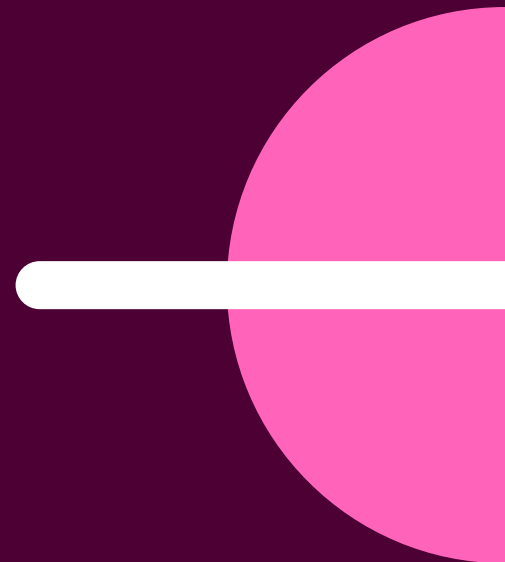
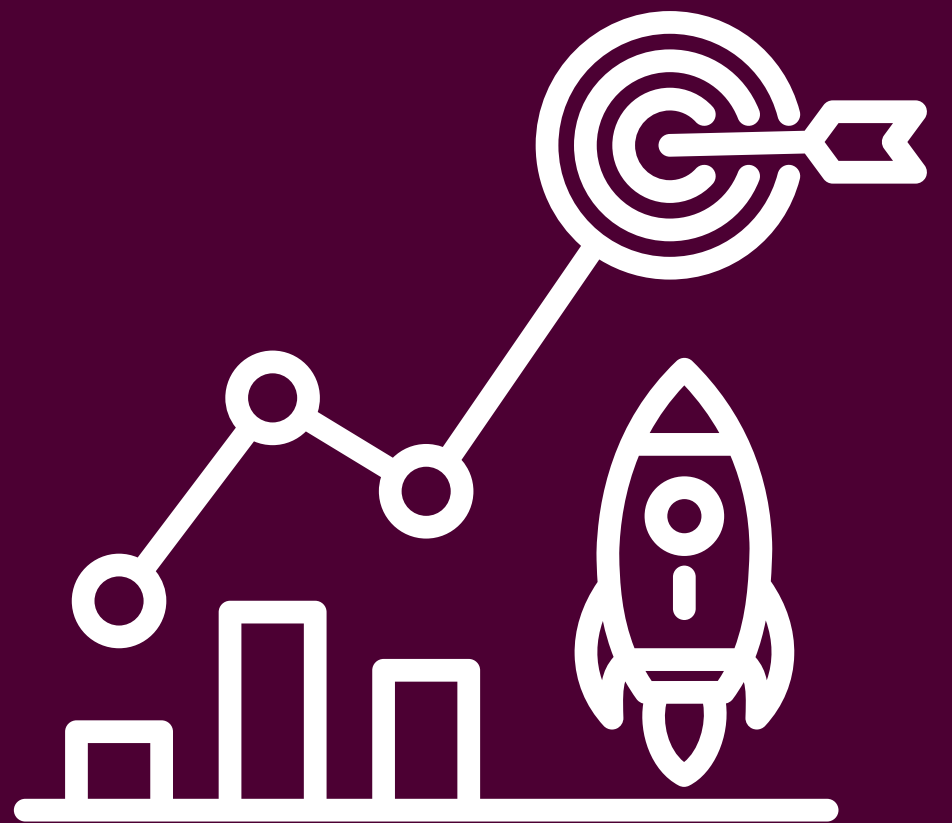
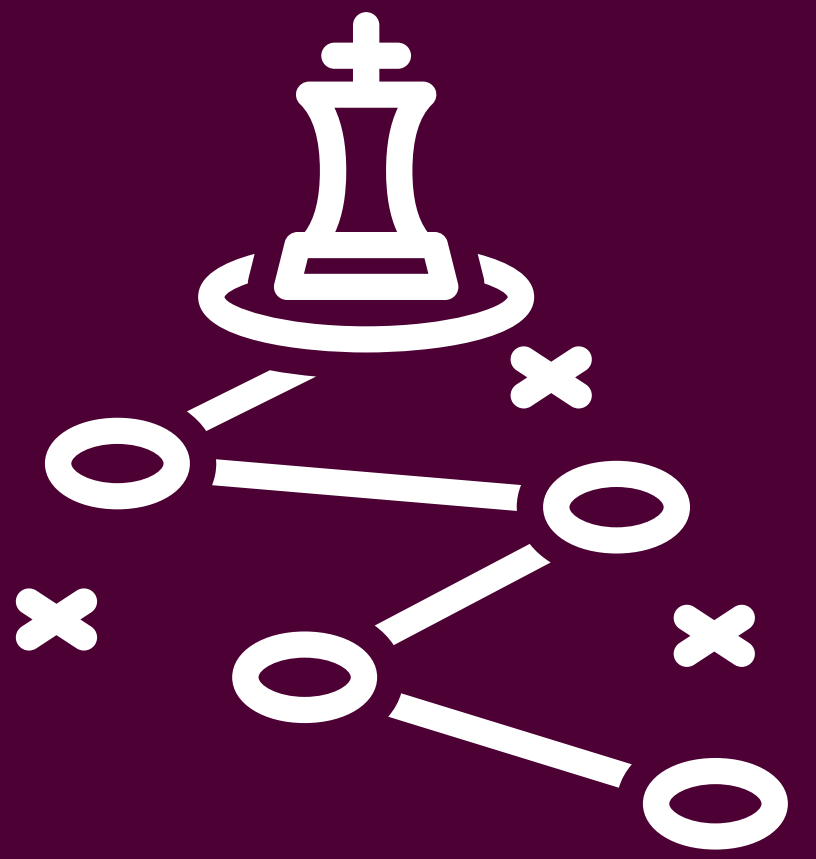


