

LAUNCH / RELAUNCH STRATEGY · €1,495*

Téigh

A sea sauna on a Sligo pier, opening on Saturday the 1st of November 2025, built backwards from that date, six weeks at a time.

6

weeks, planned backwards from the date

4

emails, written and ready to send

3

versions of the announcement

Launch strategy created by The Digital Engine

PORTFOLIO EDITION · KERRY, IRELAND · THEDIGITALENGINE.IE



FIRST LIGHT, ROSSES POINT

Portfolio sample. Téigh is an invented business and its launch is fictional, set in autumn 2025. It exists to show what a launch strategy at this tier contains. Every figure is illustrative, and the name should be checked against the CRO register before anyone uses it.

*Illustrated scope, not a current fixed-price offer. Today's launch services and prices: thedigitalengine.ie/start

THE DATE, AND WHAT HAS TO BE TRUE BY IT

Working backwards is the only way a launch works.

Most launches are planned forwards: start telling people, then keep telling people, then open. That produces six weeks of noise with no shape and an opening day that feels like any other day. This is built the other way: the 1st of November is fixed, and everything before it exists to make one specific thing true on that morning.

WHAT HAS TO BE TRUE ON 1 NOVEMBER

Forty advance bookings made

Across the opening week's sessions. Not aware: booked, paid, with a time, before the doors open. An opening day with an empty stove is a launch you have to do twice.

One photograph everybody has seen

The steam coming off the pier at seven in the morning. One image, used everywhere, so the place is recognised before it is visited.

The rules understood in advance

What to bring, how cold it is, how long a session is, and that you do not need to be able to swim. Answered before opening, not on the day.

WHAT WE ARE LAUNCHING, PRECISELY

A wood-fired sauna in a converted horsebox on the pier at Rosses Point, four sessions a day, six people a session, €18 a head for fifty minutes. Sea in front of it. No showers, no café, no membership.

WHAT WE ARE NOT LAUNCHING

A wellness brand, a retreat, or a community. Those may come. A launch that tries to explain a philosophy alongside a booking link converts neither, and the philosophy is better argued after a hundred people have been.

Forty bookings by the 1st. That is the whole target, and everything below is in service of it.

THE COUNTDOWN

Six weeks, each with one job.

Each week does one thing only. The commonest launch failure is doing all of it at once in week one and then having nothing left to say for five weeks. The audience arrives too early, gets bored, and is gone by the time booking opens.

-6

22 SEP

Exist quietly

Profile up. Three posts: the empty horsebox, the pier, the stove going in. No date, no name explanation, no coming soon. Anybody who finds it should think they have found something rather than been advertised at.

-5

29 SEP

Say what it is

One post that answers the four questions: what it is, where it is, how much, how long. Plus the email list, with one honest line: first forty get the first sessions. No countdown graphics.

-4

6 OCT

The build

The bench going in, the flue, the first fire. This is the most interesting fortnight of the whole project and most launches waste it being coy. Show the work; it is the proof the thing is real.

-3

13 OCT

Announce the date

Email one goes out. The date is now public and repeated everywhere. Local press one-pager sent the same morning, before anyone has to chase it.

-2

20 OCT

Open the booking

Email two. Bookings live to the list twenty-four hours before anybody else: the entire reason a person joined the list. Public booking opens the following day.

-1

27 OCT

Answer the fears

Email three, and three posts: how cold it actually is, what to bring, that you need not swim. Nothing new sold. This week exists to remove reasons not to come.

0

1 NOV

Open

First session at seven. One photograph at first light, posted at eight. Nothing else scheduled: the day belongs to the people who booked.

THE ANNOUNCEMENT

Written three ways, because it has to work in three places.

The same news, said for three different situations. Not versions of a slogan: genuinely different lengths for a poster, a caption and a conversation. All three are ready to use as written.

ONE · SIX WORDS, FOR THE SIGN AND THE PINNED POST

Hot stove. Cold sea. Opens 1 November.

