Tiny Launch Timeline

Don't overthink. Just do one step per day.

A quick-start roadmap to go live in 7–14 days (without chaos)

Choose Your Launch Path:

7-Day Sprint (quick & decisive)
14-Day No Stress Launch (same steps, more breathing room)

7 DAY SPRINT:

☐ 1	☐ Finalize your offer	☐ Done is better than dreamy. Trust your gut.
☐ 2	☐ Finish product + mockup	☐ Aim for 80%. Polish later.
☐ 3	☐ Publish your sales page or listing	☐ Flodesk, Gumroad, or Beacons work great.
☐ 4	☐ Set price + test checkout	☐ Send it to yourself. Is it clear? Does it work?

| ☐ 5 | ☐ Write & send your first email/post | ☐ Keep it real. "This helped me. Might help you." |

| ☐ 6 | ☐ Soft share with a small audience | ☐ DM a friend. Screenshot a reply. |

| ☐ 7 | ☐ Official "it's live" moment | ☐ Post. Email. Breathe. Then log off. |

14 DAY NO STRESS LAUNCH:

| ☐ Day 1 | ☐ Revisit your offer | ☐ Clarity first–lock your transformation |

| ☐ Day 2 | ☐ Name it + write 1-line promise | ☐ Gives you a sticky way to describe it |

| ☐ Day 3 | ☐ Add any final edits to your product | ☐ No new builds–just finish what's working |

| ☐ Day 4 | ☐ Create a simple mockup in Canva | ☐ Visuals help people *see* the value |

☐ Day 5	☐ Draft your sales page or product listing	☐ Use a template—don't start from scratch
☐ Day 6	☐ Add price + test your checkout	☐ Send it to a friend or yourself
☐ Day 7	☐ Rest or review	☐ Step back and breathe
☐ Day 8	☐ Write your "I'm building this!" teaser	☐ Plant the seed, no pressure
☐ Day 9	☐ Schedule your launch content	☐ Just 2–3 posts or 1–2 emails is enough
☐ Day 10	☐ Soft share privately (DMs, stories)	☐ Warm people up before it's "live"
☐ Day 11	☐ Share 1 behind-the-scenes or tip	☐ Builds curiosity & trust
☐ Day 12	☐ Final check (is link working?)	☐ Catch tech issues before the big day

☐ Day 13	☐ "It's live!" post/email 🎉	☐ Celebrate–short, clear CTA

☐ Day 14	☐ Follow up with quick reminder	☐ Scoop up those late buyers

If You're Feeling Stuck...

- **Behind schedule?** Skip ahead. No one's grading you.
- **No engagement?** That's normal. Soft launch = soft data.
- **Still tweaking?** Give it a "good enough" pass + keep going.

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