ASTRO Strategic

Timing Checklist



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ASTROSTRATEGIC LAUNCH TIMING CHECKLIST

When I work with clients on launch timing, this is the AstroStrategic checklist we use to map out their best sales window, refine their messaging, and ensure their launch flows with ease. By following these steps, you'll start thinking like an AstroStrategic entrepreneur. Aligning your launches with the best energy for sales, visibility, and ease.

Step 1: Identify (Pinpoint Your Best Launch Window)

Is your audience primed and ready?

- Have you built enough pre-launch momentum?
- Does your offer align with what they're thinking/feeling right now?

Have you reviewed and considered dates with potential impact?

- Mercury Retrograde or other "red flag dates"?

Is your launch aligned with the current Sun cycle energy?

- What seasonal themes are shaping audience behavior?
- Does your messaging reflect what people are naturally drawn to?

Are YOU personally aligned with this timing?

- Does your energy support this launch window?
- Are your personal transits activating visibility & success?

Step 2: Strategize with the Sun Cycle (Match Your Offer to the Energy)

Does your messaging fit the energy of the cycle?

- 🔥 Leo season? Make it bold, high-energy, and visibility-driven.
- 🌊 Cancer season? Focus on emotional connection and trust-building.
- 🛠️ Virgo season? Highlight structure, systems, and problem-solving.

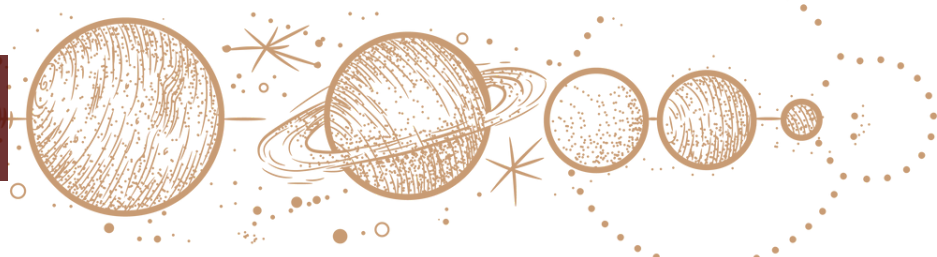
Are you positioning your offer in a way that resonates NOW?

- Different transits influence how people perceive value & urgency.
- Are you leaning into the themes your audience is already feeling?

Does your pre-launch window match the timing?

- Have you planned enough lead-up time?
- Are you using content to warm up your audience before the launch?

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Step 3: Align (Build a Launch Plan That Flows)

Do you have a backup plan if timing shifts?

- If unexpected resistance arises, do you have a pivot strategy?
- Are you flexible enough to adjust based on audience response?

Are you pacing your energy for sustainability?

- Launches require high visibility & momentum—does your plan allow for rest & recalibration?

Have you aligned your marketing plan with your timeline?

- Are you stacking visibility efforts at the right time?
- Have you accounted for engagement dips or decision delays?

Need Help Pinpointing Your Best Launch Window?

You've got the high-level strategy — now let's find the exact dates and plan your launch flow so you get the yeses you deserve.

Your best timing isn't just about avoiding bad dates—it's about aligning everything for maximum impact.

Book A Cosmos Coffee Chat today!

✨ *A launch that flows with ease starts with the right timing. Let's make sure yours is set up for success.*

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