// ALLEY-OOP PMM PLAYBOOK · STEAL THIS

THE 2027 PRODUCT LAUNCH CHECKLIST

Every box traces back to one of 19 Season 1 guests of Product Marketing for You (plus one from me). Cut what you don't need for tier 2 and 3 launches.

Launch _____ Tier _____ Launch date _____

PLAN

- [ ] **You and your PM give the same answer to "why are we building this?"**
  Tamara · How to Build Your Launch Goals From Scratch in 4 Steps
- [ ] **Launch goal sits on a branch of your KPI tree, with the math written down**
  Tamara · How to Build Your Launch Goals From Scratch in 4 Steps
- [ ] **Tier agreed with product, on a go-to-market roadmap**
  Daria · A Product Launch Shouldn't Be a Surprise Party
- [ ] **Release scored on customer and pipeline impact, small ones bundled into a theme**
  Adam · This playbook: AI-speed releases

POSITION

- [ ] **Closed-won calls booked, closed-lost workflow running**
  Drew · The 20-Day Buyer Research Plan
- [ ] **Positioning thesis written, plus a date to check it**
  April · Your Next Product Launch Could Use a Little Rolling Thunder
- [ ] **Template pressure-tested against your business**
  Talya · Your Launch Docs Suck Because You Followed the Template to the T
- [ ] **Message map updated and new assets checked for drift**
  Emily · Messaging Drift Is Killing Your Launch
- [ ] **Every GTM teammate recorded a one-minute pitch, and they match**
  Ashley · Your Sales Team Is Breaking Your Message
- [ ] **Message test concepts live with your acquisition team**
  Shannon · Stop Guessing on Launch Day

BUILD

- [ ] **Internal comms timeline mapped backward from the release date**
  Sushmita · Internal Comms Is Your Launch Superpower
- [ ] **Creative brief out, with the reason behind the deadline**
  Dmitry · What Your Creative Team Wishes You Knew
- [ ] **Interactive demo at 5–13 steps with a CTA halfway through**
  Natalie · Your Launch Needs An Interactive Demo
- [ ] **Customer reaction clips captured, 3×3 assistant in reps' hands**
  Allison & Michele · Why Your Launch Enablement Doesn't Matter... / From Static to Dynamic
- [ ] **For AI launches: steering group formed, trust questions answered**
  Sharon · When Trust Is the Product

LAUNCH & LEARN

- [ ] **Launch-day checklist has an owner and a backup for every task**
  Suz · Product Launches Don't Have to Suck
- [ ] **Exec post brief sent, demand tracked at 1 day, 2 days, 1 week and 2 weeks**
  Devin · How to Turn Your Exec Team Into Your Loudest Launch Voice
- [ ] **Momentum launch on the calendar**
  April · Your Next Product Launch Could Use a Little Rolling Thunder
- [ ] **30, 60 and 90-day checkpoints booked**
  Haidee · The 30-60-90 Day Playbook
- [ ] **If it missed: top objection named, four-question calls booked**
  Zach · His $12K Launch Flopped
- [ ] **Underused features flagged for a relaunch**
  Collin · How to Relaunch a Feature Nobody's Using

The full playbook, with every episode:
alley-oop.co/playbooks/product-launch-playbook-2027

For solo PMMs, one email a month:
alley-oop.co/newsletter