PR Checklist for Startups: 15 Things to Do Before Your Product Launch

Google “PR” and “startups” and you’re likely to find articles from high-profile entrepreneurs like Mark Cuban telling you why you shouldn’t hire one—and the tech community tends to agree.



- [ ] 1. My business idea is based on providing a product or service for an existing customer problem
- [ ] 2. My product/service fills a need in either a sizable or growing market
- [ ] 3. I can define the type of market I’m entering into
- [ ] 4. I can describe my multiple customer segments, and why my product/service is a good solution for each of them
- [ ] 5. I’ve completed a business model canvas or have an existing business strategy for review
- [ ] 6. My business partners and team are all aligned with the company’s vision and strategy
- [ ] 7. Any key stakeholders required for me to deliver my product/service are already onboard
- [ ] 8. I’ve spoken with my potential customers one-on-one and conducted user interviews to get feedback on my product/service
- [ ] 9. I can tell you what a day in the life of my customer looks like
- [ ] 10. I can also tell you WHY my customers are buying my product/service
- [ ] 11. I’m no longer just prototyping—I’m ready to grow and scale
- [ ] 12. To the best of my knowledge, I don’t have any inappropriate photos, images or comments displayed across my social media channels
- [ ] 13. I know what my approximate budget is for a PR & communications launch campaign
- [ ] 14. I have an analytics system in place to measure impact
- [ ] 15. I know what success looks like, and I can explain it to you

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