Dasha Randlett Consulting

GO-TO- MARKET LAUNCH BLUEPRINT





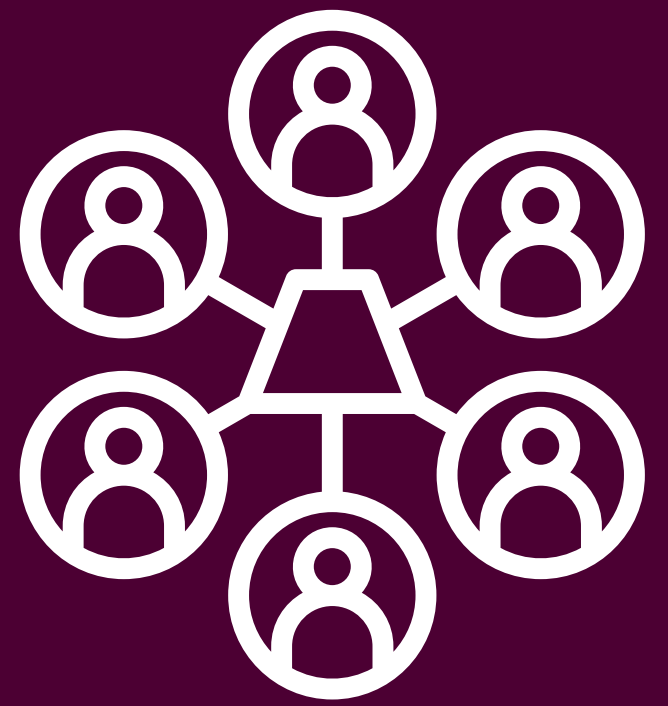
START WITH STRATEGY

Establish a clear foundation by defining your positioning, audience segments, and core messaging.

Strong strategic alignment early on reduces confusion, accelerates execution, and ensures your launch speaks directly to the right users.



ALIGN STAKEHOLDERS EARLY



Secure alignment across teams by mapping out who owns what, clarifying timelines, and setting expectations.

When product, marketing, sales, and leadership are on the same page, you reduce friction and increase speed to market.



