



DOCUMENT TEMPLATE

Launch Plan

01

What this guide helps you create — and who it's for

A launch plan: what you're actually launching (and what "launched" means), the one moment that does the heavy lifting, the must-be-true-first checklist, the asset list, the day-by-day sequence around launch day, and the number that tells you it worked.

Use this if you have something to put in front of the world — a product, a big feature, a public beta — and "launch" currently means "post about it once." **Skip it** if you don't have an audience yet — your "launch" is really a slow soft-launch while you build a list, and faking a big moment to no one just burns the moment.

HOW TO USE THIS GUIDE

- 1 **Read sections 02–04** so you know what a launch is *for* — and why one big moment beats ten small ones.
- 2 **Open your AI chatbot** — the one you set up in guide 01.
- 3 **Make the decisions in section 03** — what a launch is for, the one moment, the ready-bar, the success definition. Do this *before* you touch the prompt.
- 4 **Copy the prompt in section 05** into the chatbot. Paste your Founder Context Block where it says to, and fill in the `{curly braces}`.
- 5 **Send it**, then sharpen what comes back using the four moves in section 06 — one at a time.
- 6 **Don't launch until the ready-bar is met.** Launching broken is worse than launching late.

02

Why this document matters

Most first launches fail in one of four ordinary ways. The founder launches to nobody — no list, no audience, "launch day" is one post that three people see. Or they launch *everywhere* at once — Product Hunt and

Twitter and a newsletter and a community and an email — and it's diffuse, no single moment anyone notices. Or they launch *broken* — the demo glitches, signups error, the page takes eight seconds to load — and the first impression is the last one. Or they treat the launch as a finish line, do nothing the day after, and watch the spike flatline.

A launch plan forces the opposite: one moment, with everything pointed at it; a hard “we are not launching until this is true” bar; a day-by-day sequence so launch day isn't improvised; and a real definition of success so you know afterwards whether it worked or just felt good.

A launch is a start, not a finish. The plan for the week after launch matters more than launch day itself.

It comes from four decisions. Section 03.

03

The thinking framework — what to settle before you prompt

The prompt builds the plan. These calls are yours.

— What is this launch for?

Awareness? Signups? Press? A revenue spike? Recruiting? The answer changes the whole plan — the channel, the asset, the metric. A “launch” with no goal is just noise. Pick the one outcome you're actually launching for.

— What's the one big moment?

One channel or event does the heavy lifting — a Product Hunt launch, an email blast to your waitlist, a co-launch with a partner who has the audience, a content piece that travels, a post in the one community where your people actually are. Pick the one that fits *your* audience, not the one that's fashionable. Everything else (the tweet, the LinkedIn post) supports the moment; it isn't the moment.

— What’s the ready-bar?

What must be true before you launch — and would embarrass you if it weren’t? The thing works end to end. The page converts. Onboarding doesn’t break on a phone. The pricing’s decided. Write the list, and treat it as a hard gate: if the bar isn’t met, the launch moves. A launch with a broken demo is a launch that taught everyone you’re not ready.

— What does success look like?

The number that means it worked — tied to what the launch is for — plus the thresholds: what’s a flop, what’s fine, what’s a genuine hit. Decide it now, so you’re not deciding afterwards (when you’ll be tempted to call whatever happened a win).

DECIDE	WEAK DEFAULT	WHAT GOOD LOOKS LIKE
What it’s for	“get the word out”	“200 sole traders signed up and activated in launch week”
The one moment	“post everywhere”	“email blast to the waitlist + a post in the biggest trades community”
The ready-bar	“ship it and see”	“you can sign up and file a return with no bug; homepage <2s; works on a phone”
Success metric	“upvotes / traffic”	“first-time filers in week one — flop <50, fine 50–150, hit 150+”

04

Common failure modes — what generic output looks like

Ask an AI for “a launch plan” cold, and you get a launch-checklist template with nothing real in it. Reject these:

× WHAT TO REJECT ON SIGHT

- **Launching to nobody.** A plan that assumes an audience you don't have — “post on launch day” with no list, no community, no warm contacts. Build the audience *first*, or accept it's a soft launch.
- **Launching everywhere.** Five channels, all “launch day,” no priority. Diffuse effort, no moment anyone registers.
- **Launching broken.** A plan that never mentions a readiness gate — no QA, no “must be true first.” The demo will break in front of everyone.
- **The finish-line fallacy.** A plan that ends on launch day. Nothing for T+1 to T+7, when the people who showed up either activate or vanish.
- **Vanity success.** Defining success as upvotes, a traffic spike, “lots of buzz” — none of which is the thing the launch was for.

If the plan looks like this, you haven't picked the one moment or set a real ready-bar. Section 03.

05

The prompt template

This is the bit that does the work. You don't need to understand prompting — you just need to do these five things, in order:

RUNNING THIS PROMPT — STEP BY STEP

- 1 **Copy the entire grey box below** (all of it, top to bottom).
- 2 **Open your AI chatbot** and paste it into the message box. Don't press send yet.
- 3 **Paste your Founder Context Block** where the prompt says `{paste your Founder Context Block here}` — delete that line and put your block in its place. (No Context Block yet? Build one in guide 01.)
- 4 **Replace every `{curly-brace}` bit** with your own answer — your four decisions from section 03 go straight in. If you're unsure of one, leave it; the prompt will ask.
- 5 **Send it.** Then go to section 06 to sharpen what comes back.

PROMPT TEMPLATE

→ Copy the whole box. Paste your **Founder Context Block** where it says to, then swap everything in `{curly braces}` for your own answers before you send

it.

You are helping me write a launch plan – what we're launching, the one moment that carries it, what has to be true first, and what happens the week after.

