



YOUR 15-DAY LAUNCH PLAYBOOK

The Essential Foundation

"Follow this playbook exactly. Update daily. Celebrate progress."

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WHAT'S IN THIS PLAYBOOK

Quick Start (Days 1-5)

The critical foundation. Everything depends on this.

Phases (Days 6-15)

Grouped by goal, not by calendar day.

Success Metrics Tracker

What to measure. How to win.

Bonus: Upgrade Path

Ready for the full playbook? See what you're missing.

QUICK START — FIRST 5 DAYS (Most Important)

The difference between failed launches and successful ones? The first 5 days.

Most founders waste these 5 days building more. You're going to validate, get feedback, and build momentum WHILE building.

These tasks are **non-negotiable**. Don't skip them. Don't wait for perfect. Start TODAY.

DAY 1: BUILD EMAIL WARM-UP LIST

Time needed: 30 minutes Difficulty: Easy Why this matters: Cold emails die. Warm relationships convert.

ACTION STEPS:

1. Open LinkedIn or Twitter

2. Find 50 people who match your ideal customer profile
3. Create a simple Google Sheet with 3 columns:
 - Name
 - Email
 - Their specific pain point (why THEY need your solution)
4. Add notes on what they work on
5. Review: Does each person have 1 pain point noted?

COPY TO USE:

(We'll use this Day 2 - just prep for now)

✓ CHECKPOINT:

- Do you have 50 names with emails?
- Does each person have a pain point noted?
- → If YES to both: MOVE TO DAY 2
- → If NO: Spend another 15 minutes. Find the missing ones.

SUCCESS METRIC:

A spreadsheet of 50 targeted people. Each one has a SPECIFIC reason why they need your solution. Ready to contact.

DAY 2: SEND WARM-UP MESSAGES

 Time needed: 60 minutes  Difficulty: Medium  Why this matters: Personal connection > cold pitch. Build anticipation.

ACTION STEPS:

1. Pick your top 10 people from Day 1 list
2. Send them EACH a personalized DM/email
3. Reference their specific pain point (use the notes)
4. Ask for feedback ONLY (not money)
5. Note who replies (critical data)

COPY TO USE (personalize each):

Subject: {Name}, quick question about {their-specific-topic}
Body: Hi {Name}, Saw your recent post about {their-topic}. Building something that might help people like you. Specifically designed for {their-pain-point}. Would you be open to 10 min of feedback this week? No sales pitch. Just want honest thoughts. → [Link to landing page or concept]
Best, {Your Name}

✓ CHECKPOINT:

- 10 messages sent?
- At least 2 people replied?
- → If YES: They're interested. This validates the idea.
- → If NO: Resend to 5 more people today.

✨ SUCCESS METRIC:

10 messages sent. 2-3 replies received. People saying things like: "Yeah, I'd love to see it", "This is exactly what I need", "Send it over"

🟡 DAY 3: CREATE LANDING PAGE (LIVE)

⌚ Time needed: 2 hours 💡 Difficulty: Medium 🤔 Why this matters: You need a web presence TODAY. For collecting emails. For sharing.

✓ ACTION STEPS:

1. Pick a landing page builder:
 - Carrd (fastest, free option)
 - Webflow (more design control)
 - Leadpages (pre-built templates)
2. Use a template (don't build from scratch)
3. Add exactly these sections:
 - Headline + Subheadline (problem + solution)
 - 3-4 benefits (bullet points)
 - Email signup form
 - One call-to-action button ("Get Early Access")
4. Keep it SIMPLE. No fancy animations.
5. Deploy and get a live URL

6. Test the email form works

COPY TO USE (customize with YOUR product details):

HEADLINE: 30-Day Launch Blueprint
SUBHEADLINE: AI-generated timeline + templates + daily tasks. Never launch unprepared again.
3 BENEFITS: ✓ 30-day personalized timeline (know what to do each day) ✓ Ready-to-use copy (email sequences + tweets + Product Hunt) ✓ Strategy included (you're not figuring this out alone)
CTA BUTTON: "Get Early Access"

✓ CHECKPOINT:

- Landing page is LIVE (has working URL)?
- Email signup form works?
- Page looks professional (clean, simple)?
- → If YES to all: SUCCESS
- → If NO: Fix it now. Spend max 30 more minutes.

SUCCESS METRIC:

A functional landing page live. You can share the URL. Email capture working. By Day 5, you should have 5-10 signups.

DAY 4: WRITE + SCHEDULE 5 TWEETS

 Time needed: 60 minutes  Difficulty: Easy  Why this matters: Social proof + early audience = momentum before launch.

