



FM

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Premium Workflow

A practical guide – step by step

Product Launch Checklist

Coordinate a product launch with a shared checklist, automated reminders and a live status page.

PRODUCT OPERATIONS

BEGINNER

ABOUT 2 HOURS SETUP

OVERVIEW

Product Launch Checklist

Coordinate a product launch with a shared checklist, automated reminders and a live status page.

CATEGORY	DIFFICULTY	DURATION
Product Operations	Beginner	About 2 hours setup

What you use it for

Repeatable launches for small product teams.

Tools in this workflow

Notion API · Slack · Make · Astro

How to implement it

1

Create the launch template

Build one Notion template with owners, deadlines and launch stages.

WHAT YOU NEED TO DO

1. Create a launch database in Notion.
2. Add stages for content, QA and release.
3. Assign an owner to every task.
4. Set a default relative deadline.

CHECK AT THE END

- ☐ Every task has an owner
- ☐ Stages are clearly named

RESULT

A reusable launch template is ready.

LINKS

Notion API Reference: <https://developers.notion.com/reference>

2

Generate a launch plan

Duplicate the template for each launch and set the target date.

WHAT YOU NEED TO DO

1. Duplicate the template in Notion.
2. Set the launch date and work backwards.
3. Add launch-specific tasks.
4. Notify owners in Slack.

CHECK AT THE END

- ☐ Launch date is set
- ☐ Owners are notified

RESULT

Each launch has its own plan.

LINKS

Notion API Reference: <https://developers.notion.com/reference>

3

Automate reminders

Use Make to remind owners about tasks that are due soon.

WHAT YOU NEED TO DO

1. Connect Make to the Notion database.
2. Filter tasks due in the next two days.
3. Send a Slack reminder to the owner.
4. Skip tasks that are already done.

CHECK AT THE END

- ☐ Reminders only go to owners

[] Done tasks are skipped

RESULT

Owners receive timely reminders.

LINKS

Make Help Center: <https://www.make.com/en/help>

4

Publish the status page

Publish a simple Astro page that shows the current launch status.

WHAT YOU NEED TO DO

1. Create an Astro page for the launch.
2. Read the latest status from Notion.
3. Show each stage and its owner.
4. Rebuild the page after status changes.

CHECK AT THE END

- ☐ Status page is public
- ☐ Page rebuilds automatically

RESULT

Stakeholders can follow the launch live.

LINKS

Astro Documentation: <https://docs.astro.build/>

5

Run the launch review

Capture what went well and update the template for the next launch.

WHAT YOU NEED TO DO

1. Review completed and missed tasks.
2. Document blockers and fixes.
3. Update the Notion template.
4. Archive the launch page.

CHECK AT THE END

- ☐ Review notes are stored
- ☐ Template is updated

RESULT

The next launch starts with a better template.

LINKS

Notion API Reference: <https://developers.notion.com/reference>

Recommended Tools & Resources

All tools in this workflow with their official website.

Notion API

<https://www.notion.so/?ref=flowmatrix>

Official URL

Slack

<https://slack.com/>

Make

<https://www.make.com/en/register?ref=flowmatrix>

Official URL

Astro

<https://astro.build/>

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