

Before You Launch Checklist

Pre-Reqs for a High-Impact Content Launch

Don't launch content until the content has something to launch.

Too many projects rush announcements before the strategy is locked. A great launch *activates* a foundation, it doesn't replace one.

Here's what should already be done before activating this module:

Strategic Layer	Description
✓ Brand Strategy	You've clearly defined your mission, values, and voice. You know how you show up and why it matters.
✓ Core Messaging & Narratives	You've crafted a narrative that frames your project's "why now" and "why us"—and tested it in public.
✓ Positioning	You know who you're for, what problem you solve, how you're different, and why you win.
✓ Audience & ICPs	You've mapped your core users, their needs, and how to speak their language.
✓ TOFU Content Engine	You've seeded early awareness: threads, explainers, podcasts, meme content—your early community knows you're coming.
✓ Pre-Comms Sprints	You've aligned internal teams, briefed partners, and begun lining up press, quotes, and co-marketing support.
✓ Community Warm-Up	Your Discord or Telegram is active. Mods are briefed. Early supporters are ready to amplify.

If any of these are missing, pause and complete them first.

The best launch content rides a wave of prior momentum, it doesn't create that wave from scratch.