

LAUNCH & DISTRIBUTION



Get the work in front of the right people.

Launch & Distribution

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Use this book to make and record a specific product decision. Examples explicitly labeled hypothetical are teaching examples. Portfolio excerpts are taken from the original manuscript and preserve its publication context; they are not live revenue or traffic claims.

Reading path

A launch is a measurable route to a useful result

1. Make the offer understandable in one pass
2. Choose a channel you can serve well
3. Publish search pages that deserve to exist
4. Measure the path, not only the announcement
5. Run one coherent launch cycle
6. Follow the signal without chasing every fluctuation

Source-backed field notes / Worked example / Eight reusable worksheets

A launch is a measurable route to a useful result

Publishing a URL is a release. A launch also gives the intended person a reason and a route to use it. This book helps you connect an honest offer to a reachable audience, prepare the public experience, and turn early observations into a decision about the next cycle. It is built for a solo founder who cannot maintain every channel at once.

Start with the result the product reliably provides. Choose one audience situation and one primary channel. Define the event that means the visitor received value: completing a task, reading a sample, downloading a paid guide, or returning to a saved project. A launch plan should make that event observable. Likes and impressions can describe attention, but they cannot substitute for the useful result.

The portfolio excerpts in this book are publication snapshots from the original field manual. They preserve the reasoning and failures documented there. They do not promise that a tactic still works identically today, or that another founder will obtain the same outcome. Use them to ask sharper questions about your own evidence.

1. Make the offer understandable in one pass

Write a sentence that names the person, the job, and the result. Then show proof of that result. A downloadable book can show its contents, sample pages, and worksheets. A tool can show a real input and output. A consultation can show its scope and a representative report. Give the visitor enough information to decide whether the offer fits without requiring a sales conversation.

Remove competing promises. If a product claims to help with everything from finding an idea to running a company, the visitor must guess what it actually does. A focused claim such as "turn a checked dish list into a readable menu PDF" creates a testable expectation. Describe limits beside the offer, particularly when preparation, human review, or delivery time matters.

Order the page around the decision. Introduce the result, show the artifact, explain who it is for, give the scope and price, answer likely questions, and make the next action obvious. A beautiful page can still fail if the price, format, or delivery method is difficult to find. The visual design should carry the offer rather than compete with it.

Use proof you own. A screenshot demonstrates an interface; it does not demonstrate customer demand. A sample demonstrates the output; it does not demonstrate a guaranteed result. Testimonials and revenue figures require real evidence and permission where relevant. When the product is new, an honest demonstration is stronger than an invented popularity claim.