

WYZLAB STUDIO ORIGINALS

FREE WORKING CHECKLIST

First Launch Mini-Checklist

Your first launch, minus the guesswork.

The right-sized plan for what to do before, during, and after you open your first paid offer.



Editable. Make it your own.

Here is your whole launch, on one map.

By the last page, you will have a complete, right-sized plan for your first paid launch. Three phases. Nothing you do not need.

Tick each box as you go. This is a working plan, not a poster.

1

1. Before You Launch

Prevent the crickets before the cart ever opens.

2

2. Launch Day and Launch Week

Open with a clear plan and keep showing up.

3

3. After You Launch

Onboard buyers, follow up, and set up the next one.

"What if nobody buys?"

It is the most common first-launch fear.

Here is the truth that changes everything.



- ☐ Crickets are common. They are also preventable.
- ☐ You do not need a big audience. You need a warm one.
- ☐ You do not need a perfect offer. You need a validated one.

This checklist targets the exact reasons first launches go quiet. You are the one who launches. This is your guide.

**"Normal ang kaba.
Ang hindi normal ay ang mag-launch ng walang plano."**

Nervousness is normal. Launching with no plan is not.

How to use this checklist

1

Edit it.

This is a Worksheet.
Change any line to fit your offer.

2

Tick it.

Toggle each box as you finish.
Watch your plan fill in.

3

Keep it close.

Work it before, during, and after
your launch.



to do



done

Tip: to mark a box done, just tick the box.

PHASE 1

Before You Launch

The part that prevents crickets.

Get these right and launch week gets a lot quieter in your head, and a lot louder in your inbox.

Before You Launch (1 of 2)

☐ **Name your one person and one problem.** Write who this is for and the single painful problem it solves.

☐ **Validate before you build.** Talk to a few real buyers, or serve one on one or a small group first, so the offer writes itself.

☐ **Pre-sell to prove demand.** Invite a small number to commit early. Even a few yeses changes the whole risk picture.

☐ **Warm your audience.** For a stretch before you open, share value and proof. Do not announce cold two days before.

GET IT RIGHT

Warmth beats size. A small, warm audience can still make your first sales.

Before You Launch (2 of 2)

☐ **Set your realistic launch math.** Estimate your audience size, a modest conversion rate, and a target number of sales, so a small first launch counts as a win.

☐ **Prepare the essentials only.** A simple sales page or post, a PH-friendly way to collect payment such as GCash, Maya, or bank transfer, and a short offer description. An enrollable offer, not a perfect course.

☐ **Prepare yourself emotionally.** Expect a slow start and some swings. Decide now that a quiet day one is not failure.

"Handa ka na bang mag-launch, o umaasa ka lang?"

Are you ready to launch, or just hoping?

USE AI TO HELP

Let AI draft your launch plan. Then you edit.

Stuck on the words? Paste the prompt below, answer the blanks, and get a simple phased plan you can drop right back into this deck.

Act as my launch coach. I am a first-time creator running my first paid launch.
My offer is: [what you sell]. It helps [who it is for] to [the outcome].
My audience right now is: [where they are and roughly how many].

Give me a simple, right-sized launch plan in three phases: before launch, launch week, and after launch.
For each phase, give me 3 to 5 short action steps and one message I could send.

Keep it lightweight for a first launch. Do not assume I have a big list or a big budget.

Paste this into any AI you already use, or the free WyzAI Assistant. Find it at [wyzcore.com](https://www.wyzcore.com).

PHASE 2

Launch Day and Launch Week

Open the cart, then keep showing up.

One announcement is not a launch. A short, steady sequence is.



Launch Day and Launch Week

- ☐ **Open with a clear announcement.** Early in the day, state the offer, the outcome, the price, and the deadline.
- ☐ **Follow with value, not just repetition.** Share proof, what is inside, and a transformation story so buyers feel safe.
- ☐ **Answer objections openly.** Address the top hesitations, price, time, and "is it for me," directly in a post or message.
- ☐ **Use a short sequence, not one message.** People miss single announcements. A handful of touches, not a 12-email machine.
- ☐ **Add honest urgency near close.** A gentle reminder, then a last-day note, then "closing soon." Tie urgency to the real deadline only.

GET IT RIGHT

Honest urgency serves people who were going to miss it. Fake scarcity breaks trust.

PHASE 3

After You Launch

Do not go silent.

The audience you just warmed is your biggest asset for next time.



After You Launch

- ☐ **Thank and onboard your buyers.** Welcome and reassure everyone who bought, so they feel good about the decision.
- ☐ **Follow up the "almost" buyers.** A short, kind note to people who clicked but did not buy, offering to answer questions.
- ☐ **Ask for feedback.** Quick input from buyers and non-buyers to improve the offer and the next launch.
- ☐ **Keep nurturing your audience.** Do not disappear. The warmed list is an asset for the next launch.
- ☐ **Debrief and celebrate your first yes.** Note what worked and what to change. Mark your first paying customer, however small.



"Ang unang 'oo' ang pinakamahirap. Nakuha mo na."

*The first yes is the hardest.
You got it.*

Before you launch, read this.

- ✓ A quiet day one is not a failed launch. It is a normal day one.
- ✓ Warmth beats size. A small, ready audience can still make first sales.
- ✓ You will feel the swings. That is the launch, not a sign to quit.

You planned for this. Keep going.

WHEN YOU WANT THE FULL SYSTEM

You have the mini plan. Here is the full one.

This checklist gets your first launch off the ground. When you are ready for the complete pre-launch readiness system, step up to the Launch Readiness Framework. It takes every box here and turns it into a full, guided readiness check.



Mini



Full System

Get the Launch Readiness Framework

Find it at www.wyzcore.com.

Go get your first yes.

Everything you need to keep building is at wyzcore.com.

From Sacrifice to Success. From Local to World-Class.

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