

# YOUR SIMPLE PRE-LIVE CHECKLIST

Before you send traffic, walk through the road once like a customer. Mark your own status - nothing is pre-filled for you.



|               | CHECK                                                                                        | DONE                     | CHECK NOW                | NOT YET                  |
|---------------|----------------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|
| OFFER         | My product, service or offer is ready enough to sell and fulfill.                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| OFFER         | The price and offer are consistent wherever the customer sees them.                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| SALES PATH    | My main sales link and buttons lead to the correct next step.                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| SALES PATH    | My checkout, booking, order or contact process works.                                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| PAYMENT       | My intended payment method(s) work and show the correct amount.                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AFTER YES     | The customer reaches the correct confirmation / thank-you step.                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| DELIVERY      | I am ready to deliver what I sold - file, product, service, access, booking or instructions. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| DELIVERY      | The customer receives the CURRENT version, not an old test version.                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| COMMUNICATION | My customer confirmation/delivery message works and support contact is clear.                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| WEBSITE       | My main public link loads correctly on phone and computer.                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| TRUST         | My public business name, page/profile and offer look connected and legitimate.               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| TRACKING      | If I use ads or analytics, the important visits/actions are being recorded.                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| AD / TRAFFIC  | If I use an ad, it points to the correct page and matches the real offer.                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| CUSTOMER TEST | I followed the complete customer path myself from first click to final delivery.             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| CUSTOMER TEST | I opened/used what the customer actually receives.                                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| FINAL         | Nothing obvious would make a new customer confused, stuck or immediately ask for a refund.   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

☐ YES - READY TO LAUNCH ☐ NOT YET - FIX THE IMPORTANT GAP FIRST

My extra check: \_\_\_\_\_

Launch date: \_\_\_\_\_