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THE LAUNCH CHECKLIST

Exactly what to do every single day after you launch your first digital product.

BEFORE DAY ONE

- [ ] Set up how you get paid
- [ ] Check it like a buyer
- [ ] Message 10 people you know. Don't pitch.

YOUR FIRST 7 DAYS

DAY 1 — **Put the listing live**
Press publish. On Etsy, give it about 48 hours to show in search.
Sell Your Product
- [ ]

DAY 2 — **Pin words, five pictures**
Write down 5 Pinterest search suggestions. Make 5 tall pictures.
Nexis AI
- [ ]

DAY 3 & 4 — **Publish the pins**
5 different pictures, one link to your exact product page.
- [ ]

DAY 5 — **Join two groups, read only**
Find 3 questions you can actually answer.
Find Buyers
- [ ]

DAY 6 — **Answer three questions**
Properly. No link. Just help.
- [ ]

DAY 7 — **One short video**
Say who it's for first. End with one clear ask.
- [ ]

These are set-up days. You're not judging anything on day 7.

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EVERY SINGLE DAY

DAY 8 TO DAY 30

- [ ] **1 pin, linked to your product page**
  Slow, but a pin keeps working for months.
- [ ] **1 post: a carousel or a short video** — Nexis AI
  Speak to one kind of person. End with one clear ask.
- [ ] **1 proper answer in a group**
  No link unless they ask.
- [ ] **Reply to every comment and message**
  Ask one question. Don't pitch.

ONCE A WEEK — Check your views, clicks and sales.

No views

Get it seen. Buyer words in your title and tags.

Views, no clicks

Fix the first picture, the title or the price.

Clicks, no sales

Fix the page. Show 3 or 4 real pages from inside.

Change one thing. Wait 7 days. Check again.

DAY 30

Judge it. Still quiet? Change 1 thing, then go again.

DON'T

- ✕ Judge it on day 7
- ✕ Change 5 things at once
- ✕ Drop links in groups
- ✕ Start everywhere at once

You will only know what you can earn after that very first sale.

Issac

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Plans start at $39 a month.

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