PRE-LAUNCH OPERATIONS

Before You *Go Live*

The 10-system audit that catches backend failures before your audience does.

10

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A NOTE BEFORE YOU START

Most launches don't fail because the offer was wrong.

They fail because the link in the email went to the wrong page. The payment processor timed out during the webinar. The CRM throttled the bulk send and half the registrations arrived 20 minutes late. Nobody walked the full customer journey before the emails went out.

Those aren't marketing problems. They're backend failures. And almost every one of them is preventable.

This checklist covers the 10 systems I check before every client goes live. It's not a teaser.
It's the actual list.

Work through it in the week before your launch. Flag anything you can't confidently check off. The gaps are where the failures live.

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SECTION 01

Messaging & Links

01

The goal: Every piece of content sends people to the right place. No broken links, no outdated pages.

- ☐ Every email in your launch sequence has been clicked through by a real person, not just previewed
- ☐ Every CTA in every email, post, ad, and story goes to the correct destination
- ☐ Your registration or sales page URL matches what is in your emails exactly. Watch for http vs https, trailing slashes, and tracking parameters
- ☐ Headline, price, bonus stack, and deadline on your sales page match your emails exactly
- ☐ Any countdown timers are set to the correct time zone and close date
- ☐ Cart close messaging and page redirect are tested and confirmed working

WATCH FOR THIS

If you haven't personally clicked every link in every email as a logged-out user, you don't actually know if they work.

SECTION 02

Funnel & Customer Journey

02

The goal: A first-time visitor can move from opt-in to purchase without hitting a wall, a loop, or a dead end.

- [ ] You or a team member has walked the full funnel as a real customer: incognito browser, fresh email address
- [ ] The full path from ad or social post through to purchase confirmation has been completed in one sitting
- [ ] All upsell, downsell, and order bump pages are live and working
- [ ] Thank you pages are confirmed for every purchase path
- [ ] Post-purchase redirect goes somewhere useful, not a 404
- [ ] Mobile experience has been checked on at least two device types

WATCH FOR THIS

"The team tested their parts" is not a full funnel test. The whole journey has to be walked as one uninterrupted experience.

SECTION 03

Checkout & Payment Flow

03

The goal: Money can actually get to you. Every payment method works. Every edge case has been tested.

- [ ] Checkout page tested with a real or test-mode transaction
- [ ] Payment processor is connected and not in sandbox mode
- [ ] Stripe, ThriveCart, or your checkout platform is not flagged, restricted, or under review
- [ ] All payment plan options have been tested, not just the full-pay option
- [ ] Failed payment handling is set up so you know what happens when a card declines
- [ ] Order confirmation emails are triggering correctly
- [ ] Buyer suppression tags are in place so purchasers exit sales sequences immediately

WATCH FOR THIS

If you only tested the full-pay option, you have not tested checkout. Payment plans break differently.

SECTION 04

Email & CRM

04

The goal: The right emails go to the right people at the right time. No throttling, no suppression failures.

- ☐ You know your CRM's bulk send limit per hour and per day
- ☐ Your list size for this launch has been checked against that send limit
- ☐ Timed emails like countdowns, cart-close reminders, and webinar reminders are scheduled in the correct time zone
- ☐ Send times are staggered if you are close to your send limits
- ☐ Buyers are suppressed from all sales sequences the moment they purchase
- ☐ Segment logic has been tested so the right people get the right emails
- ☐ Unsubscribes are honoured and suppressed before the first send goes out

WATCH FOR THIS

CRM throttling is the most common cause of late webinar reminders. A "15 minutes to go" email that lands after you are already live is a list-size problem, not a scheduling mistake.

SECTION 05

Automations & Notifications

05

The goal: Every automated trigger fires at the right time, to the right person, and holds up under real send volume.

