

Still Becoming 3-Week Project Plan

Printable and updateable execution plan | Version 2026-06-06 | Internal controllable completion target: 2026-06-11

OPERATING PRINCIPLE

Build the book launch, website, PWA tools, publishing package, and marketing funnel in parallel from one shared spine. Internal target: complete all controllable work by 2026-06-11. Items allowed to remain after that date are external/platform-dependent: KDP review timing, proof manufacturing/shipping, final vendor cover wrap turnaround, and account/payment steps only John can authorize.

How To Use This Plan

- Update task status as Done, In Progress, Blocked, Needs John, or Not Started.
- Use the weekly milestone table to protect the 3-week schedule.
- Use the action table for day-to-day ownership and due-date control.
- Use the UAT section to validate real reader/customer paths before launch.
- Do not add John actions unless they are approvals, account access, or brand-critical decisions.

Current Status Snapshot

| Area | Status | Current note |
|---------------------|-------------------------|---|
| Website | Live / approved preview | Public site is live at stillbecomingtools.com. Legal pages are promoted and verified in production. |
| PWA tools | Done for MVP | Scorecard flow, editable action plan, save-to-device, copy, print, manifest, icon, and service worker shell are in place. |
| iOS app | MVP prototype | Expo app now supports tool selection, scoring, result bands, editable action plan fields, reset, and iOS share sheet. |
| Publishing | Editor/cover active | Editor hired for \$350 fixed price and started 2026-05-29; GetCovers first draft received, direction approved, revision requested. |
| Print/distribution | Path locked | Approved route: KDP direct for Amazon paperback/Kindle, Apple Books after EPUB QA, IngramSpark for wide print after KDP proof approval, owned Bowker paperback ISBN, imprint Still Becoming Tools Press, no initial eBook ISBN, and no KDP Expanded Distribution. |
| Marketing | Launch assets ready | 21-day copy pack, Kit setup checklist, Starter Kit lead magnet, and handoff packet are created. |
| Email/Kit | Live forms connected | Starter Kit, Daily, Weekly, and inquiry capture submit through secure server-side routes; Kit sequence setup still needs sender/live email QA. |
| Consulting/speaking | Live / Sheets complete | Inquiry form saves to Kit, sends Gmail notification, and creates Google Sheets lead rows through the published Zapier webhook. |

3-Week Milestones

| Week | Dates | Primary outcome | Definition of done | Status |
|--------|--------------------------|---------------------|--|-----------------|
| Week 1 | 2026-05-26 to 2026-06-01 | Build the spine | Website shell, shared tool model, first PWA flow, iOS scaffold, publishing/marketing plans, approved visual direction. | Mostly complete |
| Week 2 | 2026-06-02 to 2026-06-08 | Build the product | Live email/forms, complete tools, saved/printable plans, iOS matching flows, metadata pack, welcome sequence, first creatives. | Next |
| Week 3 | 2026-06-09 to 2026-06-16 | QA, publish, launch | All controllable assets and staging packets complete by 2026-06-11; external/platform-dependent KDP review, proof shipping, and vendor wrap timing may continue after. | Planned |