TWO · THE CAPTION, FOR THE ANNOUNCEMENT POST

A wood-fired sauna on the pier at Rosses Point, opening on the 1st of November. Fifty minutes, six people, €18. You go in hot, you go in the sea, you go back in hot. That is the whole thing.

Four sessions a day, seven till six. You do not need to be able to swim and you do not need to be brave: the sea is optional and the stove is not. Booking opens to the list first, on the 20th.

THREE · THE VERSION YOU SAY OUT LOUD

"It's a sauna in a horsebox on the pier. You sit in it for fifty minutes, you get into the sea if you want, and it's eighteen quid. We open the first of November."

This one matters more than the other two. It is what you will say forty times a week to people in shops and at the school gate, and if it takes longer than eight seconds you will start editing it badly under pressure. Say it out loud now and change any word that makes you self-conscious.

THE EMAILS · ONE AND TWO

Four in total. Written, not briefed.

EMAIL 1 · MONDAY 13 OCTOBER 2025 · TO THE LIST

We have a date: 1 November

The horsebox is on the pier, the stove is in, and it works. We lit it on Thursday and it took forty minutes to get to eighty degrees, which is faster than we expected and slightly alarming.

So: Téigh opens on Saturday the 1st of November. Four sessions a day, six people at a time, fifty minutes, €18. Seven in the morning until six in the evening. The sea is right there and it is entirely optional.

You are on this list because you asked to be, so you get first go at the sessions. Booking opens to you on Monday the 20th, a full day before anybody else. There is no code and nothing to remember: the link will be in the next email.

That is all for now. The next one will have the button in it.

[Nothing to do yet](#)

EMAIL 2 · MONDAY 20 OCTOBER 2025 · TO THE LIST · THE IMPORTANT ONE

Booking is open — to you, for one day

Here it is. Every session from the 1st of November to the end of the month is now bookable, and for the next twenty-four hours it is only bookable by the people on this list.

The early ones go first. Seven and eight in the morning have been the most requested and there are six spaces in each, so if that is what you want, now is the time rather than Thursday.

Fifty minutes, €18, six people. Bring a towel, a swimsuit and something warm for after. Everything else is there.

[Book a session](#)

Send at 08:00. If a session type sells out during the day, send nothing. A second email saying almost gone reads as pressure, and this list was built on not doing that.

WHY ONLY FOUR EMAILS

A six-week launch does not need weekly email. Four is enough to be useful and few enough that each one gets opened. The open rate on the second one is the only number that decides whether this launch works.

WHY THE LIST GETS A DAY, NOT A DISCOUNT

A discount trains people to wait for the next one. Early access costs nothing, rewards the people who signed up, and leaves the price alone, which matters when the price is the whole business model at six people a session.

THE EMAILS · THREE AND FOUR

EMAIL 3 · TUESDAY 28 OCTOBER 2025 · TO EVERYBODY

What actually happens, in case you are wondering

Some honest answers, because a few people have asked and the rest are probably wondering.

How hot? Eighty to ninety degrees. Hot enough that ten minutes feels like an achievement the first time.

How cold is the sea in November? About eleven degrees. That sounds worse than it is, and you are in it for ninety seconds, not ten minutes.

Do I have to go in? No. Plenty of people never do. The stove is the point; the sea is a dare you can decline indefinitely.

Can I not swim? Neither can half the people who come, and for them the sea simply is not part of the visit: the stove is the point. Sea entry is for confident swimmers only, in calm conditions, at the steps, and it closes whenever the water is rough.

What do I bring? Towel, swimsuit, something warm. There are no showers and there is no café: this is a hot box on a pier and that is deliberate.

[See what is left](#)

EMAIL 4 · SUNDAY 2 NOVEMBER 2025 · THE DAY AFTER

That was the first day

Twenty-three people across four sessions, three of them full, one fire that went out at half two and got going again in eleven minutes. Thank you to everybody who came, and particularly to the six of you who were there at seven in the dark.

A few things we learned: fifty minutes is right, the seven o'clock is the best one, and we need somewhere to put wet towels. That last one is being fixed this week.

November is now fully open for booking. December goes up on the 15th.

