

YOU ARE HERE

## CHECKPOINT 05 - LAUNCH

Create one working path from attention to offer to payment/contact to delivery - then put it in front of real people.

### THIS MUST BE DONE BEFORE MOVING FORWARD

- ☐ I have a simple sales page, listing or explanation of the offer.
- ☐ A customer has one clear next step: buy, book, request a quote, apply or contact me.
- ☐ Checkout/payment/contact works.
- ☐ Delivery or fulfillment is ready.
- ☐ I tested the complete customer path myself.
- ☐ I chose how first customers will discover me: content, outreach, referrals, local discovery, a lead magnet where useful, or another relevant channel.
- ☐ I created the first launch messages/content/outreach and asked for the sale or next step.

#### DEFINITION OF DONE

A real customer can discover the offer, understand it, take the next step and receive what was promised.

**ALL COMPLETE? -> NEXT: 06 - REPS**

#### NOT COMPLETE?

Continue the task, OR deliberately skip it and write why. The Guide gives the basic path. The Full System demonstrates the technical setup and build process in depth.