

The Creator Launch Kit

Go from "I should launch this" to "live" in 60 minutes. Templates for every channel. A minute-by-minute timeline. Mini-checklists. Built by the Linkos team.

How to use this kit

The kit has 4 parts. Use them in this order:

1. **Pre-launch decisions (5 min)** - write down your target, your time, your audience.
2. **The 60-minute launch timeline (60 min)** - minute by minute, what to do.
3. **Templates section** - copy-paste-customize for email, tweets, threads, DMs.
4. **First-week follow-up (Days 1-7)** - replies, reshares, next-step prompts.

Print the kit, or open it on a second screen while you launch.

Part 1: Pre-launch decisions

Before you spend 60 minutes executing, spend 5 minutes deciding.

Decision 1: When are you launching?

Pick a specific day and hour. Write it on a calendar like it's a meeting you can't miss.

- **My launch time:** _____

Best time slots based on what works for most creators:

Day	Time (ET)	Why
Tuesday	10:00 AM	Mid-week energy, before Wednesday slump
Thursday	9:00 AM	Newsletter window, before weekend distraction
Tuesday	7:00 PM	Evening commute / browse window

Avoid Mondays (everyone catching up), Fridays (audience already mentally weekendening), and weekends (less engagement on most platforms).

Decision 2: What does success look like?

Write down a specific number. Without a target, your launch's outcome is ambiguous after the fact.

- **Target signups / sales / sign-throughs in first 24 hours:** _____
- **Target by end of week 1:** _____
- **Target by end of month 1:** _____

If you can't pick a number, here's a calibration:

- **First launch ever:** 10-30 signups in the first 24 hours is a normal range.
- **Second launch:** Aim for 1.5x your first launch's numbers.
- **Established creator (1k+ followers):** 50-200 signups in 24 hours is the typical range.

Decision 3: Who are you DM-ing?

List 5 people you'd genuinely tell about this if you ran into them at a coffee shop.

- **DM 1:** _____
- **DM 2:** _____
- **DM 3:** _____
- **DM 4:** _____
- **DM 5:** _____

These are your personal pre-launches. Their early engagement signals the algorithm.

Part 2: The 60-minute launch timeline

Set a 60-minute timer when you start.

Minute 0 to 15: Sanity check the destination

- Open your bio page or product page on mobile in incognito mode
- Click every link on the page - confirm each goes to the right URL
- Featured CTA points at the correct, current URL (not yesterday's Stripe product)
- OG image renders at 1200 by 630 on the Link Preview tester (<https://linkos.bio/tools/link-preview>)
- Analytics tracking pixel fires when you click your own page in a new tab
- Email opt-in form (if relevant) actually saves a test submission

If any of these fail, fix them now. Do not continue until they're all green.

Minute 15 to 30: Customize the templates

Open the Templates section (Part 3 below). Customize:

- **Launch email** - pick newsletter version vs. cold version, fill in the blanks
- **Launch tweet** - pick one of the 3 angles (announcement, story, value-prop)
- **Launch thread (optional)** - if you do threads, draft from the 5-tweet structure
- **5 personal DMs** - write each one in the recipient's voice / context

Minute 30 to 45: Schedule + queue

- **Email** scheduled to send at your launch hour
- **Tweet** drafted in your scheduler (Buffer, Typefully, etc.) or ready in a tab to fire manually
- **Thread** queued
- **DMs** copied into a notes app - ready to paste-send in rapid sequence the moment launch goes live

Minute 45 to 60: Launch + watch

- **Send email** - confirm it actually fires
- **Fire tweet** + thread within 60 seconds of email send
- **Send 5 DMs** in rapid sequence (1 every 30 seconds - don't batch all at once)
- **Watch real-time analytics for 15 minutes** - note your top traffic source
- **Reply to first 3-5 mentions** personally and quickly

Part 3: Templates

Template A: Launch email (newsletter version)

Subject lines (pick one, A/B test if you can):

- New: [thing you made] - for [audience]
- 6 months in the making: [thing]
- [Personal hook]: I shipped [thing]
- Quick note: [thing] is live

Body:

Hey there,

Quick one: [the thing you made] is live as of today.

[2-3 sentences explaining what it is and who it's for]

If [you fit X profile], this is for you. Check it out: [LINK]

[OPTIONAL: One specific thing about it that's different - "this version handles X" or "I b

Talk soon,
[Your name]

P.S. - If you know someone who'd find this useful, forwarding this email is the best gift

Template B: Launch tweet (3 angles)

Angle 1: The announcement

After [X months], [thing] is live.

It's [one-line description of what it does].

If you're [audience], this is for you: [LINK]

Angle 2: The story

[6 months / X weeks] ago I [the problem you were solving for yourself].