[Book November](#)

This is the email most launches never send, and it is the one that turns an opening into a business. It costs nothing, it is written the day after while you still remember, and it makes the people who came feel they were there at the start.

THE LINE THAT DOES THE WORK IN EMAIL THREE

"Neither can half the people who come." Every launch has one sentence that removes the real barrier, and it is almost never about the product. Find yours and put it in writing before opening.

ADMITTING THE FIRE WENT OUT

Email four says the fire went out at half two. That is deliberate. A first-day email with nothing wrong in it reads as marketing; one small honest failure makes the other twenty-two facts believable.

THE PRESS ONE-PAGER

Sent on the 13th, before anybody has to chase it.

One page, sent as an email with the text in the body rather than as an attachment nobody opens. Local radio, the two county papers and the tourism office. Everything a journalist needs to write four hundred words without ringing you.

FOR IMMEDIATE RELEASE · 13 OCTOBER 2025

Sea sauna to open at Rosses Point pier on 1 November

Téigh, a wood-fired sauna built into a converted horsebox, will open on the pier at Rosses Point on Saturday 1 November. It will run four sessions a day, seven days a week, for six people at a time, at €18 for a fifty-minute session.

Sea swimming in the north-west has grown steadily in recent years, while permanent facilities for winter swimmers remain scarce along this stretch of coast: most bring portable units or go without. Téigh is intended to be a fixed one, open through the winter, when the demand is highest and the facilities are fewest.

"It is a hot box on a pier and it is not trying to be anything else," said the owner. "There are no showers and no café. You get hot, you get into the sea if you feel like it, and you go home."

Sessions are bookable online from 21 October. The sauna is accessible from the pier car park. Sea entry is entirely optional, is suited to confident swimmers only, and closes in rough conditions.

Contact: [name], [phone], [email] · Photographs: four high-resolution images available on request — the horsebox on the pier at first light, the stove, the interior with the bench, and the steps into the water.

WHY THE SECOND PARAGRAPH MATTERS MOST

It gives the journalist a story, winter swimmers with almost nowhere warm on this coast, rather than an advertisement. In real client work that claim would be verified and sourced before sending; here it is part of the fiction.

SEND IT TO FOUR PLACES, NOT FORTY

Two county papers, local radio, the tourism office. A press list of forty is a press list nobody on it feels personally sent to, and local coverage is entirely a personal business.

THE POSTS

Eighteen across six weeks, and none of them are countdowns.

WEEK	WHAT GOES UP	WHY THAT, THEN
-6	The empty horsebox on the pier, at dusk.	Curiosity with no ask. Nothing to buy, nothing to sign up to.
-6	The pier at seven in the morning, nobody there.	Establishes the place before the product.
-6	The stove, still in its packaging, on the ground.	The first hint of what it is. Still no words.
-5	The four questions answered in four lines.	What, where, how much, how long. The post that gets screenshotted.
-5	The list sign-up, with the one honest line.	First forty get the first sessions. True, and therefore worth joining.
-5	The bench timber, stacked.	Proof of progress. Cheap to shoot, and people follow builds.
-4	The flue going through the roof.	The most visually interesting moment of the whole build.
-4	The first fire. Video, no talking.	The single best asset you will get. Shoot it properly.
-4	The thermometer hitting eighty.	One number, one photograph. It makes the thing real.
-3	The date, announced.	Same morning as the email and the press release. Everything lands together.
-3	The steps down to the water.	Answers the unspoken question: how do I actually get in.
-3	The interior, finished, empty.	The photograph people will screenshot and send to a friend.
-2	Booking is open. One line, one link.	Do not decorate it. A booking post that looks like an advert converts worse.
-2	What to bring, as a list.	Removes the last practical excuse.
-2	The seven o'clock session, and why it is the good one.	Pushes demand into the slot people would not have chosen.
-1	How cold the sea actually is.	Honest, specific, and it defuses the fear rather than selling past it.
-1	You do not need to be able to swim, and the sea is optional.	The most important post in the entire six weeks.
0	First light on the pier, 1 November.	Posted at eight, then the phone goes away for the day.

