

Launch checklist

Chain agnostic, and it works whether or not you hire anyone. Attention arrives once and it arrives at whatever exists in that moment. Everything still being made on launch day is effectively not made.

Brand, before you announce anything

- ☐ Character exists in more than one pose, not a single flat image
- ☐ Logo tested at 32 pixels beside four other token logos
- ☐ Avatar crop checked against a circular mask, light and dark backgrounds
- ☐ Vector or layered source files in your own possession, not just the designer's
- ☐ Banner sized for X and for the DEX listing, both exported

Site

- ☐ Loads in under two seconds on a phone, on mobile data
- ☐ Contract address visible, with one tap to copy
- ☐ Chain stated explicitly, and the buy link actually resolves
- ☐ Socials link out and every one of them exists
- ☐ Nothing says "coming soon" anywhere on the page

Telegram, configured before launch day

- ☐ Group created, name and avatar set, description written
- ☐ Pinned message: what it is, contract, how to buy, in that order
- ☐ Anti-spam and permissions set, so the first raid does not land in an open group
- ☐ At least one other person with admin, so it is not one phone
- ☐ Rules posted, so moderation is not being invented in public

Material for after the spike

The most common cause of death is going quiet in week two. That is a supply problem, not a motivation problem. Have this made before you need it.

- ☐ Sticker pack of the character, uploaded and installable
- ☐ Several reaction images of the same character, so posts are nearly free
- ☐ Two or three GIFs or short loops
- ☐ A plan for what gets posted in week three, written down

The five second test

Hand your phone to someone who has never seen the project. Ask them these, and time it. This is exactly what a cautious buyer does before deciding anyone is behind it.

- ☐ Can they tell what the token is called and what it is?
- ☐ Does anything look unfinished, mismatched or placeholder?
- ☐ Does the group look populated and moderated?
- ☐ Would they believe a real person is running this?