GTM Readiness Checklist

From Nearly Ready to Properly Launched.

A product that's nearly ready isn't the same as a business that's ready to launch. This checklist shows you where the gaps are. Answer each question honestly with Yes or No. Only count a Yes if it's written down or you've actually done it, not just discussed it.

1 ICP and First Customer

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- [ ] We can describe our ideal customer in one sentence: who they are, their size, and the trigger that makes them buy now.
- [ ] We've spoken to at least 10 people in that group about the problem, not just pitched to them.
- [ ] We know who signs off on the purchase and who uses the product day to day, and they may not be the same person.
- [ ] We have a named list of the first 50 prospects we'll approach.

2 Positioning and Messaging

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- [ ] We can explain what we do, who it's for and why it's better in under 30 seconds, without jargon.
- [ ] We know the main alternatives our customer uses today, including spreadsheets or doing nothing, and why we win against them.
- [ ] Our website or landing page leads with the customer's problem, not our features.
- [ ] Everyone on the team describes the product the same way.

3 Pricing and Offer

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- [ ] We've set a price and can explain the logic behind it: value, competitors and our margin.
- [ ] We've tested the price with real prospects, not just friends, family or the team.
- [ ] We have a clear launch offer: what's included, any launch incentive, and when it ends.
- [ ] We know what it costs us to win and serve a customer, at least roughly.

4 Channels

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- [ ] We've chosen 1 or 2 primary channels to reach our ideal customer, and we can say why those ones.
- [ ] We have a launch plan with dates, owners and a budget, even if the budget is small.
- [ ] We've identified at least one partner, association or community that already reaches our customers.
- [ ] We have a way to capture and follow up every lead, such as a CRM or at least a shared tracker.

5 Sales Motion

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- [ ] We've mapped the steps from first contact to paid customer, and we know how long it should take.
- [ ] We have a repeatable demo or trial that shows value in the first session.
- [ ] We have short answers ready for the top 5 objections we expect to hear.
- [ ] It's clear who owns sales and follow-up each week, and they have the time to do it.

6 Metrics and Launch Readiness

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- [ ] We've defined what a successful first 90 days looks like in numbers, such as leads, demos and paying customers.
- [ ] We track those numbers weekly, in one place.
- [ ] Onboarding and support are ready for the first customers, so new users aren't left to work it out alone.
- [ ] We've set a launch date and we're working back from it.

Your Score (1 Point per Yes, out of 24)

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20–24	**Launch-Ready.** Your foundations are in place. Focus on execution and keep the weekly numbers honest.
13–19	**Nearly There.** The product may be ready, but some of the commercial work isn't. Fix the weakest area before you spend on launch.
0–12	**Not Ready Yet.** Launching now risks spending time and money without traction. Start with your ideal customer and positioning, because everything else depends on them.

Check which area scored lowest. That's usually where your launch will stall first.

Not Sure Where to Start?

The Vocatys GTM Diagnostic looks at all six areas with you and gives you a clear, prioritised plan to close the gaps. If you'd like to talk it through, book a free 30-minute call:

calendly.com/vocatys/30min