ACTION STEPS:

1. Write 5 tweets (see examples below)
2. Mix: Problem awareness (2), Solution showcase (2), Question/engagement (1)
3. Use Twitter scheduler or Buffer to schedule them
4. Space them out: 1 per day for Days 4-8
5. In 3 of them, include your landing page URL
6. Use hashtags relevant to your niche

TWEETS (EXACT COPIES - Just change product name/audience):

TWEET 1 (Problem Hook): "Most founders spend the first 5 days of launch... building more. But the real work? Warm-up email list Landing page copy Early feedback Social proof This kills 60% of launches before they even start." TWEET 2 (Social Proof Teaser): "3 early testers of our launch playbook: All said: 'This saved me 8 hours!' Not because it's fancy. Because it's USEFUL. Launching this week. Early access link: [YOUR URL]" TWEET 3 (Question/Engagement): "Quick question: When you launch your next thing... Do you have a plan for: Email warm-up (5 days) Copy templates ready Social strategy locked in Or do you wing it?" TWEET 4 (Specific Problem): "The #1 mistake when launching? You don't know what to do DAYS 1-5. So you build. Build. Build. Then panic mode hits. We fixed this with a 30-day playbook. Launches \$0 to sales in 15 days." TWEET 5 (CTA): "Launching a product this month? We built a free 15-day playbook. Everything you need. Nothing you don't. → [YOUR URL]"

✓ CHECKPOINT:

- 5 tweets written?
- Scheduled for Days 4-8 (one per day)?
- At least 3 include your landing page URL?
- → If YES: Good. Social presence is building.

✨ SUCCESS METRIC:

5 scheduled tweets. By Day 8, you should see:

- 20-50 combined likes
- 5-10 link clicks to landing page
- 2-5 new email signups

● DAY 5: COLLECT FIRST FEEDBACK

⌚ Time needed: 90 minutes 💡 Difficulty: Medium 🤔 Why this matters: User feedback = product direction. Don't build alone.

✓ ACTION STEPS:

1. Review who replied to your Day 2 messages
2. Schedule 2-3 brief feedback calls (15 min each)
3. During calls, ask exactly these questions:
 - What's your biggest pain point with launches?
 - How much time do you spend planning?
 - What does a perfect solution look like?
4. Take detailed notes

5. Identify 2-3 common themes
6. Update your landing page copy based on feedback
7. Send a thank-you email to everyone

QUESTIONS TO ASK (Copy/paste):

"Thanks so much for jumping on this call. Quick questions: What's your biggest pain point when launching? How much time do you currently spend on planning? If you could design the perfect solution, what would it include?"

✓ CHECKPOINT:

- 2-3 calls completed?
- Common themes identified (what do they ALL need)?
- Landing page updated based on feedback?
- → If YES: You now have validated feedback.

SUCCESS METRIC:

3+ valuable insights collected. Feedback incorporated into landing page. Landing page conversion rate improves. You now know EXACTLY what people want.

PHASES (Days 6-15)

What comes next after the foundation.

PHASE 1: VALIDATION (Days 6-8)

Goal: Confirm people want this

Action items:

- Send product/concept to 20 warm contacts
- Collect feedback on core message
- Update positioning based on feedback
- Note: By Day 8, you should know if this is viable

PHASE 2: CONTENT (Days 9-12)

Goal: Build your content arsenal

Action items:

- Write 2 blog posts (problem + solution)
- Create email templates (3-4 sequences)
- Write 20+ social media posts
- Engage in relevant communities
- Share your progress publicly

PHASE 3: MOMENTUM (Days 13-15)

Goal: Build anticipation for full launch

Action items:

- Send "sneak peek" emails to warm list
- Post daily updates on progress
- Recruit early supporters for launch day
- Final positioning refinement
- Prepare launch day assets

YOUR SUCCESS METRICS

Day 5 Checkpoint:

- Email list: 50+ people (with notes)
- Warm-up messages: 10 sent
- Landing page: Live and collecting emails
- Tweets: 5 scheduled
- Calls: 2-3 completed

Expected results:

- 5-10 email signups
- 2-3 replies from messages
- 20-50 tweet impressions
- Feedback from 3+ people

Day 10 Checkpoint:

- Email list: 100+ people
- Landing page: 50+ visitors
- Social followers: 20+
- Blog posts: 2 published
- Email templates: 3-4 written

Day 15 Checkpoint:

- Email list: 200+ people
- Landing page: 100+ visitors
- Engaged followers: 50+
- Testimonials: 3+ collected
- Ready for full launch: YES

Pro tip: Track these daily. Update your checklist. Celebrate each milestone.

READY FOR THE FULL PLAYBOOK?

This 15-day playbook gets you the foundation.

But to go from launch to sales? You need:

Missing in THIS free version:

- Complete 30-day timeline (Days 16-30)
- Email templates ready to send (copy/paste)
- 50+ tweet templates (organized by day)
- Product Hunt hour-by-hour strategy
- Launch day scripts and timing
- Power users list (who to contact)
- Press contact database

Get the FULL Playbook (\$29):

- 14-18 pages total
- Complete 30-day timeline

- 6 email sequences (copy/paste ready)
- 50+ tweet templates (exactly 280 chars)
- Product Hunt exact-hour breakdown
- Launch day scripts (every hour)
- Success metrics dashboard
- Bonus: Daily progress tracker

👉 Upgrade now and launch faster.

[BUTTON: "Get Full Playbook - \$29"]

Or continue with this free version and figure out Days 16-30 yourself. Your choice.

YOUR NOTES:

[Space for handwritten notes]

Recommended Tools (Free options):

- Landing page: Carrd.co
- Email: Gmail (warm outreach)
- Tweets: Twitter native scheduler
- Calls: Calendly.com
- Spreadsheet: Google Sheets
- Social proof: Testimonial.to

Remember:

- Speed > Perfection
- Feedback > Theory
- Action > Planning
- Real users > Assumptions

Your launch starts NOW. Not tomorrow. Not when it's perfect. TODAY.

Let's go 