THE WEEK AFTER

The part every launch forgets, and the part that decides it.

A launch produces a spike and then a cliff. Week two is quieter than week one in every business that has ever opened, and the businesses that survive it are the ones that planned for it while they were still excited.

Days 2 to 7

- **Email four, on day two.** Written the night before while you still remember what happened.
- **One photograph a day, taken by you, not staged.** The queue, the steam, a dog on the pier.
- **Ask every single person for one sentence.** Not a review: a sentence. Those become the next month's posts.
- **Fix the one thing that annoyed people.** For us it is wet towels. Fix it publicly and say so.

Weeks 2 to 4

- **Open December on the 15th,** so there is always a next thing to book.
- **Introduce the standing slot.** Same time every week, same six people, paid monthly. This is what turns a novelty into an income.
- **Stop posting the build.** It is finished. Continuing to post it signals you have nothing new.
- **Do not add anything.** No merchandise, no cold plunge, no coffee. Not for six months.

**Week two is quieter than week one.
Plan it now, while that still
sounds fine.**

WHAT COULD GO WRONG

Four ways this fails, and what to do about each.

The weather on the day

A storm on 1 November is entirely possible in Sligo. Plan: forecast check the evening before and again at 05:30. The stove runs in rain; in wind that makes the pier unsafe, sessions are cancelled, everyone is texted by 06:00, and bookings move free of charge. Sea entry closes in rough weather regardless. All of it stated on the booking page now, so a cancellation reads as the promise kept.

The build runs late

Plan: announce the date in week -3, not week -6. Three weeks is enough notice for a local audience and short enough that you already know the stove works. Moving an announced date costs more trust than a late announcement costs bookings.

Forty bookings do not come

Plan: if the list is under a hundred by week -3, the problem is reach, not copy. Go to the three sea-swimming groups in the county in person, offer the first Saturday free to whoever runs them, and let it travel that way. Do not buy ads.

It goes far better than expected

Plan: do not add sessions in week one. You will be tired, the fire will be temperamental, and a bad session at nine at night undoes a good one at seven in the morning. Add the fifth session in December, once the routine is boring.

OPENING DAY, HOUR BY HOUR

TIME	WHAT IS HAPPENING	WHO
05:30	Fire lit. It takes forty minutes to eighty degrees and you want an hour's margin.	You
06:45	First six arrive in the dark. Towels out, rules said once, briefly.	You
07:50	First light on the pier. One photograph. Post it at eight and then leave the phone in the van.	You
10:00	Second person on. From here you are running sessions, not launching anything.	Second pair of hands
14:30	The fire will dip. Have dry kindling ready: this is the one predictable failure.	Whoever is on
18:00	Last session out. Write down three things that went wrong while they are fresh.	You
21:00	Write email four. Not tomorrow. Tonight, badly, while you remember.	You

WHAT THIS IS JUDGED ON

Sessions booked in week four, not week one. Opening week will look good almost regardless: novelty and goodwill carry it. Week four is the first honest number, because by then everybody who was curious has been, and the people booking are people who want to come back. If week four is under half of week one, the launch worked and the business has a different problem.

WHAT TO DO FIRST

Five things, and three of them are this week.

One. Fix the date and tell nobody. Everything else hangs off it and it must not move.

Two. Set up the email list today. It takes twenty minutes and it is the only asset here you own outright.

Three. Take the week -6 photographs this weekend, before the build starts. You cannot go back and photograph an empty horsebox once there is a stove in it.

Four. Write the eight-second spoken version and say it to somebody in a shop. If you flinch at any word, change that word now rather than in October.

Five. Put the four emails into your sending tool as drafts, scheduled. They are written. Doing it now means October is about the building rather than the writing.

Hot stove. Cold sea. Opens 1 November.

Téigh is invented, and its 2025 launch is fictional. This document exists to show what a launch strategy at this tier contains: six weeks built backwards from a fixed date, the announcement written three ways, four emails ready to send, a press one-pager with an actual story in it, eighteen posts with the reasoning attached, a plan for the week after, and four ways it could fail with what to do about each.

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