

The 60-Day Pre-Launch Checklist

A field-tested operating checklist distilled from 46 campaigns and \$1.2M+ raised. Print it, work through it, ship a launch day that actually converts.

Phase 1 — Discover (Days 1–14)

- Run 5 founder/customer interviews; capture verbatim pain language.
- Reverse-engineer 3–5 adjacent products that already monetize a similar audience.
- Define 1 primary ICP and 1 secondary ICP (job, context, intensity of pain).
- Write the positioning doc: who it's for, what it replaces, why now.
- Draft 3 distinct message angles to test against cold traffic.
- Pick 1 lead magnet concept that solves 20% of the problem (not an ebook).

Phase 2 — Build (Days 15–75)

- Ship a single landing page on your own domain (hero promise, qualifier, capture).
- Strip the page of team, roadmap, FAQ, investor logos — anything that's not the CTA.
- Ship the lead magnet itself (template, calculator, mini-tool, benchmark).
- Set up MailerLite/ConvertKit with a 5–9 email warm-up sequence.
- Tag every signup with source, segment, and intent score in analytics.
- Launch paid funnels on 2 channels in parallel for the first 3 weeks.
- Report weekly on CPL by channel by intent score — not raw signups.
- Concentrate spend on the channel producing lower CPL at higher intent.
- Send a T-14 warm-up email; if opens are below 35% — rewrite before launch.
- Send a T-7 founder check-in; track reply rate as the best launch-day predictor.

Phase 3 — Launch (Days 76–90, 4-Wave Activation)

- Wave 1 (launch hour): email full MVA + retarget openers + drop in 3–5 communities.
- Wave 2 (hour 12): re-send to non-openers + social proof drop + founder DMs to top 5%.
- Wave 3 (day 2 AM): third email on winning angle + retargeting refresh + community proof.
- Wave 4 (day 2 PM): scarcity push to warm openers who didn't buy in waves 1–3.
- Hit 25–40% of day-one number in the first 3 hours to trigger algorithmic surface.
- Optimize the back half of the campaign on data, not feelings.

Leading indicators worth watching weekly

Metric	Target
CPL — DTC consumer	< \$4
CPL — SaaS	< \$8
CPL — B2B (ACV \$20k+)	< \$12
T-14 email open rate	> 35%
T-7 founder reply rate	> 5%
Day-one MVA conversion	30–50%

Want this run for you? Book a free 30-min strategy call: <https://jay23.com/en/book?source=playbook-pdf>

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