

Pro Indies Growth Launch Checklist

1. Define project KPIs and north-star metric.
2. Audit existing assets: brand, content, tech stack.
3. Map the customer journey and key conversion paths.
4. Finalize scope, sprints, and responsible owners.
5. Align on measurement plan: analytics, dashboards, cadences.
6. Collect assets for launch: messaging, creative, product access.
7. Schedule QA, UAT, and launch readiness reviews.
8. Confirm post-launch optimization backlog and experiments.