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THE LAUNCH DESK · PLAYBOOK

The 90-Day AI Product Launch Plan

A week-by-week plan for launching an AI product to B2B buyers: positioning, naming, the launch narrative, AI answer visibility, a warm audience, launch week, and the 30 days after.



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KEY TAKEAWAYS

- Spend the first three weeks deciding: alternatives, positioning, name, and a signed-off narrative.
- Build self-serve proof for the whole buying group, because most buyers research without a seller.
- Baseline what AI engines say about you before launch, then re-run the same questions after.

If you are launching an AI product in the next few months, this is the most useful thing I can give you: the plan I would hand any team, week by week.

AI products launch into crowded categories, to buying groups of a dozen people, most of whom research on their own, and increasingly ask a chatbot before they ask a salesperson. That world needs its own launch plan. Here is the 90-day version, week by week.

Three facts that shape an AI launch

Three facts shape everything below.

- **Buyers self-serve.** Gartner's 2025 survey found 61% of B2B buyers prefer an overall rep-free buying experience. Your launch content has to sell when nobody from your team is present.
- **Groups decide.** Forrester's 2024 research puts the average buying decision at 13 people, with 89% of purchases involving two or more departments. One launch message cannot serve them all.
- **The AI answer is the first impression.** When Google shows an AI summary, Pew found users click a traditional result in 8% of visits, compared with 15% without one. Whatever the summary says about your product is often all a buyer reads.

The plan at a glance

Phase	Weeks	Goal	Exit gate
1. Decide	1 to 3	Positioning, name, and narrative approved	Leadership sign-off
2. Build the story	4 to 6	Pages, deck, and proof for the whole buying group	Sales can pitch it unaided
3. Warm the market	7 to 9	An audience waiting for launch day	Waitlist, beta customers, and briefings booked
4. Launch	10	Concentrated attention across every channel	Launch-day checklist complete
5. Prove it	11 to 13	Measure, learn, and correct	30-day review

Week by week

Week	Focus	Key outputs
1	Alternatives and buyers	What buyers use today if you did not exist; a map of the buying group and each member's fear
2	Positioning	Answers to the five positioning questions; a one-sentence positioning statement
3	Name and decision gate	Name options screened for trademark and meaning conflicts; leadership approves positioning, name, and narrative
4	Definition and use cases	A definition page for the product and its category; three to five buyer use cases, each tied to a role
5	Sales story	A launch deck in the buyer's language; talk track; objection answers; one stealable slide for champions
6	Proof and AI baseline	ROI model, security pack, and early customer evidence; 30 to 50 buyer questions run through ChatGPT, Perplexity, Gemini, and Google, saved with dates
7	Audience	Founder and executive LinkedIn cadence begins; newsletter teaser; waitlist page live
8	Third-party voices	Analyst and media briefings; podcast and guest essay pitches; beta customers recruited
9	Readiness	Sales and support training; employee advocacy kit; launch pages indexed and crawlable
10	Launch week	Announcement, newsletter, executive posts, customer stories, partner amplification, live demo or event
11	Pipeline check	Lead quality review with sales; first win and loss interviews
12	AI answer re-run	The same buyer questions, the same engines; changes recorded
13	30-day review	What worked, what to cut, positioning adjustments, next-quarter plan

Three weeks that teams skip, and regret

Week 1, alternatives. Begin with what the buyer does today without you: a spreadsheet, an agency, a legacy tool, or nothing. Your value is the difference.

Week 3, the decision gate. When I wrote a 14-step positioning playbook for a payments engineering company, leadership decision gates were built in for a reason. A narrative approved once becomes the source for every page, deck, and post.

Week 6, the AI baseline. Before launch, record what AI engines say about your category and your company. Without a baseline you cannot measure whether launch content changed the answer. Make sure crawlers can reach your pages: Google says pages must be indexed and eligible to show a snippet to appear in its AI features, and OpenAI says sites that opt out of OAI-SearchBot will not be shown in ChatGPT search answers.

Who owns what

Activity	Product marketing	Product	Sales	Executive sponsor
Positioning and narrative	Owns	Contributes	Contributes	Approves
Naming	Owns	Contributes	Consulted	Approves
Launch pages and content	Owns	Reviews	Reviews	Informed
Sales deck and enablement	Owns	Contributes	Adopts and gives feedback	Informed
Product readiness and release	Informed	Owns	Informed	Approves
Analyst and media briefings	Owns	Contributes	Informed	Speaks
Pipeline and win-loss	Contributes	Informed	Owns	Reviews

Write the names in the cells. A launch with a shared owner for everything has an owner for nothing.

The newsroom check before you ship

Run every launch asset through the five questions a reporter asks of any story:

1. **Who** is this for, by role and situation?
2. **What** is new, in one sentence?
3. **When** does it matter: what changed in the market that makes this urgent now?
4. **Where** does it fit in the buyer's workflow and stack?
5. **Why** should a skeptic believe it: what proof is attached?

If any answer takes more than a sentence, fix the asset before launch day.

Start Monday

Put week 1 on the calendar this week. Book two hours with the people who will approve positioning. Ask what a buyer would use if your product disappeared tomorrow. Everything else in this plan gets easier once that answer is honest.

If you use this plan, I would like to hear how it goes. Get in touch.

Stay on deadline,

Derek

Sources

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About the author

Derek Francis is an AI product launch and category strategist and a former Thomson Reuters correspondent. He has built a B2B newsletter from zero to 73,000 subscribers, taken a new category term to No. 1 in US and India search, and tied content to more than $1.5 million in pipeline.

He writes The Launch Desk, a weekly essay on launching AI products, and curates the free AI Marketing Lab.

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