The One-Page Launch Plan

A Ship It System Workbook

Go from "I have an idea" to "I have a plan" in 15 minutes. The exact framework adapted from how product managers at top tech companies scope and greenlight million-dollar projects.

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The One-Page Launch Plan

By Molly Shelestak

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This is for the person with 47 ideas in their Notes app and zero launched products. Not because you're lazy — because nobody gave you a framework.

Infrastructure, not aspiration.

You Don't Have an Idea Problem.

You Have an Infrastructure Problem.

Here's what I've learned in 20 years of building products that make real money:

The difference between people who launch and people who don't isn't talent, motivation, or some magical entrepreneurial gene. It's that launchers have a system for turning a messy idea into a clear plan — and they do it FAST, before self-doubt and overthinking kick in.

Product managers at companies like Google, Stripe, and Anthropic don't "wing it." They use frameworks to evaluate, scope, and sequence ideas into shippable plans every single day. That's literally the job.

I've adapted the best of those frameworks into this single page.

HOW TO USE THIS:

1. Set a 15-minute timer. Seriously. Speed creates clarity.
2. Fill in each section with the FIRST answer that comes to mind.
3. Resist the urge to make it perfect. Perfection is a stall tactic.

When you're done, you'll have:

• A clear, one-sentence description of what you're building
• Your exact target customer (not "everyone")
• A price point that makes sense
• The 5 steps between you and a launched product
• A realistic timeline that doesn't require quitting your job

> **Real talk:** That's more progress than most people make in 6 months of "thinking about it." Let's go. Your timer starts now.

Your Launch Plan

15 MINUTES. ONE PAGE. TOTAL CLARITY.

01 **THE IDEA** (In One Sentence)

I'm building _____ that helps _____ do/get/solve _____.

Force yourself into one sentence. If you can't explain it simply, you don't understand it yet.

02 **THE PERSON** (Your Exact Customer)

My ideal buyer is a _____ who is struggling with _____ and has already tried _____ but it didn't work because _____.

"Women aged 25-45" is not a customer. "A freelance photographer who's losing bookings because her Instagram grid doesn't show her actual range" — THAT's a customer.

03 **THE PRICE** (What They'll Pay)

I'll charge $_____ because the cost of NOT solving this is $_____/year in lost revenue, wasted time, or missed opportunity.

Don't underprice. If your thing saves someone 10 hours/month and their time is worth $50/hr, that's $6,000/year. A $97 product is a steal.

04 **THE FORMAT** (What They Actually Get)

Circle one: Digital Guide / Template Kit / Video Course / Workshop / Tool / Membership

Pick the simplest format that delivers the result. A $97 template kit that gets used beats a $497 course that collects dust. Ship fast > ship fancy.

05 **THE 5 STEPS** (Your Path to Launched)

Step 1: by ___/___

Step 2: by ___/___

Step 3: by ___/___

Step 4: by ___/___

Step 5: by ___/___

Not 47 steps. Five. If your plan needs more than five steps before the first dollar comes in, you're overbuilding. Strip it down.

> **Done?** You just did in 15 minutes what most people spend 6 months avoiding.

The Gut Check Scorecard

Before you build anything, score your idea. Adapted from the RICE framework product managers use to decide which projects get resources. Circle your honest answer for each.

FACTOR	1	2	3	4
REACH How many people have this problem?	Basically just me	A few hundred	Thousands	Tens of thousands+
IMPACT How painful is this problem?	Mild annoyance	Frustrating	Costs them money/time	Keeps them up at night
CONFIDENCE How sure are you people will pay?	It's a hunch	I've seen demand	People have asked for it	People have tried to pay me
EFFORT How long to build a first version?	6+ months	2–3 months	2–4 weeks	A weekend

YOUR SCORE: _____ / 16

SCORE	WHAT IT MEANS
13–16	Ship it. Now. Stop reading and go build.
9–12	Strong idea. Needs minor refinement. Do customer conversations this week.
5–8	Promising but risky. Validate before you build — talk to 10 people first.
4 or below	Pivot. This isn't the one. Go back to your Launch Plan and try a different idea.

The truth nobody tells you: A 9/16 idea that ships beats a 16/16 idea that lives in your Notes app forever. The plan you just made isn't precious. It's a starting point. The market will tell you what to fix. But it can't tell you anything if you never put it out there.

The most expensive thing you own is an unlaunched idea.

Ready to Execute This Plan?

The Ship It Kit has everything you need to go from "I picked my idea" to "I have paying customers" in 30 days.

What's inside:

· **The Ship It Playbook** — 60+ page step-by-step guide

· **12 templates** — Fill-in-the-blank. No blank pages.

· **3 case study teardowns** — Real launches, real revenue

· **Private podcast** — 5 episodes, 15–20 min each

· **30-day timeline** — Day by day, nothing forgotten

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You did the hard part — you decided. Now go build it.

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