

DAY 9 - WORKBOOK

PRE LAUNCH BUZZ



BY FOUNDERLEY

Build Your Pre-Launch Buzz

The worst mistake most new entrepreneurs make?

Launching in silence. If your audience hears about your product for the first time on launch day, you've already lost momentum. Pre-launch is like a movie trailer—***it builds curiosity, excitement, and FOMO before the big reveal.***

By sharing your journey, showing progress, and giving your audience little teasers, you make them emotionally invested before they even see the price. This isn't just marketing—it's relationship building. ***A warmed-up audience is far more likely to buy than a cold one.***

Step-by-Step Pre-Launch Buzz Plan

Tell Your Story

- Why are you building this?
- What problem are you solving?
- Why now?

Show Behind the Scenes

- Share MVP snapshots, packaging, module outlines, prototypes.

Create a Countdown

- Use Instagram stories, WhatsApp statuses, or email countdowns.

Collect Early Access Sign-Ups

- Use a Google Form, Typeform, or DM list.
- Even 5 warm leads are better than none.

Drop Teasers

- Share a benefit, a feature, or a success story without revealing the whole thing.

Day 9 Worksheet – Pre-Launch Buzz Checklist

Goal: *Build anticipation so launch day feels like an event.*

1. Story Post

Write your “why” in 2–3 sentences:

2. Behind-the-Scenes Ideas

3. Countdown Start Date: _____

4. Early Access List Goal

Target number: _____ people

Platform: _____

5. Teaser Ideas

-
-

Final Thoughts

Think of Day 9 as loading the spring before you release it on Day 10. The more tension you create with curiosity, the more energy will explode on launch day. This is where you stop being “just another seller” and start becoming an event in your audience’s calendar.