- [ ] Webinar or event reminders tested at full send volume, not just for a single test contact
- [ ] Confirmation emails tested from a fresh email address, not your own inbox
- [ ] Post-webinar or post-event sequences are built and confirmed
- [ ] Replay emails are ready with a confirmed delivery window
- [ ] Any SMS sequences tested and compliant with opt-in requirements
- [ ] Automation triggers tested in sequence, not individually in isolation
- [ ] Any ManyChat or DM automations connected to the launch are live and tested

WATCH FOR THIS

Testing one trigger by itself does not tell you what happens when 500 people hit it in the same hour.

SECTION 06

Team Readiness

06

The goal: Everyone knows what they own, when they own it, and what to do if something breaks.

- [ ] Each team member has a written list of their live-launch responsibilities and timing
- [ ] There is one communication channel for launch-day issues, not scattered across email, Slack, and text
- [ ] Everyone knows who makes the call when a fast decision is needed
- [ ] Support coverage is confirmed for the full launch window including evenings and cart close
- [ ] Whoever is on support has access to everything they need without going through you
- [ ] The team has been briefed on what to say if something breaks publicly

WATCH FOR THIS

"My team knows what to do" is not team readiness. They need to know what to do when something unexpected happens, not just when everything goes to plan.

SECTION 07

Tech & Integrations

07

The goal: Every tool in your launch stack is connected to every other tool. Nothing has silently broken.

- ☐ Every integration between platforms triggered and confirmed in the 48 hours before launch
- ☐ API keys and tokens are current and not expiring during the launch window
- ☐ Webinar platform, email platform, checkout, and CRM are all connected and tested together
- ☐ Zapier or automation logs checked for recent errors or failed tasks
- ☐ Any platform you have not touched in 30 or more days has been logged into and confirmed active

WATCH FOR THIS

Integrations fail without warning. A Zap that worked three months ago may have broken when a platform updated its API. It worked before is not the same as it works now.

SECTION 08

Live Event Readiness

08

The goal: The live component can run under pressure. You have a real plan if the primary setup fails.

Skip this section if your launch is evergreen.

- [ ] Webinar or live platform status page checked the day before for any known outages
- [ ] A backup delivery method exists if the primary platform goes down
- [ ] Tech setup including wifi, audio, camera, and lighting tested in the exact location you will be launching from
- [ ] Someone on the team knows how to activate the backup plan without waiting for your direction
- [ ] Replay is set to drop automatically so it does not depend on you being available right after

> **WATCH FOR THIS**
> Cancelling and sending an apology email is not a backup plan. I rebuilt an entire webinar in under an hour because a real backup existed. That one call protected a multi-million dollar revenue window.

SECTION 09

Backup Plans & Contingency

09

The goal: If something fails during the launch, a response is already built. Nobody is writing it in real time.

- [ ] An oops email template is ready to send without being written in the moment
- [ ] A plan exists for extending the cart if a tech failure caused people to miss the window
- [ ] Customer support has a script for common launch-day questions
- [ ] You know who to contact at your payment processor if a transaction fails in real time
- [ ] You know who to contact at your webinar platform if you lose the host mid-event
- [ ] One person is responsible for monitoring the backend in real time during the live event

WATCH FOR THIS

The backup plan needs to be built before launch day, not during it.

SECTION 10

Final Go / No-Go Review

Run this in the 24 hours before you go live.

- ☐ All links tested in the last 24 hours
- ☐ All payment paths confirmed working
- ☐ All automations triggered and confirmed
- ☐ Team has confirmed their assignments
- ☐ Backup plans documented and shared with the team
- ☐ All integrations verified and active
- ☐ CRM send limits checked against your list size
- ☐ Live event backup ready if applicable
- ☐ One person designated as the live-event backend monitor

If you can't check all of these off,
you're not ready to go live.

That's not a judgment. It's the most useful thing I can tell you, because finding out on launch day costs a lot more than fixing it the day before.

YOUR NEXT STEP

Found gaps?
That's good information.

Most of the things that break launches are predictable. They show up across dozens of businesses in the same patterns, and they're almost always fixable in the days before the launch.

If you want a second set of eyes on your setup before you go live, that's what a backend audit is for.

DM me AUDIT

for a pre-launch backend review

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