FREE WORKBOOK · FILL IT IN RIGHT HERE

The 5-Week *Launch Plan*

Strategy, mood boards, teaser posts, launch day and the week after. Everything a founder needs to launch a product or service without guessing.

WEEK 5	WEEK 4	WEEK 3	WEEK 2	WEEK 1
Strategy	Brand world	Tease	Warm up	Launch

Type straight into the boxes. Save as you go (Acrobat, Preview or any PDF app).

BEFORE YOU START

How to use *this plan*

Most launches fail for one reason: the founder posts once on launch day and hopes. People need to see something 5 to 7 times before they buy. This plan gives you 5 weeks of build-up so that by launch day, your audience is already waiting.

WEEK 5 **Strategy**	Decide what you're launching, who it's for, the one message and the offer.
WEEK 4 **Brand world**	Mood board, colour palette, fonts, shot list and the 4-line brief for your visuals.
WEEK 3 **Tease**	3 teaser posts that make people curious, plus your hook bank.
WEEK 2 **Warm up**	Waitlist, DM keyword and a 7-day Story sequence.
WEEK 1 **Launch**	Hour-by-hour launch day, the launch Reel script and 7 days of follow-up.
AFTER **Measure**	What actually sold, so the next launch is easier.

Your 5 dates

Week 5 starts	Week 4 starts	Week 3 starts	Week 2 starts	LAUNCH DAY

Pro tip Work backwards from a real date. A launch tied to a moment (season, holiday, payday, an event) sells better than a launch 'whenever it's ready'.

Build the *strategy.*

Before a single image or post: what you're launching, who it's for, what you'll say and why they should buy now.

WEEK 5 · STRATEGY

Launch *snapshot*

If you can't fill this page in, you're not ready to make content yet. Keep every answer to one or two lines.

What are you launching? product, service, collection, menu, course...

Launch date

Price

Main goal (tick one)

- ☐ Sales
- ☐ Pre-orders
- ☐ Waitlist sign-ups
- ☐ Bookings
- ☐ Enquiries

Number that = success e.g. 40 orders

Budget (ads, shoot, samples)

Why now? what makes this the right moment

Who's helping, and with what?

Biggest worry about this launch

EXAMPLE · ARIA PERFUME

Launching: aria No.1, a dark, smoky perfume, 50 ml. Date: 4 Dec. Price: €95.

Goal: 60 pre-orders before launch day. Why now: Christmas gifting + 'treat yourself' season.

Worry: it looks like every other perfume brand online.

WEEK 5 · STRATEGY

Who it's *for*

You're not launching to 'everyone'. Describe one real person. If they'd stop scrolling, so will people like them.

Give them a name and a life age, job, city, day-to-day

The problem they have

What they've already tried

What they want to FEEL

Why they might NOT buy price, trust, timing...

Words they use (steal them from reviews, DMs, comments)

Where they scroll

- [ ] Instagram
- [ ] TikTok
- [ ] Pinterest
- [ ] Email
- [ ] WhatsApp
- [ ] In person

Accounts / brands they already love

EXAMPLE · ARIA PERFUME

Lena, 34, lawyer in Limassol. Wears black, books dinners, hates 'sweet' perfume.

Wants to feel: magnetic, a little dangerous. Won't buy if: it looks cheap or smells like everyone else.

Her words: 'something nobody else is wearing', 'not another vanilla'.

WEEK 5 · STRATEGY

Your launch *message*

One sentence that every post, caption and image repeats. Fill in the formula, then write 3 headlines.

For _____ who want _____, [product] gives them _____ without _____.

Your sentence

Headline 1: "The ___ for ___ who ___."

Headline 2: "Finally, a ___ that ___."

Headline 3: "Stop ___. Start ___."

3 proof points

Why should they believe you? Reviews, numbers, how it's made, who you are.

1

2

3

EXAMPLE · ARIA PERFUME

For women who want to be remembered, aria No.1 gives them a scent nobody else is wearing, without smelling like a candle shop.

Headline: "The perfume for women who don't do sweet." Proof: small batch of 300, made in Cyprus, 7 notes, lasts 10+ hours.

WEEK 5 · STRATEGY

The launch *offer*

A launch needs a reason to buy NOW, not 'someday'. Pick at least one: a bonus, a deadline or a limit.

