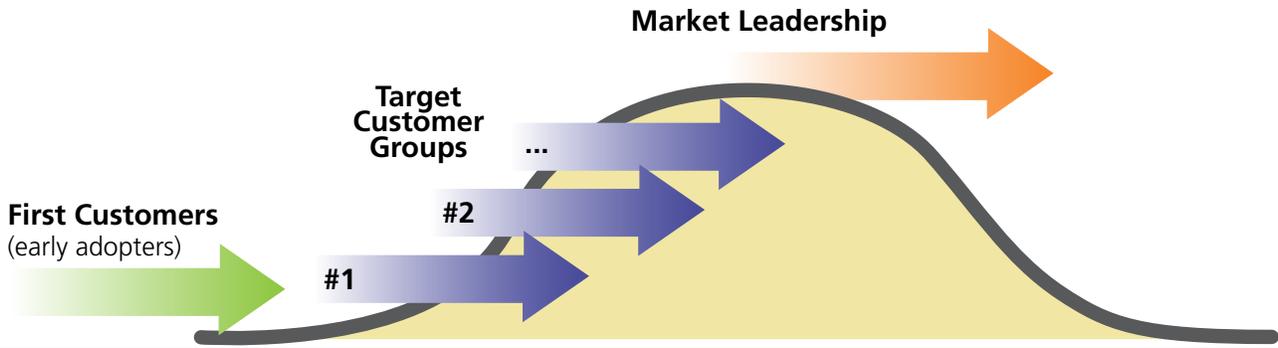**⑥ WHAT'S YOUR LAUNCH PLAN?**

The Launch Plan Tool
Create Your Go-to-Market Plan

1. List your first customers.
2. Label the target customer groups.
3. Use the topics below to create your go-to-market plan.

First Customer Targets:

1. _____
2. _____
3. _____
4. _____
5. _____

Marketing Ideas:
- _____
- _____
- _____
- _____

Sales Activities:
- _____
- _____
- _____

Partnerships:
- _____
- _____
- _____

Relationships:
- _____
- _____

Timing:
- _____

Marketing Ideas:
- _____
- _____
- _____
- _____

Sales Activities:
- _____
- _____
- _____

Partnerships:
- _____
- _____
- _____

Relationships:
- _____
- _____

Timing:
- _____

Marketing Ideas:
- _____
- _____
- _____
- _____

Sales Activities:
- _____
- _____
- _____

Partnerships:
- _____
- _____
- _____

Relationships:
- _____
- _____

Timing:
- _____

WKI
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