



Founder Launch Checklist

12 things you need before you go live.

Stop launching broken. Start launching smart.

You're about to invest time, money, and reputation in your launch. Most founders skip these 12 steps — then wonder why their conversion rate is 0.2%. This checklist is your pre-flight inspection. Go through every item before you push **Publish** or run your first ad.

✓ **MUST-HAVE**

Non-negotiable before launch day.

■ **NICE-TO-HAVE**

Add within the first week to maximise revenue.

01 Landing Page Above the Fold

✓ MUST-HAVE

What ✓ done looks like:

Within 3 seconds of landing on your page, a visitor knows: **what you do**, **who it's for**, and **what they get** if they take action.

■ *The fold isn't a myth — the real rule is: don't bury your value. Put your headline, sub-headline, and primary CTA where no scrolling is required.*

Pro tip: Test your page on a laptop, a phone, and a friend who knows nothing about your product. If they hesitate, your above-fold isn't done.

02 Email Capture Live

✓ MUST-HAVE

What ✓ done looks like:

A functional email signup form that adds contacts to your email tool (ConvertKit, Mailchimp, HubSpot, etc.) and triggers a welcome email automatically.

■ *"Live" doesn't mean "the box is there." Test it yourself. Sign up with a secondary email. Did you receive the confirmation? Does it land in inbox or spam?*

Pro tip: Use double opt-in only if deliverability is bad — otherwise single opt-in with a clear confirm page gives 15–30% more signups.

03 Meta Pixel Firing

✓ MUST-HAVE

What ✓ done looks like:

The Meta Pixel is installed on your landing page and fires on page load *and* on the thank-you page after signup.

■ *Without this, you can't retarget people who visited but didn't sign up. That's leaving 95%+ of your traffic unremarked.*

Pro tip: Use the Meta Pixel Helper Chrome extension to verify. Also fire a custom event called Lead when someone submits the form.

04 Welcome Sequence Set

✓ MUST-HAVE

What ✓ done looks like:

At least 3 automated emails go out after signup:

- **Immediate** — deliver the PDF lead magnet
- **Day 1** — a value-packed tip related to launching
- **Day 3** — a soft ask (feedback, reply, or low-pressure offer)

■ *Most founders send only the lead magnet email. That's a missed opportunity — the welcome sequence is where trust becomes permission to sell.*

Pro tip: Write your welcome sequence *before* you promote the landing page. It's not optional.

09 Analytics Confirmed

✓ MUST-HAVE

What ✓ done looks like:

Google Analytics 4 (or equivalent) is set up with: pageview tracking, goal/conversion event for email signups, and UTM parameters visible in reports.

■ *Without analytics, you're flying blind. You won't know which traffic source converts — or if your page is broken.*

Pro tip: Test by signing up yourself and checking that the conversion shows in the GA4 real-time report.

10 Social Proof Placed

✓ MUST-HAVE

What ✓ done looks like:

Somewhere on the landing page you have: a testimonial from a founder you've helped, logos of companies or people who trust you, or a numeric stat (e.g., "Used by 40+ founders").

■ *Social proof is the fastest way to overcome "is this legit?" doubt. Even a single screenshot of a tweet works.*

Pro tip: If you have zero social proof yet, use "As seen in [small publication]" or a personal endorsement from a known peer.

11 Mobile Tested

✓ MUST-HAVE

What ✓ done looks like:

The landing page, CTA button, and thank-you page are all usable on a phone (iPhone + Android, both portrait and landscape).

■ 60–80% of your traffic will come from mobile. If the button is too small or the text wraps badly, they leave.

Pro tip: Use Google's Mobile-Friendly Test tool. Also test the email signup on mobile — some forms break.

12 Stripe Connected

✓ MUST-HAVE

What ✓ done looks like:

If your launch includes a paid product (even a future one), Stripe (or your payment processor) is already active in test mode with live keys ready to flip.

■ Many founders wait until launch day to connect payments — then discover bank verification takes 3 days. Don't be them.

Pro tip: Run a \$1 test transaction (then refund it) to confirm everything flows from checkout to confirmation email.

NICE-TO-HAVES — Add within your first week

05 Lead Magnet Ready

■ NICE-TO-HAVE

What ✓ done looks like:

The exact file is uploaded to your email tool or a secure link generator. The download link is inside the welcome email. File name is clean: **Founder_Launch_Checklist.pdf** — not final_v3_FINAL(2).pdf.

■ "Ready" means no broken download link, the file is searchable (text, not just scanned images), and the filename is human-readable.

Pro tip: Add a simple "Share this checklist with a co-founder" link at the end of the PDF — it's free distribution.

06 Thank-You Redirect

■ NICE-TO-HAVE

What ✓ done looks like:

After someone enters their email, they land on a page that: confirms delivery ("Check your inbox in 2 minutes"), tells them what to do next (check spam, add your email to contacts), and offers a social follow or next step.

Follow [@GalaxyBuilt](#) on X/Twitter for daily launch tips. If you need help building or fixing your landing page, visit: galaxybuilt.dev/founders/offer

■ *A bad thank-you page = confused users + more unsubscribes because they never got the email.*

Pro tip: Add a "Didn't receive it? [Click here to resend](#)" button. Saves your support inbox.

07 Paid Offer Hook

■ NICE-TO-HAVE

What ✓ done looks like:

In your welcome sequence or on the thank-you page, you have a single, low-friction offer for a paid product (e.g., \$9–49 mini course, template pack, or 1-hour consulting).

■ *If you wait until email 10 to sell, people have forgotten you. The hook doesn't have to be pushy — it can be a 'launch accelerator' add-on.*

Pro tip: Frame it as "Founders who use this checklist also buy..." — social proof works.

08 Exit Intent Trigger

■ NICE-TO-HAVE

What ✓ done looks like:

When a visitor moves their mouse toward the browser tab (to close the page), a popup appears with a last-chance offer: "Wait — get the checklist for free before you go."

■ *Exit intent can recover 10–15% of abandoning visitors. That's free leads you're otherwise throwing away.*

Pro tip: Don't show exit intent on the thank-you page. Only on the landing page before signup. Free tools: [Wisepops](#), [OptinMonster](#), or [ConvertBox](#) free tier.

You're ready. Really.

If you checked all 12 items, you are already ahead of 90% of founders who "launch" every day.

Now go live, run those ads, and watch your email list grow — without the usual broken-launch headaches.

I send out launch insights, automation playbooks, and founder case studies every week.
If this checklist helped, you're already on the list. ■

— Galaxy

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BONUS: What to do if an item isn't ready

- **Item 1 — Above the fold:** Fix in 15 min: write one clear sentence that starts with "For [specific founder] who wants [result]..."
- **Item 4 — Welcome sequence:** Use a free template online — just get the drafts done. Done beats perfect.
- **Item 8 — Exit intent:** Use free tools like Wisepops, OptinMonster, or ConvertBox free tier.
- **Item 7 — Paid offer:** Even a Gumroad page with a \$9 PDF qualifies. Ship something.