Product Launch Readiness Checklist Template

General Information

Product Name	
Launch Date	
Project Owner	
Version/Release	

Pre-Launch Preparation

	Task	Owner	Due Date	Status	Notes
☐	Finalize product features and requirements				
☐	QA & Testing completed				
☐	Pricing and packaging defined				

Marketing & Sales

	Task	Owner	Due Date	Status	Notes
☐	Go-to-market strategy completed				
☐	Sales materials prepared				
☐	Website & landing pages ready				

Operational Readiness

	Task	Owner	Due Date	Status	Notes
☐	Support & training materials in place				
☐	Customer support teams briefed				
☐	Logistics or supply chain ready				

Post-Launch

	Task	Owner	Due Date	Status	Notes
☐	Monitor metrics & feedback				
☐	Address customer issues				

☐ Iterate & optimize product