

THE FOUNDER'S FRAMEWORK

How to Launch Your Brand in 30 Days

A no-fluff, step-by-step blueprint for first-time founders.

3
DTC Exits

150+
Brands Launched

Forbes
30 Under 30

WHAT'S INSIDE

- ✓ The exact 30-day week-by-week timeline we use with founders
- ✓ What to prioritize (and what can wait — seriously)
- ✓ Budget breakdown: where to invest vs. DIY
- ✓ The most common mistakes that delay launch
- ✓ Real examples + links to go deeper on any topic

Before You Start Reading

I want to be real with you for a second.

When I launched my first brand, I didn't have a roadmap. I had a spreadsheet with 200 random tasks, a Fiverr designer I found at midnight, and zero idea what 'brand strategy' actually meant in practice. I thought branding was a logo. I thought launch meant posting on Instagram. I was wrong on both counts — and I paid for it with time, money, and way too much anxiety.

After that first exit, then a second, then a third — and after working with 150+ founders — I noticed something. The founders who launched well weren't smarter or better funded. They just had clarity on the right 20% of things that actually move the needle. Everything else is noise.

That's what this framework is. The 20%.

It's the exact sequence we walk through with every founder who works with us at Make Sense Bureau. I'm giving it to you free because I genuinely believe that a world with more well-launched brands is a better world — and because the founders who go through this and then want real support know exactly where to find us.

Don't let this document overwhelm you. Each week has 3–4 focused actions. That's it. You don't need to do it all at once. You just need to do the next right thing.

Now let's build something real.

— ***Yenlik Tlepova***

Founder, Make Sense Bureau · Forbes 30 Under 30

makesenseusa.com

Before You Begin

This framework assumes you have a product or service idea and you're ready to bring it to market. You don't need a finished product. You don't need a big budget. You need focus and 30 days of consistent action.

The 3 Things That Actually Matter at Launch

1

Clarity on who you're for

Founders who try to appeal to everyone convert no one. Pick a specific person and speak directly to them. Everything else follows from this.

2

A clear, simple offer

You don't need 5 SKUs or 3 service tiers on day one. One offer, clearly explained, beats a complex menu every time.

3

A way to be found

Your brand needs a home — a website, an Instagram, a landing page. Something people can visit when they hear about you. That's it. You don't need to be everywhere.

What You'll Need

ITEM	DIY COST	AGENCY COST	OUR TAKE
Domain + hosting	\$15–\$30/yr	—	Always DIY this
Logo + visual identity	\$0–\$200	\$2,000–\$8,000	Worth investing here
Website	\$0 on Framer/S quarespace	\$3,000–\$10,000	DIY v1, invest in v2
Brand copy	\$0 (your time)	\$1,500–\$5,000	DIY with a framework
Product photography	\$100–\$300	\$500–\$2,000	Good phone + natural light works

Total minimum budget to launch: ~\$200–\$500 if you're doing most things yourself. With professional support on identity and strategy: \$5,000–\$15,000.

The 30-Day Launch Timeline

Four weeks. Four focuses. Don't skip ahead — each week builds on the last.

WEEK 1 · BRAND FOUNDATIONS

DAYS 1–2

Define your positioning: who you're for, what you do, why it matters

Tip: Write it as a 1-sentence brand statement before anything else

DAYS 3–4

Research your top 3 competitors — not to copy, to differentiate

Tip: Note their pricing, tone, and visual style. Find the gap.

DAYS 5–7

Name, domain, and social handles — lock these in early

Tip: .com is still king. If it's taken, add a word (get, try, join)

WEEK 2 · VISUAL IDENTITY

DAYS 8–10

Brief your designer or choose a visual direction yourself

Tip: Pull 10 brands you love and find what they share — that's your direction

DAYS 11–12

Logo, color palette, and typography — your core identity system

Tip: 2 fonts max. 3 colors max. Simplicity always wins.

DAYS 13–14

Create a simple brand style guide (one page is enough)

Tip: Canva has free style guide templates. Notion works too.

WEEK 3 · LAUNCH ASSETS

DAYS 15–17

Build your launch website — one page is fine to start

Tip: Hero, problem, solution, social proof, CTA. In that order.

DAYS 18–20

Write your core copy: tagline, about, offer description

Tip: Lead with the problem you solve, not features of your product

DAYS 21–23

Shoot or source your launch photography

Tip: iPhone 14+ in natural light beats most studio shots at this stage

DAYS 24–25

Set up email capture and a simple welcome sequence

Tip: 3 emails: welcome, story, offer. That's your launch sequence.

