

# The Indie SaaS Launch Checklist

47 steps to take your micro-SaaS from zero to first 100 paying users — without burning out or hiring a marketer.

By LaunchStack — the marketing co-founder you can't afford.

## T-30 days - Foundations

- Define your ICP in one sentence (who, pain, willingness to pay)
- Write your one-liner: <product> helps <ICP> <outcome> without <friction>
- Reserve handles: Twitter/X, ProductHunt, IndieHackers, Reddit, LinkedIn, Bluesky
- Buy domain + set up landing page with waitlist + analytics (Plausible/Umami)
- Set up status page + transactional email (Resend) + support email
- Pick pricing: 3 plans, anchor with annual -20%
- Decide on free trial vs freemium (default: 14-day trial, no credit card)

## T-21 days - Audience seeding

- Build in public: 1 post/day on X about your build (screenshots win)
- Join 5 relevant subreddits, comment 3x/week (no links, pure value)
- Post weekly on IndieHackers Milestones
- DM 10 prospects/day for 30-min user interviews (offer lifetime deal)
- Start a small newsletter (Beehiiv) with launch journal
- Write 3 SEO articles targeting bottom-of-funnel keywords (alternatives, vs, pricing)

## T-14 days - Pre-launch assets

- Record 60-sec demo video (Screen Studio / Tella)
- Write your Product Hunt copy: tagline (60 chars) + description (260 chars)
- Design 5 PH gallery images (1270x760) showing the core flow
- Prepare maker comment for PH (story format, not features)
- Draft Show HN post (no marketing speak, raw and honest)
- Draft 5 Reddit posts tailored to 5 subs (read each sub's rules first)
- Line up 5–10 hunters/supporters who will upvote in the first hour

## T-7 days - Warm-up week

- Tease launch on X with a countdown thread
- Email your waitlist with a sneak peek + early-bird code
- Post in 3 founder Slack/Discord communities (with permission)
- Test full signup → activation → first-value flow on mobile
- Set up Stripe + test checkout with real card + refund flow
- Configure intercom / Crisp for first-week live support
- Schedule social posts (Typefully) for launch day across timezones

## Launch day (00:01 PT) - Execution

- Submit to Product Hunt at 00:01 PT (Tuesday–Thursday best)
- Post Show HN within first hour (separate window)
- Email waitlist with the live link + asking for feedback (not upvotes)
- Post in 5 prepared subreddits — staggered over the day
- Post launch thread on X + LinkedIn (story arc, not feature list)
- Reply to EVERY PH comment within 30 minutes for first 6 hours
- Send personal DMs to 50 prospects you interviewed
- Track: signups, activation rate, paid conversions, top traffic sources

## T+7 days - Post-launch compounding

- Publish a launch retrospective (numbers + lessons) on IH and X
- Convert top 10 PH commenters into case studies / testimonials
- Submit to 10 SaaS directories (BetaList, SaaSHub, AlternativeTo, Uneed)
- Reach out to 5 niche newsletters in your space for inclusion
- Identify 1 SEO topic with traction → double down (cluster of 5 articles)
- Set up a referral loop (give 1 month free for each invite that converts)
- Schedule a follow-up launch (PH 2nd launch after major update)

## Ongoing - The 80/20 of indie growth

- 1 piece of content/day (X, LinkedIn or blog) — non-negotiable
- 1 user interview/week — keep talking to users forever
- Track MRR, churn, NPS weekly in a simple sheet

- Ship 1 user-requested feature/week, in public
- Re-launch on PH every major release (every 6 months)

*Want this on autopilot? LaunchStack does this whole playbook for you. Get early access at [launchstack.app](https://launchstack.app)*