Product Hunt Launch Day Activity Guide

Launchrs

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Introduction & Overview

Welcome to the Launchrs Product Hunt Launch Day Activity Guide!

> ***Note**: this is a **FREE** truncated launch-day version of the full launch guide which is sold here on Gumroad:*
>
> *In the full guide as well as the Launchrs app, we cover every planning stage leading up to launch day to set you up for a successful launch.*
>
> *If you would like to get a discounted copy, use the discount code **HALFOFF** to get a 50% discount on the full version! (and check out launchrs.com for more!)*

Common Launch Mistakes to Avoid

Even with the best intentions, many launches fail due to predictable mistakes:

❌ **Mistake #1: The "Post and Pray" Approach**

Simply submitting your product without building community support first. Product Hunt rewards engagement and relationships, not just product quality.

❌ **Mistake #2: Underestimating Asset Quality**

Using low-quality images, unclear messaging, or amateur-looking materials. Your visuals are often the first (and sometimes only) impression potential supporters will have.

❌ **Mistake #3: Launch Day Passivity**

Being insufficiently active on launch day itself. The founders who respond to every comment, engage constantly, and maintain energy throughout the day typically see the best results.

❌ **Mistake #4: Ignoring the Community Aspect**

Focusing only on the algorithm and rankings rather than building genuine relationships. The most successful launchers are active community members first, promoters second.

❌ **Mistake #5: Poor Team Coordination**

Having team members duplicate efforts, missing opportunities, or creating confusion through uncoordinated messaging.