Regular price

Launch price (if any)

Launch bonus gift, free shipping, extra session, early access...

Deadline when the offer ends

Limit units, spots, days

How they buy website link, DM keyword, booking page, in store

Guarantee / what takes the risk away

Offer checklist

- [ ] The buy link works on mobile (test it twice)
- [ ] Price + deadline are written in every launch post
- [ ] You know your stock / capacity limit
- [ ] Payment, shipping and returns are sorted
- [ ] Someone else has read the offer and understood it in 5 seconds

EXAMPLE · ARIA PERFUME

Pre-order price €79 (then €95). Bonus: 5 ml travel vial + gift wrap. Deadline: 3 Dec midnight.

Limit: first batch of 300. Buy: link in bio + comment ARIA for the link by DM.

Build the *brand world.*

The look and feel of your launch: mood board, colours, fonts, the 4-line brief and the shot list. Do this once and every post looks like it belongs.

The 4-line *brief*

Whether you hire a photographer or use AI, this is what you hand over. 'Luxury perfume photo' gets you what everyone else has. Four lines get you your brand.

EXAMPLE · ARIA HERO SHOT

1 PURPOSE Launch ad for women who want to feel dangerous

2 PRODUCT Bottle centre, label to camera, on black stone

3 LIGHT One emerald backlight. Smoke.

4 MOOD Desire. A snake. Black nails.

Hero shot

PURPOSE
what is this image for, who should it stop?

PRODUCT
where does it sit, what must be visible?

LIGHT
where does light come from, what colour?

MOOD
how should it make them feel?

Lifestyle shot

PURPOSE
what is this image for, who should it stop?

PRODUCT
where does it sit, what must be visible?

LIGHT
where does light come from, what colour?

MOOD
how should it make them feel?

WEEK 4 · BRAND WORLD

Mood *board*

Collect 6 references (Pinterest, magazines, other industries). In each box, write what you're stealing: the light, the colour, the pose, the texture. Never just 'I like it'.

1

paste a screenshot / link below

2

paste a screenshot / link below

3

paste a screenshot / link below

4

paste a screenshot / link below

5

paste a screenshot / link below

6

paste a screenshot / link below

Colour palette

Pick 5 colours max. Write the HEX code (find it with any colour picker app). The example below is a real palette.

EXAMPLE · STUDIO ARIA

Midnight Forest #0D1811	Cypress #233D2E	Terracotta #B5643C	Cliff Stone #EFE6D8	Dusk Apricot #E8B07A
Background	Secondary	Accent / buttons	Text on dark	Highlight

YOURS

HEX + name below	HEX + name below	HEX + name below	HEX + name below	HEX + name below
Main / background	Secondary	Accent (buttons, CTA)	Text colour	Highlight

WEEK 4 · BRAND WORLD

Fonts, textures *& words*

These small choices are why some brands look expensive and others look like a template. Decide once, use everywhere.

Headline font e.g. Playfair Display

Body font e.g. Inter

Accent (optional) script / handwritten, use rarely

3 texture words

What would it feel like to touch? (linen, stone, velvet, glass, smoke...)

3 words your brand ALWAYS is

e.g. warm, bold, honest

3 words your brand is NEVER

e.g. cute, cheap, loud

3 brands to learn from (outside your industry)

EXAMPLE · ARIA PERFUME

Fonts: Playfair Display + Inter. Textures: black stone, smoke, glass.

Always: dark, confident, sensual. Never: pink, cute, glittery. Learn from: a cocktail bar (lighting), a jewellery brand (close-ups).

Shot *list*

Aim for 12 to 20 images and 2 to 3 short clips. That's enough for 5 weeks of content. Tick each one when it's done.

DONE	SHOT	WHAT'S IN IT	WHERE IT GOES
☐	**Hero** the 'poster' image		
☐	**Product close-up** label, texture		
☐	**In hand** scale, real life		
☐	**Lifestyle** product in use		
☐	**Detail / texture** macro, ingredients		
☐	**Flat-lay** product + props		
☐	**Founder / BTS** you, the making of		
☐	**Packaging / unboxing** what they receive		
☐	**Video clip 1** 5–8 s, one move		
☐	**Video clip 2** 5–8 s, one move		
☐	**Your extra**		

Pro tip Shoot the hero image last, when you know the light and props work. And keep the product 100% accurate: same label, same colour, same size. Customers notice.

