# PRE-LAUNCH CHECKLIST

Everything to have ready before you open your doors, your app or your online store.

TYPE: CHECKLIST  REVIEWED: NOVEMBER 2026  TIME: USE OVER 6 WEEKS  LEVEL: BEGINNER

AT A GLANCE

- Tick off each item before launch day. Skip what doesn't apply to your business.
- Pair it with the **Launch Plan Template** (**L-12 Launch Plan Template**) to assign owners and dates.

## Legal and money

- ☐ Business registered and EIN received (B-02, B-03)
- ☐ Licenses and permits in hand, including any final inspections (B-05)
- ☐ Business bank account and payment tools working (B-04)
- ☐ Insurance in place (B-06)
- ☐ Sales tax registration, if needed (M-13)
- ☐ Bookkeeping set up (M-01)
- ☐ Prices set with all costs included (M-07)

## Product and operations

- ☐ Product or service tested with real customers
- ☐ Enough inventory and supplies for the first weeks
- ☐ Suppliers confirmed, with backups (O-08)
- ☐ Point-of-sale, booking or online store tested end to end
- ☐ Staff hired, trained and scheduled (O-01)
- ☐ Opening and closing checklists written (O-06)

## Getting found

- ☐ Website live and tested on a phone (L-02)
- ☐ Google Business Profile and map listings claimed (L-04)
- ☐ Social media profiles complete, with booking or shop links (L-03)
- ☐ Signs up and visible, if you have a location
- ☐ Business email and phone set up

## Launch marketing

- ☐ Sign-up list built, with a launch reminder scheduled
- ☐ Launch offer and launch event planned (L-07)
- ☐ Local media, partners and community groups contacted
- ☐ Review link and QR code ready (L-04)
- ☐ Referral offer ready (L-05)

## After launch

- ☐ Plan to track sales every day for the first month
- ☐ Follow-up message ready for first customers
- ☐ First weekly dashboard scheduled (O-14)
- ☐ Cash forecast updated for the first 3 months (M-16)

## Where to go next

- **L-07 Planning Your Launch**
- **L-12 Launch Plan Template**
- **O-14 Weekly Business Dashboard**

IMPORTANT
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