The 12-point X launch checklist

Start fourteen days out. The first hour is the launch — everything before it exists to make that hour work. ChirpLift, X/Twitter launch agency for AI and tech startups.

NARRATIVE

01 **Write the one sentence you want repeated**
Not a tagline. A claim a technical reader could argue with. If it cannot be disagreed with, it will not be quoted.

02 **Decide which objection each post answers**
Pick the three objections you hear most on calls. Each creator answers one, in their own words.

CREATORS

03 **Shortlist by audience overlap, not follower count**
A 12K practitioner whose readers are your buyers beats a 300K generalist every time.

04 **Brief each creator in their own format**
One page of claim, facts, objection and links. No mandated wording, no hashtags, no emoji rules.

05 **Get written sign-off on every post**
You approve the words before the window opens. Briefs close 72 hours out, not 48.

TIMING

06 **Pick the window from your audience hours**
Your buyers' active hours, not your team's convenience. Check the day's competing news first.

07 **Schedule the anchor post first**
The founder post leads. The creator wave follows within minutes, not hours.

MEASUREMENT

08 **Instrument the landing page before launch day**
One UTM parameter per creator, plus a baseline captured a week earlier so lift is calculable.

09 **Agree which numbers count as success**
Velocity, click-throughs, signups, attributed conversions. Impressions are context, not the goal.

FIRST-HOUR RESPONSE

10 **Watch replies for the first 60 minutes**
The window is the launch. Someone senior is in the thread, not in a status meeting.

11 **Answer every substantive reply from the founder account**
Replies are the strongest early signal the ranker reads. Silence reads as a dead post.

12 **Redeploy engagement to the posts that need it**
If a creator's post stalls, additional network engagement goes there, not to the one already winning.

IF YOU ONLY DO FOUR THINGS

→ **Close briefs 72 hours before the window**
Late briefs produce generic posts. A smaller prepared cohort beats a full one where a quarter of the posts read like press releases.

→ **Instrument attribution before launch day**
Per-creator UTM parameters, agreed with your analytics owner. Reconstructing signups after the fact takes a week and stays approximate.

→ **Cap creator count at the overlap threshold**
More creators stop helping when their audiences start repeating. Reach grows; conversion does not.

→ **Be in the thread for sixty minutes**
The founder answering replies is the cheapest amplification available, and the one most launches skip.