

Business Launch Checklist

Use these prompts to check whether the basic pieces of your business are ready to move toward launch. This is a planning aid, not a guarantee of business results.

1. Foundation

☐ I can describe the customer in specific, observable terms.

☐ I can state the problem without describing my solution.

☐ I have evidence that this problem matters to real people.

☐ I know the assumption that still needs the most testing.

2. Offer

☐ The first offer has a clear scope and intended outcome.

☐ The price and payment expectations are understandable.

☐ I can explain why someone would choose this now.

☐ I know what is deliberately not included yet.

CONTINUE THE CHECK

3. Setup

- ☐ The business name, domain, and contact route are ready.
- ☐ The product or service can be delivered as described.
- ☐ Required accounts, tools, costs, and owners are documented.
- ☐ Privacy, security, terms, and record-keeping needs were reviewed.

4. Launch

- ☐ The first audience and outreach route are defined.
- ☐ The launch message says who it is for and what it helps with.
- ☐ I know what feedback or signal I will watch first.
- ☐ The first-week support and follow-up plan is realistic.

Before you call it ready

Identify the one unchecked item that creates the greatest risk. Make that your next action instead of adding more features.