Props & *setting*

Real shoot or AI, the same checklist applies. Write what you have and tick what's sorted.

- [ ] **Background / location**
  wall, studio, outdoor, kitchen...

- [ ] **Surface**
  stone, wood, linen, mirror...

- [ ] **Props**
  max 3, all from your palette

- [ ] **Styling**
  clothes, hands, nails, hair

- [ ] **Model / hands**
  who appears, if anyone

- [ ] **Lighting**
  window, golden hour, one lamp, flash

How will you make the images?

- [ ] Real photoshoot
- [ ] AI photoshoot
- [ ] Mix of both
- [ ] Phone + good light

Who does it, and by when?

Pro tip AI is great for scenes you can't afford (a desert, a yacht, a snake). Use real photos for anything customers will compare with what arrives in the box.

Make them *curious.*

Don't reveal everything. Three teaser posts that make people ask “what is it?”, and a bank of hooks for every post after.

3 teaser *posts*

Post 2 to 4 days apart. Show a piece, never the whole thing. End each one with something to do: guess, comment, join the list.

1 The close-up

Show a tiny detail: texture, a corner, a colour.

Template: "Something new is coming. Here's one tiny piece of it. Can you guess what it is?"

What we see

Your caption

Post date

Call to action

2 Behind the scenes

Show the making: sketches, samples, the mess.

Template: "We've been working on this for ___ months. Here's why: ___"

What we see

Your caption

Post date

Call to action

3 The countdown

Date + a reason to care + where to sign up.

Template: "___ days. ___ of you asked for ___. Comment ___ to get it first."

What we see

Your caption

Post date

Call to action

WEEK 3 · TEASE

Hook *bank*

The first line of a caption and the first 3 seconds of a Reel decide everything. Fill in 10 now and you'll never stare at a blank screen.

1 "Nobody tells you this about ___."

2 "You don't need ___ to ___."

3 "I spent ___ months making this so you don't have to ___."

4 "Stop ___. Do this instead."

5 "3 things I wish I knew before ___."

6 "This is what ___ actually looks like."

7 "If you ___, this is for you."

8 "Why does every ___ look the same?"

9 "The ___ that sold out before we even posted it."

10 "POV: you finally ___."

Pro tip Say the hook out loud AND put it on screen. Most people watch with the sound off.

Warm them *up.*

Turn curious people into a list of people waiting to buy. A waitlist or a comment keyword, an early-access offer and 7 days of Stories.

WEEK 2 · WARM UP

Waitlist & *DM keyword*

People who raise their hand before launch buy 3 to 5 times more often than cold followers. Make it one tap to join.

How people join (tick one or two)

☐ Comment keyword ☐ DM keyword ☐ Email sign-up ☐ WhatsApp list ☐ Close Friends

Your keyword one word, e.g. ARIA

Tool you'll use auto-DM app, email tool...

What they get for joining first access, a discount, a gift, a free guide

Your auto-DM message warm, short, with the link

Waitlist goal number of people

Early access opens date + time

EXAMPLE · AUTO-DM

"Hi! You're on the list for aria No.1. You'll get the pre-order link 24 hours before everyone else, with €16 off and a free travel vial. Doors open 26 Nov at 19:00. Any questions, just reply here."

Pro tip Test your keyword with a friend's account before you post. A broken auto-DM on launch week loses the warmest people you have.

7-day Story *sequence*

Stories are where people who already follow you decide to buy. Post one small thing a day. Use the stickers: they boost reach and tell you who's interested.

DAY 1

Poll

"Which one would you pick: A or B?"

DAY 2

Sneak peek

Blurred or close-up product shot

DAY 3

Your story

Why you made it, on camera, 15 s

DAY 4

Question box

"What do you want to know about ___?"

DAY 5

Answer

Reply to the best questions

DAY 6

Proof

A tester's reaction, a review, a number

DAY 7

Countdown

Countdown sticker to launch day + keyword

Launch *day.*

Hour by hour. The launch Reel. And the 7 days after, which is where most of the sales actually happen.

