

Digital Product Launch *Calendar*

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2 WEEKS TO LAUNCH		TEASER / COMING SOON		PROBLEM AWARENESS		BEHIND THE SCENES	
1 WEEK TO LAUNCH		TRANSFORMATION / EDUCATIONAL TIP		EARLY FEEDBACK / SOCIAL PROOF		FAQ / OBJECTION BUSTER	
LAUNCH WEEK!		LAUNCH ANNOUNCEMENT		DEMO / WALKTHROUGH		URGENCY (BONUS, DEADLINE, SCARCITY)	
POST-LAUNCH WEEK		CUSTOMER WIN / USE CASE		VALUE / EDUCATIONAL CONTENT		FINAL CALL / LAST CHANCE	

Digital Product Launch *Calendar*

Posting cadence: 3x per week

Timeline: 2 weeks before launch → 2 weeks after launch

TWO WEEKS BEFORE LAUNCH (BUILD ANTICIPATION)

Goal: Warm up your audience, tease the product, and start the conversation.

Week -2

POST 1: TEASER / COMING SOON (TEMPLATE)

Format: Reel or carousel

Prompt: Drop a hint without giving everything away.

Caption starter: "Something I've been working on is almost ready to share with you 👁️..."

POST 2: PROBLEM AWARENESS (TEMPLATE)

Format: Carousel or Reel with text overlays

Prompt: List the 3–5 struggles your audience faces that your product solves.

Caption starter: "If you've ever struggled with [pain point], you're not alone. That's exactly why I created [product name]."

POST 3: BEHIND THE SCENES

Format: Reel, photo dump, or carousel

Prompt: Show your product in progress (screenshot, workspace, notebook sketches, sneak peek).

Caption starter: "Here's a little peek into what's been going on behind the scenes..."

Week -1

POST 4: TRANSFORMATION / EDUCATIONAL TIP

Format: Quick Reel or graphic

Prompt: Share one actionable tip that ties into your product's main benefit.

Caption starter: "Here's a quick way to [achieve X result] — and I'll be showing you even more in [product name]."

POST 5: EARLY FEEDBACK OR SOCIAL PROOF (TEMPLATE)

Format: Testimonial graphic, screen recording of a DM, or mock review.

Prompt: Share a win from beta testers, or even your own result from the product.

Caption starter: "Here's what [name/you] had to say about trying [product name] early..."

POST 6: FAQ / OBJECTION BUSTER

Format: Q&A carousel or Reel

Prompt: Pick one common hesitation ("I don't have time," "I'm not advanced enough," etc.) and answer it directly.

Caption starter: "One of the biggest questions I've gotten about [product name] is..."

Launch Week!

LAUNCH WEEK: GO BIG AND DRIVE SALES!

Goal: Maximize visibility, build urgency, and make it easy to buy.

POST 7: LAUNCH ANNOUNCEMENT (TEMPLATE)

Format: Big reveal carousel, reel, or bold graphic

Prompt: Announce your product, share who it's for, and include a direct CTA (link in bio, shop now).

Caption starter: "It's here! [Product name] is officially live 🚀 Here's what's inside + how it will help you..."

POST 8: DEMO / WALKTHROUGH

Format: Screen recording, reel tutorial, or carousel tour

Prompt: Show exactly what buyers get (swipe through modules, flipbook style demo, or show inside the product).

Caption starter: "Want a sneak peek inside [product name]? Here's what you'll get when you join."

POST 9: URGENCY POST (BONUS, DEADLINE, SCARCITY)

Format: Countdown graphic, reel with timer, or carousel

Prompt: Highlight a limited-time bonus, pricing increase, or launch window.

Caption starter: "🕒 Don't wait — this bonus / pricing ends [date/time]. Here's what you'll miss if you don't grab it now..."

Week +1

POST-LAUNCH WEEK: SUSTAIN AND REMIND

Goal: Keep the hype up, share wins, and drive more sales.

POST 10: CUSTOMER WIN / USE CASE (TEMPLATE)

Format: Testimonial graphic, case study reel, or carousel

Prompt: Share an early result, customer story, or even how you personally use the product.

Caption starter: “Just one week in and look what [customer/you] has already achieved with [product name]...”

POST 11: VALUE / EDUCATIONAL CONTENT (TEMPLATE)

Format: Quick tip reel or carousel

Prompt: Teach something that aligns with your product so people see ongoing value.

Caption starter: “Here’s another way you can [achieve X] — and if you want the full roadmap, you’ll find it inside [product name].”

POST 12: FINAL CALL / LAST CHANCE

Format: Countdown reel or carousel

Prompt: Reminder that the launch window, bonus, or current price is closing.

Caption starter: “🚨 Last chance! [Product name] closes tonight at midnight. If you’ve been on the fence, now’s the time...”