PROJECT UNDERDOGS FOUNDER LIBRARY · LAUNCHING · L-12

LAUNCH PLAN TEMPLATE

A fillable launch plan with your goals, offers and a task list with owners and due dates.

TYPE: TEMPLATE REVIEWED: NOVEMBER 2026 TIME: 45 MINUTES LEVEL: BEGINNER

AT A GLANCE

- Page 2 sets your **launch goals, offer and message**. Page 3 is a **task list** with owners, due dates and status.
- Start filling it in **at least 6 weeks** before you open.
- The full timeline is explained in **L-07 Planning Your Launch**.

How to use it

1. **Set your launch date and goals**: sign-ups before launch, sales in the first week and month, reviews.
2. **Choose one launch offer and one launch event.**
3. **Write your launch message** in one or two sentences.
4. **List every task** on page 3, with an owner and a due date. Start with the examples below.
5. **Review it weekly** and update the status column.

Example tasks

Task	Owner	Due
Confirm all licenses and permits	Founder	6 weeks before
Start collecting sign-ups	Founder	6 weeks before
Announce launch date to network and social media	Founder	5 weeks before
Contact local media and partners	Founder	4 weeks before
Finalize website, booking and payments	Founder	3 weeks before
Train staff	Manager	3 weeks before
Soft launch	Team	2 weeks before
Remind sign-up list	Founder	1 week before
Launch day	Team	Launch
Follow up with every first-week customer	Founder	1 week after

> TIP
> The template works in **Adobe Acrobat Reader** (free) and most PDF apps. Save a copy before you start.

Where to go next

- **L-07 Planning Your Launch**
- **L-14 Pre-Launch Checklist**
- **L-13 Marketing Calendar**

IMPORTANT
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LAUNCH PLAN

Your launch date, goals, offer and message.

Launch date	
Soft launch date	

Goals

Sign-ups before launch	
Sales in the first week	
Sales in the first month	
Reviews in the first month	

Launch offer

Launch event

Launch message (1 or 2 sentences)

Where you'll announce it

Partners and media to contact

Launch budget and what it covers

LAUNCH TASK LIST

Every task, who owns it, when it's due, and its status.

	Task	Owner	Due date	Status
1				
2				
3				
4				
5				
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