Here is everything you need to know about my company:

{paste your Founder Context Block here}

Four things I've decided (use these – don't override them):

- What this launch is FOR (one outcome): {e.g. "sole traders who sign up AND file their first return, in launch week"}
- The one big moment (one channel/event that does the heavy lifting): {e.g. "email blast to the waitlist at 7am + a useful post in the biggest trades community"}
- The ready-bar – what must be true before we launch: {e.g. "sign up → photograph 5 receipts → file a return with no bug, on a phone, in under 10 minutes; homepage <2s; pricing live; 'is my data safe?' answered"}
- Success definition – the metric + thresholds: {e.g. "first-time filers in launch week – flop <50, fine 50-150, hit 150+"}

Produce the plan with exactly these six parts:

1. What's being launched + the "launched" definition – one short paragraph, then a one-line definition of what "launched" actually means.
2. The one moment – restate it, and one sentence on why it fits OUR audience specifically (not why it's a good channel in general). List the supporting actions (other posts, etc.) clearly as supporting, not the moment.
3. The ready-bar checklist – every item that must be true before launch. Mark which are hard gates (slip the launch) vs nice-to-have. Add anything obvious I missed.
4. The asset checklist – everything that needs to exist: the page, the demo/video, the launch email(s), the posts, the "ask a friend to share" list, a press list if relevant. One line each.
5. The day-by-day sequence – T-7, T-3, T-1, launch day (hour-by-hour), T+1, T+7. T+1 to T+7 should be about activating the people who showed up, not resting.
6. Success thresholds – the one metric tied to what the launch is FOR, and the flop / fine / hit numbers.

Rules:

- If I clearly have no audience to launch to, say so up front and reframe this as a soft launch – don't help me fake a big moment.
- Anything in {curly braces} is a slot for me to fill. If I left one blank, ask me for it – don't invent it.

When you're done, tell me the one thing most likely to go wrong on launch day, and what I should do now to de-risk it.

06

How to iterate when the output is weak

First drafts come back unfocused. These four moves fix that — one at a time:

1. **Pick the one moment.** *“If I could only do ONE of these on launch day, which one — and why does it fit my audience? Demote the rest to ‘supporting.’”*
2. **Harden the ready-bar.** *“What’s on this readiness list that, if it were broken on launch day, would actually embarrass me? Add anything missing; cut anything that wouldn’t.”*
3. **Sequence the day.** *“Turn launch day into an hour-by-hour timeline — what goes out at what time, who’s watching the comments, who’s on standby for bugs.”*
4. **Fix the success metric.** *“Replace the success metric with the one number tied to what this launch is FOR, and give me the flop / fine / hit thresholds.”*

If two passes don’t fix it, you haven’t decided what the launch is for — back to section 03.

07

A worked example

Sam from guide 01, Ledgerwise — the launch plan, focused.

> WORKED EXAMPLE — SAM'S LAUNCH

What's launching: Ledgerwise comes out of private beta and goes public. "Launched" = anyone can sign up and file a return, the homepage and pricing are live, and the onboarding works on a phone.

What it's for: signups that *activate* — sole traders who file their first return through it, in launch week.

The one moment: an email blast to the 600-person waitlist at 7am, plus a genuinely useful post ("the receipt-to-return workflow, end to end — and a tool that does it for you") in the biggest trades Facebook group. *Not* Product Hunt — Sam's audience isn't on Product Hunt; trades communities are where they are.

Ready-bar (hard gate): sign up → photograph 5 receipts → file a return, no bug, on a phone, in under ten minutes; homepage loads in under two seconds; pricing page live; "is my data safe?" answered on the site.

The week: T-7 warm the waitlist ("we're going live next Tuesday — here's what's new"). T-1 final QA against the ready-bar; if anything fails, slip a week. Launch day: email 7am, community post 8am, Sam in the comments all day, a teammate on bug duty. T+1: email everyone who signed up but didn't activate, with a 2-minute setup video. T+7: review against the metric, write down what worked.

Success: first-time filers in launch week — flop under 50, fine 50-150, genuine hit 150+.

08

Edge cases — and when to go deeper

A few situations need more than the template:

- **You have no audience to launch to.** Then don't fake a big moment — your real "launch" is a quiet soft-launch (a few warm users, feedback, fixes) while you build the list and the channel from guide 04. The big moment comes later, when there's someone to make it for.
- **You're B2B with a long sales cycle.** The "moment" might not be a public splash — it might be publishing two or three design-partner case studies and using them to open conversations. The metric is qualified pipeline, not signups.
- **It's a re-launch or a big feature, not a 0-to-1.** You're re-engaging existing users — segment them (power users vs dormant vs churned), and the "moment" is targeted email plus in-app, not a public push.
- **Video is part of the launch** — a launch-day demo or UGC-style clips to seed it:

→ WHEN YOU NEED TO GO DEEPER

HeyGen AI UGC Engine — Spin up volumes of avatar-led UGC video from a single content brief, on a schedule.

n-access.co.uk/playbook/heygen-ai-ugc

09

What to read next

- **09 · Email Sequences** — the launch email and the T+1 follow-up are the highest-leverage assets you'll write; this is how to write them.
- **10 · Social Media Content System** — the supporting posts around the moment, done as a system.
- **08 · Sales & Landing-Page Copy** — launch day sends everyone to one page; it had better convert.

The Founder's Playbook

A library of short operator guides for founders building with AI — not prompt-pack content, an actual method. Each guide is free, each routes you to deeper blueprints when you need them, and each assumes one thing: that you've built your **Founder Context Block** (that's guide 01).

The Founder's Playbook · n-access.co.uk/playbook