

# Launch Validation Checklist

Use this before you drive traffic to a waitlist referral campaign.



## Audience

We named the specific person this is for.



## Promise

The headline says the outcome, not a vague future.



## Decision rule

We wrote build / narrow / reposition / pause thresholds before launch.



## One question

We ask one qualifying question we can act on.



## Referral hook

The reward attracts likely customers, not random prize hunters.



## Tracking

KickoffLabs reports and Google Analytics are ready before traffic starts.



## Traffic waves

Warm audience, niche channel, partner, or small paid test is planned.



## Follow-up

Every signup gets a referral link and useful next step.



## Review date

The test has an end date and decision owner.



## Decision

We will believe behavior more than compliments.

**Use the stack:** KickoffLabs for signups, referrals, actions, rewards, and lead quality. Google Analytics for source quality, UTMs, paid traffic, and behavior around the campaign page.

**Rule:** The goal is not to prove you were right. The goal is to stop building the wrong thing beautifully.