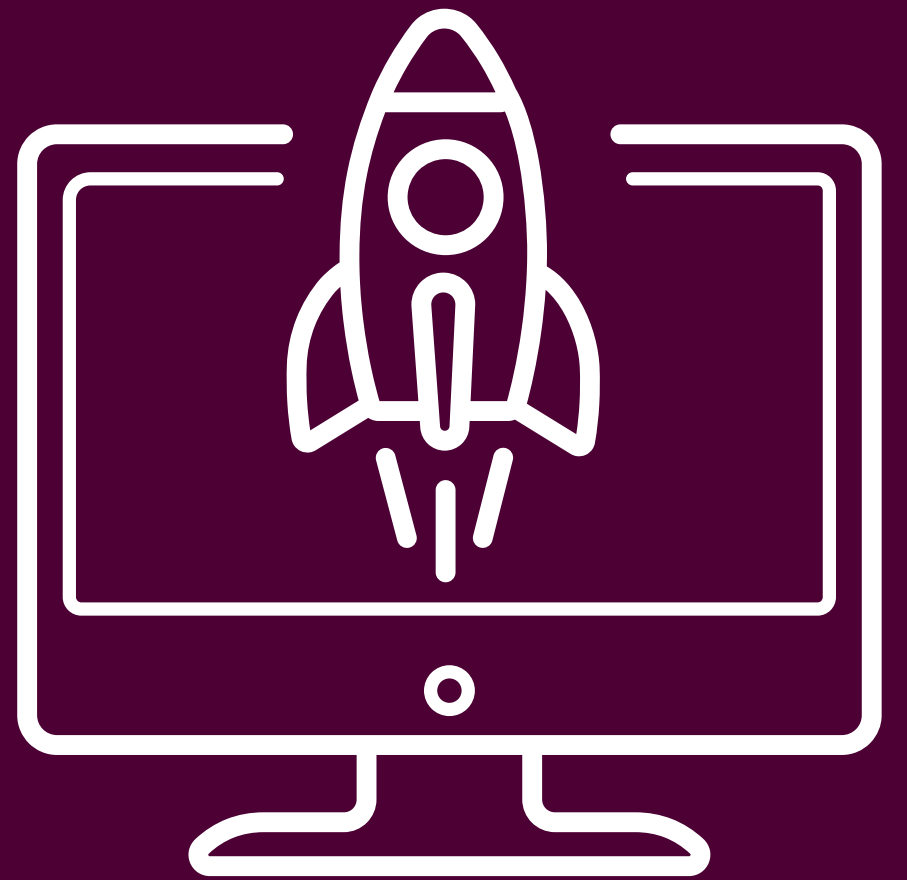


BUILD THE RIGHT ASSETS

Create the materials your teams actually need – from demo decks and FAQs to landing pages and internal enablement guides.

Tailor each asset to its audience and ensure consistency in tone, visuals, and messaging.





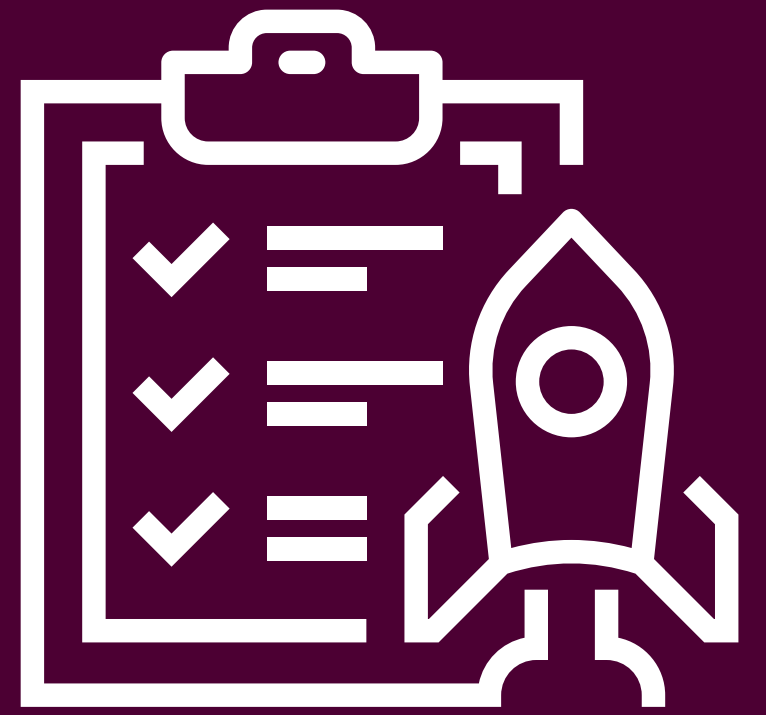
LAUNCH WITH INTENT

Treat launch as a coordinated campaign, not a one-day event.

Orchestrate internal readiness, customer-facing content, and promotional efforts to build momentum, track engagement, and sustain visibility beyond launch day.



SUPPORT POST-LAUNCH SUCCESS



After launch, shift your focus to adoption, feedback, and iteration.

Update assets, address pain points, and reinforce value as you learn from customer behavior and internal performance metrics.

