

Product Launch *Checklist*

CONTENT PREP (1–2 WEEKS BEFORE LAUNCH)

- Draft 12 social posts (using the [launch calendar template](#))
- Batch-create graphics, reels, carousels, and story slides
- Schedule posts in advance (using Planoly's [Social Planner](#))
- Prep launch week Stories (countdowns, polls, behind the scenes)
- Write & schedule [email sequence](#) (announcement, reminder, last chance)
- Gather testimonials or early feedback (beta testers, past clients, or even your own results)

TECH & LOGISTICS

- Make sure your digital product is fully built out (double check downloads are included, course material is published, etc).
- Test your checkout process (set up your payment method via [Paypal](#) or [Stripe](#) and make a test purchase to make sure your downloads work).
- [Setup Auto DMs](#) (automate your Instagram replies to send the link to your launch)
- Double-check links (bio link, CTA buttons, swipe-up/links in stories)
- Add tracking/analytics (Google Analytics, UTM links, or platform insights)
- Prepare FAQs & refund policy (for DMs, comments, and sales page)

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