

The Pre-Token Launch PR Checklist for 2026

25 steps · 5 phases · 8-week run-up

Run this sequence before every token generation event. Start six to twelve weeks out; eight is the standard run-up. If you have under six weeks, pick the two phases that move your launch most and run them well.

PHASE 1 · Foundation and positioning

T-8 to T-6 weeks

- 01 Lock the one-sentence token thesis: what it does, why now, who for.
- 02 Map the forcing events (TGE, listings, mainnet, partnerships) and build the calendar backward.
- 03 Set the regulatory posture per market and loop counsel in early.
- 04 Build the single-source fact sheet: tokenomics, supply, vesting, use of proceeds, audit, investors.
- 05 Agree the scorecard now: named outlets, pipeline, sentiment, AI-citation presence. Not impressions.

PHASE 2 · Narrative and assets

T-6 to T-4 weeks

- 06 Write the launch as a category story, not a token ad.
- 07 Prepare the founder as a quotable voice: message points, media training, a launch-week byline.
- 08 Produce the press kit: logos, headshots, screenshots, 60-second explainer, embargoed release.
- 09 Draft and approve crisis holding statements for price dumps, exploit rumors and listing delays.
- 10 Build the on-site GEO/AEO layer: front-loaded answer, FAQ, named stats, consistent entity signals.

PHASE 3 · Media and KOL outreach

T-4 to T-2 weeks

- 11 Tier the outlet list by name: crypto-native desks, regional outlets, one or two mainstream fits.
- 12 Open embargoed conversations 10 to 14 days out; offer a clean exclusive to the best-fit outlet.
- 13 Contract a vetted, disclosure-compliant KOL wave timed to the window.
- 14 Line up regional placements in parallel (BloomingBit, CoinPost, ChainCatcher, Jinse, Inc42).
- 15 Prepare partner and investor co-marketing: quotes approved, channels briefed, assets shared.

PHASE 4 · Launch week

T-1 to T-0

- 16 Confirm the embargo time in every reporter's timezone; send final assets 24 to 48 hours ahead.
- 17 Sequence the day: exclusive first, re-reports follow, regional and KOL waves on schedule.
- 18 Staff a launch-day war room watching coverage, sentiment and on-chain chatter in real time.
- 19 Keep crisis statements loaded; respond from approved language within the hour.
- 20 Capture everything as it lands: placements, screenshots and quotes logged live.

PHASE 5 · Post-TGE follow-through

T+1 onward

- 21 Publish the founder Op-Ed within 72 hours while attention is highest.
- 22 Convert the launch into durable assets: case study, teardown, FAQ content that keeps earning citations.

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- 23 Run the regional follow-through: localized re-reports and KOL recaps in overnight markets.
- 24 Report against the scorecard: placement quality, inbound, sentiment, AI-citation presence.
- 25 Schedule the next forcing event; momentum compounds when launches are sequenced.