So I built [thing].

Today it's live: [LINK]

[1-line teaser of what's inside]

Angle 3: The value-prop

If you've ever [audience-specific problem]:

[thing] does [the one specific thing].

Free / Free trial / \$X. Live today: [LINK]

Template C: Launch thread (5-tweet structure)

Tweet 1 (hook):

[X months] ago I started building [thing].

Today it's live. Here's what it is + how it came together. ?

Tweet 2 (the problem):

The problem: [specific situation your audience is in].

I kept hitting this myself + [audience type] kept asking me about it.

Tweet 3 (the solution):

What [thing] does: [3 specific things].

Specifically: [1-line example or use case].

Tweet 4 (why now / why this):

I built it because [genuine reason - not marketing-speak].

The closest existing alternative is [X], which [fails at Y / costs \$Z / lacks W].

Tweet 5 (CTA):

[LINK]

Free [or pricing]. Built for [audience].

If this helps you ship something, that's the whole point. Drop me a reply if you have feed

Template D: Personal DM scripts (3 variations)

Variation 1: Direct ask (use for close friends and trusted peers)

Hey [name] - I just launched [thing]. Genuinely think you'd find it useful because [specific]

Would love your feedback if you have 2 min: [LINK]

Variation 2: Soft heads-up (use for warm acquaintances)

Hey [name], hope you're doing well!

Quick heads up - just launched [thing]. No pressure to check it out, but figured I'd menti

If it lands at all, would love your thoughts: [LINK]

Variation 3: Specific recommendation (use for people in your network you don't know super well)

Hey [name] - last time we chatted you mentioned [X specific thing they're working on / str

Just launched [thing] which addresses exactly that. Free to try: [LINK]

Hope it's useful - let me know if it's not, I want to learn from misses.

Part 4: First-week follow-up

The first 24 hours get attention. The next 6 days get conversions. Most launches stop too soon.

Day 1 (launch + 12 hours later)

- **Reply to every mention** that has 2+ engagements with a personal thanks
- **Quote-tweet** your best-performing reply with additional context
- **Pin** the launch tweet to your profile
- **Email** a "thanks for the response" follow-up to your launch email list (the subset who clicked the link)

Day 3

- **Reshare the launch tweet** with a 24-hour or 48-hour stat ("first 48 hours: [X] signups - thank you")
- **Write a short follow-up** answering the most-common question you've received
- **Send 5 more DMs** to people who didn't see the launch the first time

Day 7

- **One-week recap email** to your list - what worked, who showed up, what's next
- **One-week recap tweet/thread** - public version of the recap email
- **Personal thank-you DMs** to your top 5 advocates (the people who shared, replied, or signed up first)

Part 5: First-month metrics worksheet

Fill these in at the end of week 1, then week 2, then week 4.

Week 1

- Signups / sales / target metric: _____
- Top traffic source: _____
- Top-performing piece of comms (tweet, email, DM): _____
- Biggest surprise: _____

Week 2

- Signups / sales: _____
- Did momentum continue or stall? _____
- What changed in week 2 vs week 1? _____

Week 4

- Total: _____
- Did you hit your 30-day target? Why or why not? _____
- Biggest learning: _____
- Carry-forward to next launch: _____

Part 6: Pre-launch mini-checklist

This is a 7-item sanity check. The full pre-launch checklist (<https://linkos.bio/resources/pre-launch-checklist>) has 42 items if you want depth - these 7 are the catastrophic ones.

- Featured CTA points at the correct URL (not stale)
- OG image is 1200 by 630, https, under 5MB
- Analytics fires on the destination page when you click your own link
- Email opt-in form actually saves
- Domain redirects (yourname.com AND www.yourname.com (<http://www.yourname.com>) both work)
- SSL valid (browser shows lock, no "not secure" warning)
- Launch tweet drafted and proofread

If you haven't ticked all 7, you're not ready to launch. Go back to Part 1 and fix what's broken.

Where to go next

After the launch, the playbook for what to do with the bio page that just got traffic:

- **Audit:** bio-audit-checklist (<https://linkos.bio/resources/bio-audit-checklist>) - 18 things to fix on your bio page now that people are looking at it.
- **Improve copy:** link-button-copy-bank (<https://linkos.bio/resources/link-button-copy-bank>) - 110 winning button variants.
- **Deeper playbook:** link-in-bio-playbook-2026 (<https://linkos.bio/resources/link-in-bio-playbook-2026>) -

section-by-section breakdown of the modern bio.

Built by the Linkos team. Send feedback or new template requests to contact at linkos.bio - every quarterly revision starts from reader feedback.