

launch

RESOURCE GUIDE

verb

set in motion an activity or
enterprise

COMPANION TOOLS & TEMPLATES FOR
LAUNCHING YOUR BUSINESS

PRE-LAUNCH

checklist

1. PRE-LAUNCH CHECKLIST (MASTER TRACKER)




WHAT IT IS:

A comprehensive checklist of everything you need to complete BEFORE you launch. This is your launch readiness scorecard—if you're not at 90%+ complete, delay your launch.


HOW TO USE IT:

1. **2-3 months before launch:** Review the entire checklist and assign deadlines to each task
2. **Weekly:** Update the status of each task (Not Started → In Progress → Complete)
3. **2 weeks before launch:** Calculate your Launch Readiness Score (% of tasks complete)
4. **1 week before launch:** Complete any remaining critical tasks
5. **Launch day:** You should be at 100% complete (or 90%+ with non-critical items in progress)

GO/NO-GO DECISION:

-  **90-100% complete:** GO—you're ready to launch!
-  **70-89% complete:** CAUTION—delay launch by 1-2 weeks to finish critical tasks
-  **Below 70% complete:** NO-GO—delay launch by 4+ weeks; you're not ready

 **Download:** [Pre-Launch Checklist PDF Link](#)

 **Tip:** Focus on **CRITICAL** tasks first (legal, payment processing, offer finalized). Nice-to-haves (business cards, fancy graphics) can wait.

LAUNCH WEEK *content*

2. LAUNCH WEEK CONTENT CALENDAR & TRACKER

WHAT IT IS:

A detailed 6-week content calendar (Week -4 to Week +1) with daily breakdown for launch week. Plan, write, schedule, and track all launch content in one place.

HOW TO USE IT:

1. **4 weeks before launch:** Fill in the 6-week overview (content themes, # of posts per week)
2. **2 weeks before launch:** Write all captions, create all graphics/videos, add links to calendar
3. **1 week before launch:** Schedule all content in advance (use Later, Buffer, Planoly, or platform native schedulers)
4. **During launch week:** Post content, engage with comments/DMs, track engagement in "Notes" column
5. **After launch:** Review what performed best (save top posts for future launches)

📄 **Download:** [Launch Content Calendar Google Sheets](#)

💡 **Tip:** Batch-create all content 2 weeks before launch. You don't want to be writing captions during launch week—you should be engaging and selling.

📄 **Download:** [Launch Week Content Calendar Google Sheets](#)

LAUNCH METRICS

TEC
THE ENTREPRENEUR COLLECTIVE

debrief

3. LAUNCH METRICS DASHBOARD & DEBRIEF

WHAT IT IS:

A comprehensive dashboard to track launch performance (revenue, customers, email performance, social media performance, traffic sources) and conduct a post-launch debrief.

HOW TO USE IT:

1. **During launch week:** Update daily sales, email stats, and social media stats
2. **End of launch week:** Calculate totals, conversion rates, and ROI
3. **Within 7 days of launch close:** Complete the Launch Debrief section
4. **Within 14 days of launch close:** Schedule a 2-hour "launch debrief" session to document lessons learned

📄 **Download:** [Launch Metrics Dashboard Google Sheets Link](#)

💡 **Tip:** Don't skip the debrief! This is where you learn what worked and what didn't—so your next launch is even better.

QUICK

Tools

QUICK LINKS & TOOLS

LAUNCH PLANNING TOOLS

Conversion-Focused Page Builders

- [Leadpages](#) - Drag-and-drop landing page builder with templates, pop-ups, and alert bars (\$49-\$199/month)
- [Unbounce](#) - Advanced landing page builder with A/B testing and conversion optimization (\$99-\$625/month)
- [Carrd](#) - Simple, affordable one-page sites (free-\$19/year, perfect for solopreneurs)
- [Wix](#) - Full website builder with drag-and-drop editor, templates, and e-commerce (free-\$159/month)
- [Squarespace](#) - Beautiful, professional templates for websites and online stores (\$16-\$65/month)

Additional Page Builders

- [Instapage](#) - Enterprise landing page platform with personalization and analytics
- [ClickFunnels](#) - All-in-one sales funnel builder (\$147-\$297/month)
- [ConvertKit Landing Pages](#) - Free landing pages included with Kit email marketing plans

LIVE VIDEO & WEBINARS

Webinar & Live Streaming Platforms

- [Zoom](#) - Video conferencing, webinars, meetings, and recordings (free-\$240/year, up to 1,000 attendees)
- [StreamYard](#) - Multi-platform live streaming to Facebook, YouTube, LinkedIn, and more (free-\$49/month)
- [Instagram Live](#) - In-app live video streaming (free, great for real-time engagement)
- [Facebook Live](#) - In-app live video streaming (free, reach your Facebook audience instantly)

