



The Launchevity Pre-Flight Checklist

www.launchevity.net



The Legal Stuff

This checklist is provided by Launchevity as a strategic guide to assist in the business validation process. Please review the following terms:

No Guarantee of Validation: Completion of this checklist and the subsequent "smoke test" does not guarantee that your business idea will be validated by the market.


Definition of Success: The goal of this service is to provide high-quality data and clarity. A "failed" test - where no sign ups occur is considered a successful outcome in terms of saving you months of wasted work and thousands in potential development costs.

Technical Dependencies: For Tier 2 and Tier 3 services, our delivery timelines (48 hours to 5 business days) are dependent on the client providing necessary access to domains and third-party integrations as outlined in this checklist.

Marketing Results: Although we provide a proven strategy guide and high-converting page structures, your final results will depend on the quality of the traffic you drive and inherent demand for your special offer.

Professional Advice: The information provided in this checklist and through our validation service is for business testing purposes and does not constitute legal, financial, or tax advice.

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Welcome Aboard: Your Pre-Flight Briefing

Before we build your machine, make sure you have these 5 essentials ready. This ebook expands your original checklist into a structured, action-ready pre-flight plan so you can move from idea to launch with confidence. Each section retains your original content while adding clarity, examples, and smooth transitions. Think of this as your mission control handbook: simple, sequential, and stress-free.

Why This Checklist Matters

Early launches fail not because the idea is bad, but because the signal is noisy. Your job before takeoff is to remove noise: sharpen the hook, gather basic assets, clarify messaging, connect tech, and plan traffic. With these five areas covered, your validation page will look established, your copy will resonate, your data will track, and your traffic will tell you the truth—fast. Remember: clarity is a victory even when the answer is “not yet.”

Overview of the Five Essentials

- Your "Big Idea" Hook: Define the problem, promise, and category.
- Basic Branding Assets: Color, fonts, and optional logo to look established from day one.
- Messaging & Copy: Provide the right inputs based on your tier.
- Technical Essentials: Grant the access we need to connect the pipes.
- Your Traffic Plan: Decide where your validation visitors will come from.



How to Use This Ebook

Read front to back once, then work page by page. At the end of each section, copy the prompts into your notes and finalize decisions. When finished, you will have everything we need to assemble your validation machine without back-and-forth delays. Let's begin with the core of your launch: the Big Idea Hook.



Your "Big Idea" Hook

You don't need a finished product, but you do need a clear offer. The hook condenses your value proposition into a single, compelling promise that a real person can instantly understand. Use the three-part framework below to sharpen it. Keep the language concrete, outcome-focused, and simple enough to repeat.

The Problem

What is the specific pain point you are solving? Describe it in the customer's words, not internal jargon. Good problems are urgent, costly, and frequent. If your problem statement contains "sometimes" or "nice to have," sharpen it until it feels necessary.

The Promise



The Category

Is this a course, coaching offer, digital product, or software concept? Naming the category sets buyer expectations for delivery, timeline, and price. If you're unsure, choose the simplest viable container that lets you test demand quickly.

- The Problem: What is the specific pain point you are solving?
- The Promise: What is the one major result your customer gets?
- The Category: Is this a course, coaching offer, digital product, or software concept?



Mini-Checklist: Validate Your Hook

- Say it out loud in one sentence without commas.
- Could a stranger paraphrase it after one read?
- Does it solve a painful, frequent, costly problem?
- Is the promise measurable or observable?
- Have you named a simple category to deliver it?

Transition: With a clear hook, your next task is presentation. Your offer must look legitimate from day one—enter basic branding assets.



Basic Branding Assets

We will make your page look established from day one. Branding at this stage isn't about a full identity system; it's about consistency that builds trust. Choose a minimal, cohesive look so your message stays the hero. Here's exactly what we need and how to decide fast.

Color Palette

Do you have 1–2 primary colors you want to use? Select one main color and one accent. If you don't have colors, pick from accessible palettes (e.g., deep blue + electric teal, charcoal + orange). Keep contrast high for readability and accessibility compliance.

Fonts

Are there specific fonts that represent your brand? Choose one for headlines and one for body copy. Prioritize legibility on mobile. If undecided, pair a bold sans-serif for headlines with a clean sans or serif for body (e.g., Inter + Merriweather).



Logo

If you don't have one yet, don't worry—we can use a clean text-based header. A simple wordmark using your headline font is more than sufficient for a validation page. Complexity comes later; trust comes from clarity today.

- Color Palette: Do you have 1–2 primary colors you want to use?
- Fonts: Are there specific fonts that represent your brand?
- Logo (Optional): If you don't have one yet, don't worry—we can use a clean text-based header.



Mini-Checklist: Look Established in an Hour

- Pick one primary and one accent color with strong contrast.
- Select a headline + body font pair available on Google Fonts.
- Create a simple wordmark using your headline font.
- Gather any imagery that reflects your audience's context (desks, dashboards, results).

Transition: With the look aligned, it's time to put words to work. Your tier determines how much you need to provide—and how much we'll craft for you.



Messaging & Copy

The tier you chose determines how much you need to provide. Great copy reduces friction, anchors value, and directs action. We'll match the level of support to your plan, but every tier benefits from clear raw inputs. Use the guidance and keep your original notes handy.

Tier 1 & 2

Have your "Fill-in-the-blanks" prompts completed. These prompts cover headlines, subheads, benefits, proof points, FAQs, and a simple CTA. Write like you speak. Defaults beat delays—use drafts now; we can refine with data post-launch.



