

## WORKSHEET 19 · CHAPTER 19 · THE SOFT LAUNCH

# Soft Launch Planning Checklist

Print, complete by hand, or use as a working review sheet.

## Instructions

Complete every item before the first soft launch service.

## Duration and Structure

### Soft Launch Dates

Start, end, number of services.

### Capacity Escalation

Day 1: \_\_\_\_% to Day \_\_\_\_: 100%.

## Guest List Sequence

### Friends and Family

Guest count, invitations sent, and owner.

### Neighbours and Locals

Guest count, invitations sent, and owner.

### Industry Peers

Guest count, invitations sent, and owner.

#### VIPs and Investors

Guest count, invitations sent, and owner.

#### Media and Influencers

Guest count, invitations sent, and owner.

#### Public Dress Rehearsal

Guest count, invitations sent, and owner.

### Pricing and Feedback

#### Pricing Model

Complimentary food/full-price drinks or alternative.

QR code surveys prepared

Questions finalised

Post-service debrief protocol briefed

#### Daily Operational KPIs

Greeting-to-seating, ticket times, table reset, bill processing, POS-to-KDS routing.