Additional Video & Webinar Tools

- [Restream](#) - Stream to 30+ platforms simultaneously (free-\$41/month)
- [Demio](#) - Browser-based webinar platform (no downloads required, \$59-\$234/month)
- [WebinarJam](#) - Live webinar platform with up to 5,000 attendees (\$499-\$999/year)
- [Loom](#) - Quick video recording and sharing (free-\$12.50/month)

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

CRM Platforms for Small Businesses

- [HoneyBook](#) - All-in-one CRM for service businesses (client management, invoicing, contracts, \$9-\$40/month)
- [Dubsado](#) - CRM for service-based businesses (proposals, contracts, invoicing, \$20-\$40/month)
- [HubSpot](#) - Free CRM with sales pipeline, email tracking, and contact management (free-\$1,600+/month)
- [Salesforce](#) - Enterprise-level CRM for large teams and complex sales processes (\$25-\$500+/user/month)

QUICK

Tools

QUICK LINKS & TOOLS

Additional CRM & Client Management Tools

- **Pipedrive** - Sales-focused CRM with pipeline management (\$14-\$99/user/month)
- **Zoho CRM** - Affordable CRM with automation and analytics (free-\$52/user/month)
- **Capsule CRM** - Simple CRM for small businesses (free-\$36/user/month)

ADDITIONAL LAUNCH TOOLS

Launch Timeline Tracking

Use **Google Calendar** to block time for each launch phase:

- 90 days out: Pre-launch planning, content creation, audience building
- 60 days out: Sales page creation, email sequence writing, graphics design
- 30 days out: Waitlist launch, teaser content, engagement campaign
- 14 days out: Final content batch, testimonial collection, tech setup
- Launch week: Daily emails, live videos, engagement, sales tracking

Pro Tips:

- Set recurring reminders for key tasks (e.g., "Write launch email #3" 2 weeks before launch)
- Color-code launch tasks (e.g., red = urgent, yellow = content creation, green = engagement)
- Use time blocking to dedicate focused work sessions to launch tasks

POST-LAUNCH TASK MANAGEMENT

Add all post-launch tasks to your project management tool (**Trello**, **Asana**, **Notion**).

Create a "Post-Launch" board with columns:

- To Do
- In Progress
- Complete

PLATFORM STRATEGY

Focus on ONE Primary Platform

Choose the platform where your audience is most engaged:

- Instagram: Visual content, Stories, Reels, engagement
- Facebook: Groups, Lives, long-form posts, community
- LinkedIn: Professional networking, thought leadership, B2B
- Email: Your #1 asset—you own your list, no algorithm changes

Cross-Post to Secondary Platforms

- Share content to 2-3 secondary platforms (but don't spread yourself too thin)
- Repurpose content (turn Instagram captions into LinkedIn posts, Reels into TikToks)



QUICK LINKS & TOOLS

Schedule Everything in Advance

Use [Later](#), [Buffer](#), or [Planoly](#) to schedule posts.

Books

- [Launch by Jeff Walker](#) - The definitive guide to product launches (seed launch, internal launch, JV launch strategies)
- [Oversubscribed by Daniel Priestley](#) - How to create demand before you launch (waitlists, scarcity, positioning)
- [The 1-Page Marketing Plan by Allan Dib](#) - Simple, actionable marketing strategy (perfect for solopreneurs)
- [Jab, Jab, Jab, Right Hook by Gary Vaynerchuk](#) - Social media content strategy (give value, then ask for the sale)

Podcasts

- [Online Marketing Made Easy by Amy Porterfield](#) - Launch strategies, email marketing, course creation
- [The Goal Digger Podcast by Jenna Kutcher](#) - Business growth, marketing tactics, mindset
- [Entrepreneurs on Fire by John Lee Dumas](#) - Interviews with successful entrepreneurs (daily inspiration and strategies)

YouTube Channels

- [Amy Porterfield](#) - Launch strategies, course creation, email marketing
- [Vanessa Lau](#) - Social media marketing, content creation, business growth
- [Sunny Lenarduzzi](#) - YouTube growth, video marketing, online business



NEED HELP?

 EMAIL: HERCOLLECTED@GMAIL.COM

 INSTAGRAM: @HERCOLLECTED

 WEBSITE: HERCOLLECTED.COM

LAUNCH COACHING & CONSULTING

IF YOU NEED HELP PLANNING OR EXECUTING YOUR LAUNCH, WE OFFER:

- ✓ LAUNCH STRATEGY SESSIONS (1-ON-1 COACHING)
- ✓ LAUNCH CONTENT CREATION SUPPORT
- ✓ LAUNCH WEEK ACCOUNTABILITY AND TROUBLESHOOTING
- ✓ POST-LAUNCH DEBRIEF AND OPTIMIZATION



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