Tier 3

Simply provide your "Offer Description"—our professional copywriters will handle the headlines and hooks. Share outcomes, audience, objections, and any existing testimonials. The clearer your inputs, the sharper our outputs.

- Tier 1 & 2: Have your "Fill-in-the-blanks" prompts completed.
- Tier 3: Simply provide your "Offer Description"—our professional copywriters will handle the headlines and hooks.

Mini-Checklist: Message-Market Fit Signals

- Headline mirrors the Problem and anchors the Promise.
- Subhead names your Category and timeframe.
- Bullets list 3–5 specific outcomes, not features.
- CTA states one clear action ("Join the waitlist," "Book a call").
- FAQ preempts the top three objections.

Transition: With copy primed, we need to connect the pipes. Give us access, and we'll handle the headaches.

Technical Essentials (Tier 2 & 3)

We handle the "tech headaches," but we need your permission to connect the pipes. The right connections ensure your page is live, your emails flow, and your analytics capture truth. Provide credentials through secure channels only; we'll confirm setups with screenshots.

Domain Access

Be ready to share access to your domain provider (e.g., GoDaddy, Namecheap) so we can link your page. We'll configure DNS records (A/CNAME), provision SSL, and confirm propagation. If your domain is elsewhere, just tell us—there's always a path.

New to Domains?

Read This: A domain is your "address" on the web (e.g., <https://www.google.com/search?q=YourIdea.com>). To get one, you need a Domain Registrar.

Where to get one: We recommend Namecheap or GoDaddy for their ease of use.

How to choose a domain.

Keep it short, avoid hyphens, and stick with a .com if possible. If your preferred name is taken, try adding a verb (e.g., Get[Brand].com or Try[Brand].com).

Already have a domain? Perfect. Just have your login credentials ready so we can connect the "pipes" during your build.

Email Integration

Ensure you have a ClickFunnels or email marketing account ready for integration. We'll connect forms, tags, lists, and automations so leads land where they should. Bring any existing sequences; we can import or trigger them from day one.



Tracking

Have your Google Analytics or Tracking Pixel ID ready so we can set up your data dashboard. We'll verify events (page view, lead, purchase), test attribution, and confirm that consent banners behave correctly for your region.

- **Domain Access:** Be ready to share access to your domain provider (e.g., GoDaddy, Namecheap) so we can link your page.
- **Email Integration:** Ensure you have a ClickFunnels or email marketing account ready for integration.
- **Tracking:** Have your Google Analytics or Tracking Pixel ID ready so we can set up your data dashboard.



Mini-Checklist: Go-Live Confidence

- DNS records verified and SSL active.
- Forms submit to the correct list with tags.
- Conversion events fire in GA and ad pixels.
- Test lead captured and welcome email delivered.
- Backup email capture (CSV export) enabled.

Transition: With the machine wired, the final ingredient is visitors. Let's plan your traffic so your validation test returns high-quality data.





Your Traffic Plan

A validation test needs visitors to give you high-quality data. The goal isn't massive volume; it's signal-rich traffic from people who resemble your ideal buyers. Decide on a primary channel and a backup, then run a focused "smoke test" for 7–14 days.

The Guide

Review the Traffic Strategy Checklist we provide with your order. It outlines channel selection, creative angles, budgets, and pacing. Follow the steps, then adapt based on early data. Keep your assumptions light and your iterations fast.

The Source

Decide where your "smoke test" traffic will come from (e.g., LinkedIn, Meta Ads, or an existing email list). Choose channels where you can launch quickly and target precisely. For warm lists, run a short reactivation campaign; for cold traffic, test two angles and one offer.

- The Guide: Review the Traffic Strategy Checklist we provide with your order.
- The Source: Decide where your "smoke test" traffic will come from (e.g., LinkedIn, Meta Ads, or an existing email list).

Mini-Checklist: Traffic That Tells the Truth

- Pick one primary channel and one backup.
- Define a simple goal (e.g., 100 targeted visitors or 30 warm leads).
- Launch two creative angles with one constant offer.
- Track CPM/CPC/CTR and lead cost; kill losers fast.
- Review data daily; iterate headlines and hooks, not only visuals.

Transition: No matter what your first test shows, you win knowledge. The right response is to iterate, not hesitate.

WHAT IF



De-risking Decisions: Clarity Over Ego

Note: If people don't sign up, don't panic. That is clarity, not failure. It means you saved yourself months of work and can now pivot or refine your idea before spending thousands.

Use non-signups as a diagnostic:

- Was the problem urgent?
- Was the promise specific?
- Did the category set the right expectations
- Did traffic match your intended buyer? With this lens, every result funds better decisions.

From Checklist to Launch

You now have a complete pre-flight kit: a sharp hook, simple branding, aligned messaging, connected tech, and a focused traffic plan.

Share your assets with our team, and we'll assemble your validation machine. Then we test, learn, and iterate.

This is the rhythm of durable growth: design the signal, measure the truth, improve the machine.



Your Next Steps

- Complete the prompts in each section and compile assets in a shared folder.
- Send domain, email, and analytics access through secure channels.
- Choose your primary traffic source and set a 7–14 day test window.
- Confirm success metrics before launch (leads, booked calls, or purchases).
- For Tier 2 and 3, please schedule a review call at 833-593-0060 or email us at info@launchevity.net to interpret data and choose iteration #1.

Closing Thought: Launch is not a moment—it's a method. This checklist gets you airborne; disciplined iteration keeps you aloft. When in doubt, choose clarity and speed.

We are your team and are here to help you every step of the way.

