Membership Business Pre- and Post-Launch Checklist

This is an extra resource to go along with the original article:
[So You Want to Start a Membership Business](#)

So, you're ready to launch a membership business. That's great! But where do you start? Well, we've created this handy-dandy checklist to make sure you're covering all of your bases before and after launch.

Pre-Launch

☐ My target market is identified and viable
☐ My product/service is unique compared to my competition
☐ I have the dedicated time and energy to run this business
☐ I have identified my price point (with room for change/growth)
☐ I have created some level of commitment and interest from related parties (members, partner businesses, etc.)

☐ My website is up and running (with most of the kinks worked out)
☐ My payment gateways are up and functional
☐ My membership area is secured and ready for accounts to be created
☐ My landing page/sales pages are ready to go
☐ I have checked (and double checked) my email lists, integrated apps, and any other technical aspects of my website
☐ I have proofed all of the copy on my site for spelling errors

☐ I have a date set for launch
☐ I have a marketing campaign setup for my launch date
☐ I have a schedule in place for remaining tasks up to launch date
☐ My marketing materials are ready to launch (print & digital)
☐ I have set up my social media accounts, connected them to the proper channels (buffer, etc.) and have a social calendar set up for posts
☐ I have automation in place to handle smaller tasks

☐ I'm ready to listen and respond to any feedback that comes

All of these checked off? Great! Now for post-launch...

Post-Launch

☐ I have celebrated my launch! (Don't forget this important step)

☐ I have posted my content (blog, webcast, etc.)
☐ I have sent out an email to any existing members
☐ I have announced my launch on social media
☐ I have shared with friends and family
☐ I have sent out press releases to any relevant publications (Hacker News, etc.)

☐ I have created a survey to send to members/partners for feedback
☐ I have checked and smoothed any post-launch kinks or errors
☐ I have reviewed and improved areas based on feedback
☐ I have a plan in place for future content
☐ I am monitoring traffic with Google Analytics and making adjustments as needed

☐ I am working on a plan for the next stages of growth