

Pre-Launch Self-Assessment Quiz

Are You Launch-Ready?

A Quick 9-Point Quiz to Check Your Product Launch Readiness

Score yourself honestly on each of the following questions.

For every "Yes," give yourself 1 point.

Tally your score at the end to find out how ready you really are.

PHASE 1: CLARITY

1. Do you have a clearly defined **ideal customer** and understand their #1 pain point?
 Yes No
 2. Have you validated your product or offer with at least 3 - 5 **real people** (via interviews, surveys, or pre-sales)?
 Yes No
 3. Is your offer packaged with a **clear transformation or outcome** that your customer can expect?
 Yes No
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PHASE 2: AUDIENCE BUILDING

4. Do you have an **email list** (even a small one) or waitlist with interested potential buyers?
 Yes No
 5. Do you have a **lead magnet or waitlist page** set up and collecting emails?
 Yes No
 6. Have you been consistently sharing **valuable content** to warm up your audience on at least one platform?
 Yes No
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PHASE 3: LAUNCH ASSETS

7. Do you have a **launch calendar or content plan** mapped out (email + social media)?
 Yes No
 8. Have you written or drafted your **launch emails**, sales page, or offer messaging?
 Yes No
 9. Is your **funnel tech setup** ready, including opt-in, email delivery, and checkout?
 Yes No
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RESULTS:

0–3: Not Yet Ready (But Closer Than You Think)

You're still in the early stages, and that's okay! The good news? You're aware. Start with the checklist and planner inside this toolkit. You'll get clarity fast.

4–6: On Your Way to Launch

You've got key pieces in place, but the missing parts could slow you down or cost you momentum. Use the templates inside this toolkit to fill the gaps quickly.

7–9: You're Almost Launch-Ready

You're in a strong position! Just tighten your assets and stay consistent with your pre-launch schedule. And if you want to do it faster and cleaner, grab the [Launch Accelerator Bundle].

Optional CTA After Quiz (in PDF or landing page):

Want to feel fully prepared and confident from now until launch day?

[Grab the Launch Accelerator Bundle – all the templates and systems you need]

Section 2: LAUNCH PHASE

“Are You Set Up to Execute During Your Launch Week?”

Score 1 point for each “Yes”

1. Have you written and scheduled a **“Doors Open” email and launch announcement post** for Day 1?
 Yes No
 2. Do you have at least **two follow-up emails** ready to go (social proof, FAQ, reminder)?
 Yes No
 3. Are your **social media posts for launch week** planned or scheduled in advance?
 Yes No
 4. Do you have a **real-time response plan** in place (DMs, questions, email replies)?
 Yes No
 5. Have you prepared **testimonials or proof posts** to share mid-launch to boost trust?
 Yes No
 6. Do you have a strategy for **creating urgency** (bonuses, fast-action deadline, countdown)?
 Yes No
 7. Is your **checkout process tested** (links, upsells, emails, thank-you page)?
 Yes No
 8. Do you have a **plan for tracking performance daily** (opens, clicks, traffic, sales)?
 Yes No
 9. Are you emotionally and logistically ready to **show up consistently** for 5–7 days?
 Yes No
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Section 3: POST-LAUNCH PHASE

“Are You Ready to Learn, Optimize, and Keep Growing?”

Score 1 point for each “Yes”

1. Have you set aside time to **review key metrics** (opt-ins, open rates, sales, conversion rates)?
 Yes No
2. Are you collecting **feedback from buyers** (simple survey, testimonials, onboarding calls)?
 Yes No
3. Have you sent a **thank-you email or bonus gift** to your audience — even those who didn't buy?
 Yes No
4. Do you have a **post-launch nurture sequence** in place for new subscribers or leads who didn't convert?
 Yes No
5. Are you tracking your **launch ROI and cost per sale** (if paid ads or affiliates were used)?
 Yes No
6. Have you outlined your **next offer, evergreen version, or relaunch plan**?
 Yes No
7. Have you documented what worked and what didn't for your next launch?
 Yes No
8. Have you celebrated the win, regardless of size, and allowed yourself to reset?
 Yes No
9. Do you have a system to **fulfill your offer consistently** (delivery, onboarding, access, support)?
 Yes No

Updated Quiz Summary (All 3 Sections)

- **0–9:** You're in the early phase. Let the checklist and templates guide you.

- **10–18:** You're on track, but you'll need support to stay focused and not miss key pieces.
- **19–27:** You're nearly there, the system is in place. Now it's about execution.
- **28+:** You're launch-ready. Confident. Clear. And primed for results.

Want to lock in every piece of your launch?

👉 [Get the Launch Accelerator Bundle – it fills in every missing part]

SPECIAL OFFER

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