

FREE · NO EMAIL NEEDED

The One-Page Launch Plan

Five questions. One page. A date you could defend.

Most launch plans start from the thing you are building and work forwards. This one starts from one real person who is going to see it, and works backwards — because that is the only direction in which “is this enough?” has an answer.

Money is not part of this. Not the scope, not the date, not the moves. A first subscriber, a first member, a first reader, a first person who turns up counts here exactly the same as a first customer.

How to use it

1. Answer in order. Question 4 is not answerable before question 2, and question 5 is not answerable before question 4.
2. Give the first answer, not the best one. If you have been turning this over for six months, your instinct is already most of the way there.
3. Do question 5's arithmetic out loud. A date without the hours next to it is a wish with a calendar entry.

Prefer to type? The same five are at theshipitsystem.com/launch-plan, and theshipitsystem.com/launch-prompt is one prompt you paste into whatever AI you already use, which asks them one at a time and writes the page for you.

The project: _____

1. What does someone DO when it works?

One action, by one person. “It’s live” is not an action — that is something you did. What do THEY do?

2. Who is the first real person you’ll send it to?

A name. “People who might hire me” is not a name. If you cannot name one, finding one is the whole week — and that is a better plan than this page.

3. What do you think has to be true first?

Everything. Dump it. Don’t trim it and don’t ask yourself whether you really need it — that is question 4’s job. A short list here means you already edited yourself.

Before you answer 4, answer this once: what is the smallest thing in the world that would produce that action? “She messages me about work” — does that need a website, or three images and a way to reply? Most lists are long because the vehicle is too big, not because the list is badly pruned.

4. What would THEY notice missing? That's V1.

Go through the list above one item at a time. Would that one person notice it gone? What survives is V1. What doesn't is out — not "later", not "phase two".

5. What day do they get it — and is that true?

The date, the hours you'll actually have before it, then the multiplication. If it doesn't fit, say so — don't move the date and don't quietly shrink V1 until it does.

Then, this week

Three moves, each with what makes it done.

1.

2.

3.

They see it and nothing happens. What do you do?

Answer it now, while it costs nothing. Later it will cost a week.