



PRODUCT LAUNCH

36. Generating a go-to-market plan

I'm launching a **lawyers marketplace** where **people needing legal advice and services can find reputed lawyers, read their customer reviews & book appointments with them online**. The product will first be rolled out in **London, UK**.

I need a 10-point tactical go-to-market plan to grow this platform in the next 12 months. For each point, mention what needs to be done, who typically does it & how it will be measured.