LoftyBiz Launch Planner

Plan a product launch in three stages — whisper, tease, shout — and a five-step readiness plan for a new branch.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

1. What you are launching

Pick one thing: a product, a service or a location. Write the launch date, then count back six weeks.

Item	Your plan
What you are launching (product, service or location)	
Launch date	
Six weeks before that date (whisper starts)	
Three weeks before that date (tease starts)	

2. Whisper, tease, shout — product launch

Whisper to your best customers first. Tease the story to everyone. Then shout on every channel at once, with honest urgency only.

Stage	When	What you will do	Owner
Whisper	Six weeks out	Tell only your best customers. Invite them first. Start a waiting list.	
Tease	Three weeks out	Show pieces of the story (arrival, making, a first use). Point people to the waiting list.	
Shout	Launch week	Use every channel at once. Give the waiting list the first 48 hours to buy.	

3. Whisper list and shout channels

Best customers / groups to tell first	How you will tell them	On the waiting list?

Shout channel (email, posts, poster, market, event, other)	Ready?	Notes

4. Honest urgency and a failure check

Only use a deadline that is true. Write the honest limit (stock, slots, or a date you can keep). Then list five things that could go wrong, and one fix for each.

ts or date)	What you will say, exactly	

#	What could go wrong	One fix	Owner
1			

2			
3			
4			
5			

5. Second-branch readiness (five steps)

If you are opening a location, use this checklist. Scale up service before you scale up sales. Be honest about limits.

Step	What must be true	Owner	Date	Done?
1. Readiness checklist	People hired, systems checked, prices printed, phone answered			
2. Plan for failure	Write what could go wrong on day one, and one fix for each			
3. Scale up service	Cover both sites. Do not leave the first branch weak			
4. Ads that pay for themselves	Check that each new customer brings in more than the ad cost			
5. Honest limits	State the opening-month slots or stock, and keep a waiting list			

Worked examples from the video (illustrative only). A bicycle shop in Pietermaritzburg: first batch of 40 e-bikes at about $1,400 each; waiting list 90 then 220; 31 sold in month one. A dog grooming salon in Wroclaw: 60 opening-month slots; reviews about 4.8 stars; ads about $900 bringing in about $1,300 in first-visit and add-on sales.
Systex (our own product) can hold your waiting list, launch messages and first orders in one view. Find it at loftybiz.net, or click the link in the description.