WEEK 1 · LAUNCH

Launch day, *hour by hour*

Change the times to suit your audience (check your Insights for when they're online). Fill in what you'll post in each slot.

default 08:00

Story
"Today's the day." Countdown ends tonight.

default 09:00

Waitlist
DM / email the link to your list first.

default 12:00

Launch post
Hero image + offer + deadline.

default 13:00

Stories
Link sticker, product close-ups, how to buy.

default 17:00

Launch Reel
Your script from the next page.

default 19:00

Reply
Answer every comment and DM in the first hour.

default 21:00

Thank you
Story: thank you + how it's going.

Night-before checklist

- [ ] Link tested on 2 phones
- [ ] Captions written + scheduled
- [ ] Auto-DM switched ON
- [ ] Stock / spots confirmed
- [ ] Bio updated with the link

WEEK 1 · LAUNCH

Launch Reel *script*

30 seconds, 5 beats. Write what you SAY and what's ON SCREEN for each one. Film your face for the hook: people trust people.

	WHAT YOU SAY	ON SCREEN
0–3 s Hook Your face + bold text. Make them stop.		
3–8 s Problem What's wrong with what they have now?		
8–20 s Reveal The product in action. Best clip here.		
20–27 s Proof Review, number, before/after.		
27–30 s Call To Action One thing to do. Centred on screen.		

Before you post

- [ ] Text is readable in the first frame (that's your cover too)
- [ ] Captions on, nothing covers your face
- [ ] Soft music under your voice, never louder
- [ ] CTA said out loud AND written on screen

WEEK 1 · LAUNCH

The 7 days *after*

Most founders go quiet after launch day. Don't. Each day answers one reason someone hasn't bought yet.

DAY 1

Thank you + numbers

"___ sold in 24 hours. Thank you."

DAY 2

Testimonial

First customer reaction, screenshot or video

DAY 3

Objection

Answer the #1 question / worry

DAY 4

How it's made

Behind the scenes, the details

DAY 5

Customer content

Repost tags, unboxings, reviews

DAY 6

48 hours left

Deadline reminder, what they'll miss

DAY 7

Doors close

Last call. Then thank people again.

What *sold?*

Likes don't pay rent. Track what actually brought sales, so your next launch starts from what works.

AFTER · MEASURE

Results *tracker*

Fill this in 7 days after launch. Reach tells you who saw it. Saves and DMs tell you who wanted it. Sales tell you what worked.

POST	REACH	SAVES	DMs	SALES
Teaser 1				
Teaser 2				
Teaser 3				
Story sequence				
Launch post				
Launch Reel				
Launch-day Stories				
Follow-up posts				
Waitlist / emails				
Other:				

Total sold

vs. your goal

What sold best? Do more of this next time

What flopped? Drop or change it

Best thing a customer said (use it in your next launch)

ON ONE PAGE

Your 5-week *calendar*

Your whole launch at a glance. Print it, stick it on the wall, tick it off.

WEEK 5

Strategy

Snapshot · who it's for · message · offer

WEEK 4

Brand world

Brief · mood board · palette · shot list · images made

WEEK 3

Tease

3 teaser posts · hooks written

WEEK 2

Warm up

Keyword live · waitlist · 7 Stories

WEEK 1

Launch

Launch day · Reel · 7-day follow-up

AFTER

Measure

Results tracker · what to repeat

DON'T WANT TO DO IT ALONE?

Where Studio Aria *can help*

Every part of this plan is something we build for small brands. Pick one piece or hand over the whole launch.

WEEK 5 · STRATEGY

Campaign Sprint — €450

Direction & key message, mood board, 8 images, 1 short video, captions. 7 days.

WEEK 4 · BRAND WORLD

AI Photoshoot — €220

One launch theme, mood board, 15–20 product, model & lifestyle shots.

WEEK 3 · TEASE

Carousel Design — €80

Up to 8 slides, structure & copy, editable file.

WEEK 3–1 · TEASERS & REEL

Short Video — €175

Up to 30 s, concept & script, edited with music & text, 9:16.

YOUR STORY

Brand Video — €450

30–60 s, script, storyboard, voiceover & music.

EVERY LAUNCH AFTER THIS ONE

Fractional Creative Lead — from €1,500/mo

Monthly plan + videos, images and carousels, every month.

Book a free 20-min Brand Clarity Call

We'll look at your brand and socials, tell you what to make first for your launch, and give you a fixed quote. No pressure.

DM @studioariahq · studioariahq@gmail.com

STUDIO *aria*

Strategy first. AI second. Better brands because of it.