WEEK 4 · LAUNCH WEEK

DAYS 26–27

Soft launch to friends, family, and warm network — gather feedback

Tip: Ask 5 people who don't know you to look at it cold

DAYS 28–29

Fix the obvious issues. Finalize your launch announcement copy.

Tip: Don't perfect endlessly — ship when it's 80% there

DAY 30

GO LIVE. Post, email, DM. Tell everyone.

Tip: The best launch is the one that actually happens.

Go Deeper: Key Topics

These are the areas where founders most often get stuck. Here's what to know — and where to learn more.

Brand Positioning

Positioning is the strategic decision of who you're for and why you're different. It lives in your messaging, your pricing, your partnerships — everything. Get this wrong and all the design in the world won't save you.

Example: Liquid Death didn't invent water. They positioned it as an anti-corporate, rebellious alternative to energy drinks — and built a \$700M brand on positioning alone.

Read more:

[April Dunford — 'Obviously Awesome' \(book\)](#)

[Brand Positioning 101 — HubSpot](#)

Visual Identity & Logo Design

Your logo is not your brand — it's one expression of it. What matters more: consistency. One color used consistently beats a beautiful logo used inconsistently.

Example: Glossier's visual identity is simple to the point of boring on paper — blush pink, simple sans-serif. But applied consistently everywhere, it became iconic.

Read more:

[How to Build a Brand Identity — Canva](#)

[Pentagram — Brand Identity Case Studies](#)

Copywriting That Converts

Most brand copy fails because it talks about the brand instead of the customer. Every headline should answer: 'What's in it for me?' Write for one person, not a crowd.

Example: Slack's original tagline was 'Be less busy.' Not 'The ultimate team communication platform.' They led with outcome, not features.

Read more:

[Copywriting 101 — Copyhackers](#)

[The Hierarchy of Copywriting — Ann Handley](#)

Launch Strategy

A great launch is not a single day — it's a 2-week window. Build anticipation before. Create urgency on the day. Follow up after. Most founders skip steps 1 and 3.

Example: Notion's growth was almost entirely word-of-mouth, fueled by power users sharing templates. They made sharing the product part of the product.

Read more:

[Product Hunt Launch Checklist](#)

[How to Launch Anything — First Round Review](#)

SECTION 04

The Mistakes That Delay Launch

I've watched hundreds of founders stall. Here's what actually kills momentum:

1. Perfecting the logo before validating the idea

You don't need a perfect logo. You need to know someone will pay for what you're selling. Talk to 10 potential customers before you spend a dollar on design.

2. Building the website before writing the copy

Copy is strategy. If you don't know what to say, a beautiful website won't help. Write your messaging first. Design around it.

3. Waiting until everything is 'ready'

Ready is a myth. Launch with 80% and fix in public. The feedback you get from real customers is worth more than another month of tweaking.

4. Trying to do everything at once

Focus is a competitive advantage at this stage. One channel, one offer, one audience. Expand when you have traction.

5. Not asking for help

The most expensive thing in a brand launch isn't the agency fee. It's the 6 months you lose going in the wrong direction alone.

Ready to stop guessing and start building?

Book a Brand Clarity Session — 60 minutes that will reframe how you see your entire launch.

→ [Book Your Session at makesenseusa.com](https://makesenseusa.com)

SECTION 05

Your Launch Checklist

Print this. Tape it to your wall. Check things off.

BRAND FOUNDATIONS

- One-sentence brand positioning written

- Target customer defined (1 specific person, not a demographic)
- Top 3 competitors researched
- Name finalized and .com domain secured
- Social handles claimed across Instagram, LinkedIn

VISUAL IDENTITY

- Logo designed (simple, scalable, works in B&W;)
- Color palette defined (3 colors max)
- Typography chosen (2 fonts max)
- One-page brand style guide created

LAUNCH ASSETS

- Website live (even a single landing page counts)
- Core copy written: tagline, about, offer
- Photography ready (product, founder, or both)
- Email capture set up
- Welcome sequence (3 emails minimum) written and scheduled

LAUNCH WEEK

- Soft launch done with warm network
- Feedback collected and critical fixes made
- Launch announcement copy ready
- Social posts scheduled for launch day
- LAUNCHED — you did it.

Want us to walk through this with you?

The Brand Clarity Session is a 60-min paid session — credited toward any full package.

makesenseusa.com - Book a Brand Clarity Ses

Make Sense Bureau works with first-time founders who are serious about launching right. We've helped 150+ brands go from idea to market — including founders who went on to be featured in Forbes, raise funding, and build businesses they're proud of.

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