



MARKET ENTRY PLAN WORKSHEET

THE ENTREPRENEURHER COLLECTIVE

PART 1: MARKET POSITIONING

1. What problem does your business solve?

2. Who is your ideal customer?

Age range: _____

Gender: _____

Location: _____

Income level: _____

Interests/Values:

Pain points: _____

3. What makes you different from competitors?

Unique value proposition:

Key differentiators:

Why customers should choose you:

4. What is your brand positioning statement?

Formula: For [target customer] who [need/problem], [your brand] is [category] that [unique benefit] unlike [competitors].

PART 2: ENTRY STRATEGY

5. How will you enter the market?

- ☐ **Soft launch** (small audience, test and refine)
- ☐ **Hard launch** (big announcement, full visibility)
- ☐ **Stealth launch** (quiet entry, word-of-mouth)
- ☐ **Pre-launch** (build waitlist, create buzz before launch)

6. What is your launch timeline?

Pre-launch phase (weeks before):

Launch day:

Post-launch phase (weeks after):

7. What channels will you use to announce your entry?

- ☐ Social media (Instagram, Facebook, LinkedIn, TikTok)
- ☐ Email marketing (to existing list or warm audience)
- ☐ Website (homepage announcement, blog post)
- ☐ Press release or media outreach
- ☐ Paid advertising (Meta Ads, Google Ads)
- ☐ Partnerships or collaborations

- ☐ Events (virtual or in-person)
- ☐ Other: _____

PART 3: LAUNCH MESSAGING

8. What is your core launch message?

What do you want people to know, feel, and do?

Know: _____

Feel: _____

Do: _____

9. What is your call-to-action (CTA)?

- ☐ Buy now
- ☐ Sign up
- ☐ Join the waitlist
- ☐ Book a call
- ☐ Download a free resource
- ☐ Other: _____

10. What content will you create for launch?

- ☐ Announcement post
- ☐ Behind-the-scenes story
- ☐ Founder story or origin story
- ☐ Customer testimonials or case studies
- ☐ Product/service demo or walkthrough
- ☐ Limited-time offer or early-bird pricing
- ☐ FAQ post or video
- ☐ Other: _____

Additional content ideas:

PART 4: LAUNCH BUDGET & RESOURCES

11. What is your launch budget?

Total budget: \$ _____

Paid ads: \$ _____

Content creation (graphics, video): \$ _____

Tools/software: \$ _____

Partnerships or influencer fees: \$ _____

Other expenses: \$ _____

12. Who is on your launch team?

- ☐ Me (founder/owner)
- ☐ Team member/VA: _____
- ☐ Designer: _____
- ☐ Copywriter: _____
- ☐ Social media manager: _____
- ☐ Other: _____

PART 5: LAUNCH SUCCESS METRICS

13. How will you measure launch success?

- ☐ Number of sales/sign-ups
- ☐ Email list growth
- ☐ Website traffic
- ☐ Social media engagement (likes, comments, shares)
- ☐ Media mentions or press coverage
- ☐ Partnership or collaboration inquiries
- ☐ Other: _____

14. What are your launch goals?

Sales/sign-ups goal: _____

Email list growth goal: _____

Website traffic goal: _____

Social media reach/engagement goal: _____

PART 6: POST-LAUNCH PLAN

15. What will you do after launch?

- ☐ Thank customers and celebrate wins
- ☐ Collect feedback and testimonials
- ☐ Analyze launch metrics and adjust strategy
- ☐ Continue content marketing and engagement
- ☐ Plan next campaign or product launch
- ☐ Other: _____

Specific post-launch actions:

LAUNCH WEEK ACTION CHECKLIST

Week Before Launch:

- ☐ _____
- ☐ _____
- ☐ _____

Launch Day:

- ☐ _____
- ☐ _____
- ☐ _____

Week After Launch:

- ☐ _____
- ☐ _____
- ☐ _____

NOTES & REFLECTIONS

