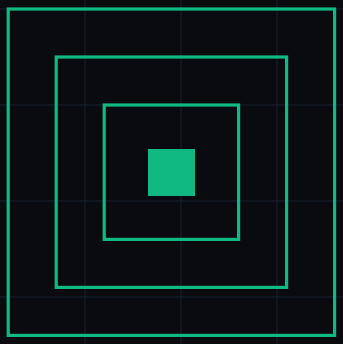
FREE SAMPLE

Launch-Day Master Checklist



An hour-by-hour run sheet, a contingency plan and the decision rules for launch day, excerpted from the playbook and its run-sheet template.

WHAT'S INSIDE

- What to prepare the day before
- A run-sheet structure with a check after every action
- A general hour-by-hour plan you adapt to your product
- Contingency responses for the failures most likely to happen
- Three decision rules for the day itself

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CONTENTS

Table of contents

Excerpted from Chapter 10 of the playbook (The Launch-Day Run Sheet) and Template 07. Times are placeholders: replace them with real clock times in your time zone and your audience's.

Why write a run sheet 3

The day before 4

A general hour-by-hour plan 5

Contingency plan 6

What's in the full kit 7

EXCERPT · CHAPTER 10

Why write a run sheet

A run sheet turns launch day from improvisation into a checklist you follow while tired and distracted. Write it in advance with real times in your time zone and your audience's time zones. On the day, your only job is to follow it and reply to people.

How to use it

1. Fill in real clock times in your time zone; add your main audience's time zone if it differs.
2. Put the end-to-end test first, before anything is published.
3. Give every action an asset (prepared text, image, link) and a check (what you verify after doing it).
4. Schedule breaks. You'll reply better after eating.
5. Schedule two or three numbers checks at fixed times, and don't look at the dashboard in between.
6. Write the contingency table before the day. Print the sheet or keep it on a second screen.

Run sheet columns

Column	Purpose
Time	Local time, plus your main audience's time if different
Action	One concrete action
Channel or tool	Where it happens
Asset	The prepared text, image, or link to use
Owner	You, or the ally doing it
Check	The thing to verify after the action
Done	Tick box

CHECKLIST

The day before

- [ ] Run sheet written with real clock times and an asset and a check for every action
- [ ] Contingency table filled in (next pages)
- [ ] Every link carries a tracking label for its channel, so results can be split by source
- [ ] Launch email written, test-sent and scheduled or ready to send
- [ ] Posts drafted in the native format of each channel, following each community's rules
- [ ] Allies have their kit: a short blurb, an image and their own tracked link
- [ ] A FAQ document open, for answers you will give more than once
- [ ] A reply log and an objection log ready
- [ ] A numbers sheet with the two or three figures you will check, and the times you will check them
- [ ] Breaks and a stop time scheduled

RUN SHEET

A general hour-by-hour plan

Adapt the times, channels and assets to your product. Keep the order: the end-to-end test comes before anything is published, and fixing a broken path to value beats posting more.

Time	Action	Channel or tool	Check	Done
Start	End-to-end test: sign up or buy as a new customer, from a clean device	Your product, store	The receipt or welcome email arrives; delivery or first use works	[ ]
+0:30	Publish the launch page or listing	Website, launch platform	Page loads on a phone; price and requirements are visible	[ ]
+0:45	Send the waitlist email	Email tool	Test send arrived; links tracked	[ ]
+1:00	Post where your audience already gathers	Community, social	Post follows the community's rules; tracked link	[ ]
+1:30	Personal messages to people who asked to hear about the launch	Direct messages, email	Sent one by one, each mentioning something specific	[ ]
+1:30 to +5:30	Reply to every comment and question within 30 minutes	All channels	Reply log updated	[ ]
+3:30	Numbers check 1: visits, signups or sales, and errors, by source	Analytics, logs	No errors in signup or checkout	[ ]
+5:30	Break away from the screen			[ ]
+6:00	Second publish: a short demo clip or a write-up	Social, community	Clip plays without sound and has captions	[ ]
+6:30	Ally posts go out	Allies' channels	Links use each ally's tracking label	[ ]
+6:30 to +10:30	Replies; log every question, objection and feature request	All	New questions added to the FAQ	[ ]
+8:30	Numbers check 2	Dashboard	Note which sources are working	[ ]
+11:00	Thank-you post with one specific thing learned	Social	Specific, not generic	[ ]
+12:30	Final replies; schedule tomorrow's follow-ups	All	Everyone who asked a question has an answer	[ ]
+13:00	Stop for the day			[ ]

EXCERPT · CHAPTER 10

Contingency plan

Write the response to each likely failure in advance. You will not think clearly at 10 a.m. on launch day with comments arriving.

If this happens	Do this
Checkout or signup breaks	Post a short note where traffic is coming from; collect emails in a fallback form; fix; email everyone who hit the error
The site slows down or goes down	Switch to a static fallback page with a waitlist form; reply to comments that you are on it
A launch post is removed by moderators	Read the rule cited; message moderators politely; do not repost elsewhere in that community without permission
A critical comment gains traction	Thank them, acknowledge what is fair, explain what you will do, and do it. Never argue tone
Almost no response by midday	Do not panic-post everywhere. Send more personal messages to your warm list; check that links work; continue the plan
A large customer asks for a feature	Log it, ask about their use case, promise only what you know you can deliver

Your contingency plan

Write your top likely failures and the response to each before the day.

If this happens	I will
Signup, checkout, or delivery breaks	
The site slows down or goes offline	
A post is removed by moderators	
A critical comment gains traction	
Almost no response by midday	

Decision rules

- **If** something breaks, **then** fixing it beats posting more. Pause new posts until the path to value works.
- **If** a comment asks a question you have answered three times, **then** add it to the page FAQ and pin or link the answer.
- **If** you notice yourself refreshing analytics instead of replying, **then** close the dashboard until the next scheduled check.

SOLO FOUNDER'S LAUNCH & GTM PLAYBOOK + TEMPLATE KIT

What's in the full kit

This sample is one chapter's worth of material. The full Solo Founder's Launch & GTM Playbook + Template Kit includes:

- **The playbook**: 14 chapters in decision order, from choosing a problem to the kill, pivot or double-down decision. Each chapter has decision rules, a worked example and a worksheet.
- **30 GTM prompts**, one Markdown file each, with inputs, output format, a worked example, tips and chaining, plus a compendium PDF.
- **10 templates** with blank and filled versions, including this run sheet as Markdown, CSV and PDF.
- **A pricing and revenue model spreadsheet** with working formulas, and a PDF that explains how to adapt it.

Every worked example uses fictional sample businesses, and the kit contains no benchmark statistics; it shows you how to measure your own.

One-time download. Get it at https://zytan.ai

Questions: support@zytan.ai