

LAUNCH SETUP

Your product is built. Before you create attention, make sure a real customer has somewhere to go and a working path to receive what you promised.

THE RULE: OPERATION FIRST. TRAFFIC SECOND.

Do not send people toward a business that cannot yet explain the offer, take the next step, accept payment/contact, or deliver.

THE LAUNCH ROUTE

1	CHOOSE YOUR LAUNCH ROUTE Test First, Hybrid or Go Now.
2	MINIMUM BUSINESS IDENTITY Name, simple look, one-line description and working contact.
3	CHOOSE YOUR SALES HOME One place where the customer can buy, book, apply, request a quote or contact you.
4	PUT THE OFFER THERE Make the customer understand who it is for, the problem, result, what they get and the next step.
5	CHECKOUT / CONTACT Make the transaction or contact action actually work.
6	DELIVERY Prepare exactly how the customer receives the product or service.
7	TEST THE FULL JOURNEY Act like a customer. Discover -> understand -> buy/contact -> receive.
8	BUILD DISCOVERY Only now choose the channels that will bring people to the working offer.
9	LAUNCH Make the offer. Collect evidence. Improve from reality.

YOU ARE HERE: Do not start making launch content yet. First choose your route and build a customer path that works.

CHOOSE YOUR LAUNCH ROUTE

There is no single correct way to launch. Choose the route that fits your urgency, confidence, available time and tolerance for releasing before you have outside feedback.

A - TEST FIRST

Get outside feedback before the public launch.

PROS

- + Find confusing or missing pieces before charging.
- + Potentially collect genuine early testimonials.
- + Can increase confidence before selling.

CONS

- Testers may ghost or move slowly.
- Free users may behave differently from buyers.
- Waiting can kill momentum or become perfectionism.

BEST FIT: You strongly value pre-launch feedback and are willing to give testing a deadline.

B - HYBRID

Keep building the launch while a few people test.

PROS

- + Feedback without putting the business on hold.
- + Sales setup and testing happen at the same time.
- + You can improve critical issues while keeping momentum.

CONS

- You manage two tracks at once.
- Feedback may conflict or arrive late.
- You must resist changing V1 for every opinion.

BEST FIT: You want outside evidence but refuse to stop moving.

C - GO NOW

Launch the working V1 and let the market become the feedback loop.

ROUTE C - GO NOW

Launch the working V1 and let paying customers become part of the feedback loop.

C - GO NOW

Launch the working V1 and let the market become the feedback loop.

PROS

- + Fastest route to real market evidence.
- + Tests whether people will actually pay.
- + Protects momentum and starts real customer learning.

CONS

- Little or no social proof at first.
- Early customers may uncover weaknesses.
- You must support customers and correct real problems quickly.

BEST FIT: Your V1 is deliverable, speed matters and you accept responsible iteration.

LOCK YOUR ROUTE - THEN MOVE

The danger is not choosing the 'wrong' route. The danger is spending another week comparing launch strategies instead of executing one.

I want more evidence before asking people to pay.	A - TEST FIRST
I want feedback, but I refuse to stop moving.	B - HYBRID
My V1 works. I want real market evidence quickly.	C - GO NOW

MY ROUTE: _____ LAUNCH DEADLINE: _____

WHY: _____

MINIMUM BUSINESS IDENTITY

Do not turn this into a branding project. Build only what the customer needs to recognize and trust the business enough to take the next step.

- Business/project name ■ Simple visual identity/profile image if needed
 - One-sentence description ■ Working business/contact method
- Anything beyond this launch's needs -> V1.1 / Parking Lot.

CHOOSE ONE SALES HOME

BUILD THE CUSTOMER PATH

Before attention, make the path boringly simple. A stranger should be able to understand what happens next without needing you beside them.

1. PUT YOUR OFFER THERE

Your sales home should answer:

- Who is this for?
- What problem/result does it address?
- What exactly do they get?
- What does it cost or what happens next?
- What should they do now?

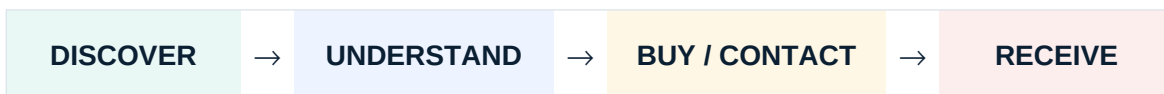
2. CHECKOUT OR CONTACT

A digital product may need payment + confirmation. A service may need booking, quote request, application or contact. Use the action that fits your business.

3. DELIVERY

- What happens immediately after payment/contact?
- How does the customer receive access, files, booking details or next instructions?
- Is the promised delivery ready now?
- Is there a clear way to get help if something fails?

4. TEST THE COMPLETE JOURNEY



TEST IT YOURSELF. Use another email if useful. Click every link. Complete the transaction/contact flow. Open the delivery. Check it on phone and computer if relevant. Fix anything that can prevent the customer from completing the journey.

DEFINITION OF DONE: A real customer can understand the offer, take the intended next step and receive what you promised without the business depending on an unfinished piece.

NOW EARN ATTENTION

Only after the operation works do you choose how customers will discover it. You do not need every channel. Choose the discovery method that fits the business and the resources you actually have.

YOU ALREADY HAVE AN AUDIENCE Warm launch, content, email or direct announcement.	YOU HAVE A NETWORK Direct outreach, referrals, previous contacts or relationships.
YOU HAVE NO AUDIENCE Start discovery through appropriate content, outreach, communities, partnerships or other relevant channels.	CUSTOMERS ALREADY SEARCH FOR IT Use the appropriate marketplace, search, local discovery, listing or demand channel.

EMAIL LIST? TESTIMONIALS? LAUNCH DATE?

These can be useful, but they are **options**, not universal requirements. An email list can build anticipation. Test users can provide feedback. A launch date can create a deadline. None should become an excuse to delay a working offer indefinitely.

YOUR RULE: Choose the tools that serve your route. Do not collect launch tactics just because somebody online says every business needs them.

LAUNCH SETUP CHECKPOINT

- I chose Test First, Hybrid or Go Now.
- My minimum business identity exists.
- My customer has one clear place to buy/contact.
- My offer is understandable there.
- Checkout/contact works.
- Delivery/fulfillment is ready.
- I tested the complete customer journey.
- I chose my first discovery method.
- I am ready to use LAUNCH_CONTENT / outreach / referrals / the discovery method appropriate to my business.

ALL COMPLETE? You are no longer 'getting ready to launch.' You are ready to launch.

NEXT: Open your Launch Content material, execute your chosen discovery route and make the offer.