CHECK

- All links tested
- All buttons lead to the correct pages
- Files or downloads work correctly (if applicable)
- Automated emails trigger correctly
- Email tags set up and tested

LAUNCH DAY

- Publish launch announcement post
- Send launch email
- Share the launch in stories
- Check comments, replies, and messages
- Re-share any tags, mentions, or responses

AFTER THE LAUNCH

- Thank your audience
- Collect customer feedback/testimonials or replies
- Make notes (what worked/what didn't) for your next launch
- Plan a small celebration or rest day!

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