

# 24-Hour Launch Readiness Scorecard

**Best for:** Founders deciding whether a one-day build is realistic.  
**Use it for:** Score your readiness before booking a sprint. If the score is low, prep first. Heroics are expensive.

## How to use this

Print it, mark it up, and keep it beside the build. The goal is not to become a web strategist. The goal is to stop small missing decisions from eating the launch day.

## Score yourself

- Offer is clear: 0-2 points.

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- Assets are collected: 0-2 points.

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- One decision-maker exists: 0-2 points.

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- Domain access is ready: 0-2 points.

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- CTA and next step are decided: 0-2 points.

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## Read the score

- 8-10: ready for a sprint.

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- 5-7: book after one prep session.

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- 0-4: do not rush. Fix the basics first.

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## Prep actions

- Write the one-sentence offer.

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- Put assets in one folder.

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- Pick the primary CTA before design starts.

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## **Next step**

If you want the site done with you instead of by you, book a free intro call at [niyalo.com](https://niyalo.com). Bring this worksheet and we can tell you quickly whether a one-day Sprint fits.

# 30-minute action plan

Do this before you hand the project to anyone. The point is not to finish the whole website. The point is to remove the decisions that slow the website down.

Priority	Decision or task	Owner	Due
1	Score yourself: Offer is clear: 0-2 points.		
2	Score yourself: Assets are collected: 0-2 points.		
3	Read the score: 8-10: ready for a sprint.		
4	Read the score: 5-7: book after one prep session.		
5	Prep actions: Write the one-sentence offer.		
6	Prep actions: Put assets in one folder.		

## What usually breaks the launch

[ ] No single decision-maker.

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[ ] Missing assets scattered across chat threads.

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[ ] A CTA that changes halfway through the build.

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[ ] A first version trying to behave like a six-month roadmap.

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