Pre-Launch Product Checklist Template

Product Readiness

- [ ] Product features finalized and approved
- [ ] QA testing completed
- [ ] Bug fixes prioritized and resolved
- [ ] Performance benchmarks met
- [ ] User documentation prepared

Marketing Preparation

- [ ] Landing page live
- [ ] Press release drafted
- [ ] Social media posts scheduled
- [ ] Key visuals and creatives ready
- [ ] Email campaigns set up

Operational Readiness

- [ ] Support team trained
- [ ] FAQs created
- [ ] Customer onboarding material ready
- [ ] Analytics configured

Legal & Compliance

- [ ] Terms of Service & Privacy Policy reviewed
- [ ] Security and data compliance tested
- [ ] Intellectual property checked

Go-Live Checklist

- [ ] Deployment strategy finalized
- [ ] Monitoring and alerting set up
- [ ] Launch date confirmed with all teams
- [ ] Kickoff meeting scheduled
- [ ] Backup/rollback plan in place

Notes:
- [ ] This checklist is a template â€" Customize as needed.
- [ ] Assign responsibilities for each item before launch.