

# Startup Launch Post: Complete Checklist & Resource Guide

# An EWOR Checklist

A startup launch post is your chance to publicly share what you're building, why it matters, and why now (usually on LinkedIn). It's more than just an announcement; it's a story that invites others to follow your journey, support your vision, and help build early momentum.

But before you dive into building buzz around your startup, there are a few things you need to consider for your post.

#### Step 1

#### Start With Your Story

When you launch, your goal is to build visibility and momentum.

That starts with a compelling, emotionally resonant post that shares your founding story and vision while clearly explaining what you're offering and who it's for.

Here's how: ⊶ Start with why you founded the startup (authentic, personal). Briefly share what makes your approach or solution unique. Explain what your startup does and the problem it solves. Add traction or social proof if you have it (waitlist signups, partners, pilots) Clearly state who it's for, aka your target audience. Use relevant hashtags on top of mentions and links to noteworthy individuals or organisations. Encourage them to engage with your post for more traction.

#### Include a Call-to-Action

Step 2

#### Even with an airtight story, adding a call-to-action destination will help in gaining

momentum.

Try adding a call to:

Follow the

company page

and

page or sign up

Visit your landing

and/or

Like/comment/s

hare to support.

A Notion one-pager.

An early-access form or waitlist.

Other useful links worth considering:

Typeform or email

A lightweight

collector.

# Including visuals in your launch post will help capture attention, boost engagement, and make your message more memorable in a crowded feed.

Step 3

# Be sure to:

Add 1-3 relevant

images or graphics.

LinkedIn allows up

Include Visuals

to 20, but keeping it under 9 ensures better readability.

startup's essence.

Include product

anything that visually

screenshots, mockups, or

captures your

Optional

Short founder video

or behind-the-

scenes clip

# Proofread thoroughly

error-free.

Step 4

# (use a grammar tool such as Grammarly or have a friend check it) Ask if the tone is warm, human, and sounds like you.

Do a Final Quality Check

have a friend check it).

sounds like you.

engagement and readability.

Ask if the tone is

Before posting anything on Linkedln, ensure that your content is proofread and

Stay between

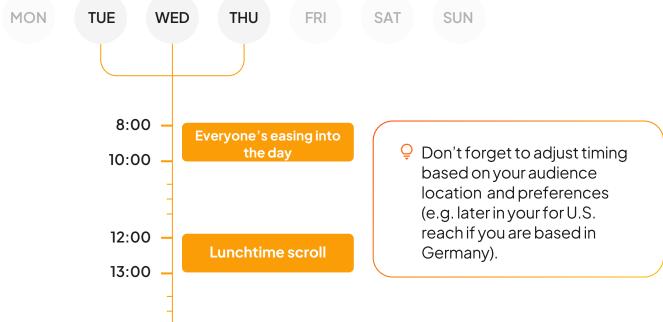
1,300-2,000

characters for best

# Step 5

# With your post ready, it's time to schedule it for optimal posting times. These are typically:

Time Your Post for Visibility





#### Warm Up Your Network Before You Launch

Build momentum before the post even goes live:

Post a teaser or hint 2-3 days before.

Reconnect with dormant contacts or past supporters.

Mention you're about to launch something and could use support.

Step 7

# Activate Your Network on Launch Day

Don't leave launch day to chance. Drive early engagement by mobilising your network:

supporters, advisors.

Tag co-founders,

Personally message 20-50 people to like/comment/share within the first hour.

coworkers to reshare via company accounts.

Encourage

Step 8

## **Share Strategically**

Give your launch additional lift by promoting it in the right places:

Share your post in any relevant startup communities, WhatsApp/Slack groups, and so on.

tracking tags from the link before posting.

Remove UTM

to reshare and comment publicly.

Ask friends/mentors

Step 9

#### Be Present on Launch Day Your aim is to reach 500 followers on the first day of your launch post so be sure

you are present to drive engagement.

within the first few hours

Reply to every comment, ideally

Like and respond to reshares

and private messages

Thank people publicly and

privately

After it's live...

boost second-wave engagement

Share your post with key individuals after it's live to

analysis and advice on how to generate additional engagement.

If you don't see the desired inbound traffic, consider

reaching out for further

Once your launch post is live, the real work begins — keeping the energy going,

Step 10

# engaging meaningfully, and turning visibility into traction.

After You Post

LinkedIn profile to feature the launch post so it's one of the first things visitors see.

Follow up via DM with early supporters,

Use the 'Edit' section of your

Make your post easy to find

Sustain momentum with follow-ups and more content

Celebrate milestones — share

Add it to your 'Featured' section or

mention it in your current role

description.

investors, or leads — offer a call, early

#### traction, partnerships, or funding access, or ask for feedback. updates and publicly recognise your team.

 Behind-the-scenes building process.

Schedule 2-3 follow-up posts

over the next 1-2 weeks:

testimonials

 Lessons learned from launching • "We're looking for..." community

• Early customer reactions or

callouts

Create and maintain a regular content posting schedule after the initial hype Share product updates, new features,

or team wins to stay top-of-mind.

Experiment with text, polls, carousels, and videos to see what connects best

with your audience.

rates.

proof.

Track and learn from the launch

Monitor metrics: post engagement, company page followers, and

traffic/signups.

Document feedback, unexpected questions, or promising leads for

Include launch data in investor or

stakeholder updates as early social

Use LinkedIn analytics or Bitly to

understand reach and click-through

future messaging.





# Inc branding test ->

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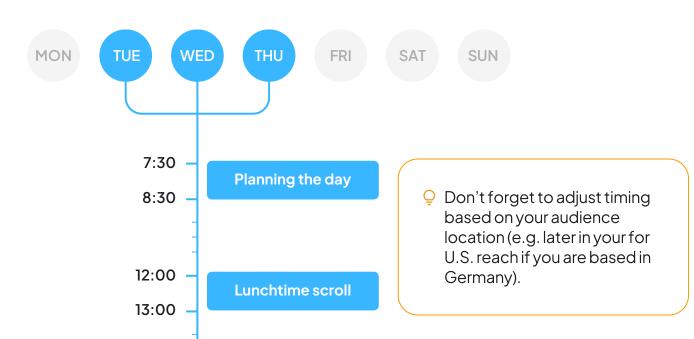
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**EWOR** 

4

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