

Launch System

The Battle-Tested Blueprint

A launch without a system is a gamble. Reduce your dependence on algorithm luck. Follow this exact workflow to manufacture intent, force urgency, and capitalize on initial velocity.

Phase 1: T-Minus 14 Days

- | | |
|--|---|
| ☐ VIP email segment created | ☐ Supply chain photos gathered |
| ☐ Teaser copy drafted | ☐ Pricing structure finalized |
| ☐ Waitlist goal set | ☐ VIP offer confirmed |

- ☐ **Waitlist VIP Segmentation:** Isolate past buyers and highly engaged subscribers. Give them an exclusive VIP tag. You need a core group primed to buy before the public sees anything.
- ☐ **Process Teasers:** Post the raw production reality. Show the fabric swatches, the CAD iterations, the discarded prototypes. Build the narrative before showing the final product.

CONTENT IDEAS:

- | | |
|--------------------------|---------------------|
| • Behind-the-scenes reel | • Material close-up |
| • Prototype comparison | • Packaging reveal |

- ☐ **Seed the Anchor:** Casually expose the high cost of your materials. Anchor the perceived value before revealing the actual retail price.

Phase 2: T-Minus 7 Days

- | | |
|--|---|
| ☐ Landing page live | ☐ Email capture tested |
| ☐ Welcome email automated | ☐ Countdown active |
| ☐ FAQ prepared | ☐ Inventory confirmed |

- ☐ **The Squeeze:** Shift all bio link traffic to a dedicated capture page. Never link to an empty storefront. Drive all launch traffic to your waitlist.
- ☐ **Early Access Scarcity:** Announce that initial inventory is severely limited and reserved strictly for the VIP waitlist. Reinforce urgency with limited early access.

Phase 3: Launch Day (Hour-by-Hour)

- | | |
|--|--|
| ☐ Early-bird code active | ☐ Checkout flow tested |
| ☐ Support inbox monitored | ☐ Final site test completed |
| ☐ Ad campaigns scheduled | ☐ Inventory synced |

- ☐ **T-Minus 2 Hours:** Send the private checkout link to the VIP list. Reward intent and secure baseline revenue before the public drop.
- ☐ **T-Zero (Public Drop):** Deploy the main announcement. Activate all ad campaigns immediately to multiply the algorithmic velocity of organic traffic.
- ☐ **T-Plus 12 Hours (The Pricing Ladder):** Start with early-bird pricing for the first window to force action, then publicly announce the impending raise to standard retail.

Phase 4: Post-Launch Week 1

- | | |
|---|--|
| ☐ First orders fulfilled | ☐ Reviews requested |
| ☐ Retargeting audience populated | ☐ Abandoned cart emails active |
| ☐ Low-stock alerts updated | ☐ Post-launch debrief scheduled |

- ☐ **Deploy Social Proof:** Within 48 hours, repost unboxings, initial reviews, or low-stock warnings. Validate the purchase for those still hesitating.

POST IDEAS:

- | | |
|----------------------------|-----------------------|
| • Customer unboxing | • First-day reactions |
| • "Almost sold out" update | • FAQ carousel |

- ☐ **Retargeting Shift:** Move ad spend completely from cold audiences to retargeting website visitors who abandoned carts.