Master Action Plan

| ID | Workstream | Action | Owner | Status | Due | Acceptance / notes |
|--------|--------------|---------------------------------------|------------|--------|------------|---|
| SB-001 | Program | Create 3-week execution plan | Codex | Done | 2026-05-26 | Includes website, PWA, iOS, publishing, marketing |
| SB-002 | Program | Create shared platform scaffold | Codex | Done | 2026-05-26 | Monorepo with web, mobile, and shared core created |
| SB-003 | Product | Define shared tool/scoring model | Codex | Done | 2026-05-27 | Initial source of truth for PWA and iOS created and typechecked |
| SB-004 | Website | Draft sitemap and conversion flow | Codex | Done | 2026-05-27 | Book/email first, consulting/speaking secondary |
| SB-005 | Design | Generate visual direction options | Codex | Done | 2026-05-28 | Landing-page render approved by John and reviewers |
| SB-006 | Website | Scaffold marketing site | Codex | Done | 2026-05-28 | Initial Next.js prototype builds successfully |
| SB-007 | PWA | Build first tool flow prototype | Codex | Done | 2026-05-30 | Added scored tool flow, editable action plan, save-to-device, copy, print, manifest, icon, and service worker shell |
| SB-008 | iOS | Scaffold Expo iOS app | Codex | Done | 2026-05-30 | Initial Expo/iOS prototype typechecks using shared scoring model |
| SB-009 | Publishing | Build publishing completion checklist | Codex | Done | 2026-05-27 | Includes cover/editor/proof/KDP |
| SB-010 | Marketing | Draft 21-day campaign calendar | Codex | Done | 2026-05-28 | Includes \$500-\$750 budget |
| SB-011 | Program | Create John decision log | Codex | Done | 2026-05-26 | Keeps user involvement within 4 hours/week |
| SB-012 | Verification | Run initial build/type checks | Codex | Done | 2026-05-26 | Core, web, and mobile checks passed |
| SB-013 | Domain | Check primary domain status | Codex | Done | 2026-05-27 | stillbecomingbook.com unavailable to us |
| SB-014 | Brand | Create brand implementation brief | Codex | Done | 2026-05-26 | Drives website, PWA, iOS, cover, and campaign |
| SB-015 | Publishing | Create editor review brief | Codex | Done | 2026-05-26 | Ready to send with manuscript |
| SB-016 | Publishing | Create cover art brief | Codex | Done | 2026-05-26 | Approved direction converted into production brief |
| SB-017 | Domain | Select/register replacement domain | John | Done | 2026-05-26 | stillbecomingtools.com registered in Cloudflare |
| SB-018 | Domain | Configure production DNS records | Codex/John | Done | 2026-05-28 | Cloudflare DNS records added for apex and www; Vercel domain configured; production HTTPS verified |

| ID | Workstream | Action | Owner | Status | Due | Acceptance / notes |
|--------|------------|--|------------|--------|------------|--|
| SB-019 | QA | Establish visual review protocol | Codex | Done | 2026-05-26 | Use side panel/in-app browser for website/app UI approval |
| SB-020 | Website | CTA/action audit | Codex | Done | 2026-05-26 | Fixed dead tool CTA, added speaking anchor, audited current actions |
| SB-021 | Deployment | Publish latest approved preview | Codex | Done | 2026-05-28 | Latest live review URL: https://out-one-eta.vercel.app |
| SB-022 | Email | Prep Kit integration requirements | Codex | Done | 2026-05-27 | Kit account created; implementation requires API key plus Starter Kit, Daily, and Weekly form IDs |
| SB-023 | Program | Create printable/updateable project plan and UAT packet | Codex | Done | 2026-05-27 | Files copied to Project Control Files with DOCX, PDF, source MD, and ZIP package |
| SB-024 | Email | Create/identify Kit forms for Starter Kit, Daily, Weekly | John/Codex | Done | 2026-05-28 | Published Kit forms: Starter Kit 9495868, Daily 9495950, Weekly 9495961 |
| SB-025 | Website | Add browser-accessible project-files route | Codex | Done | 2026-05-27 | Local route created at /project-files; include in next preview deploy if desired |
| SB-026 | Email | Connect website forms to Kit | Codex | Done | 2026-05-28 | Website forms post through server-side Kit API route; production live tests passed for Starter Kit, Daily, Weekly, and duplicate Daily submission |
| SB-027 | Publishing | Prepare editor and cover vendor outreach packet | Codex | Done | 2026-05-28 | Packet created and revised for \$500 budget; editor selected at \$350 fixed price; GetCovers order submitted and first draft received |
| SB-028 | Publishing | Prepare KDP and Apple Books metadata/upload packet | Codex | Done | 2026-05-28 | Ready-to-paste title metadata, description, categories, keywords, pricing guardrails, Apple cautions, legal/credit final gate, DOCX/PDF rendered |
| SB-029 | Email | Create and deploy Starter Kit lead magnet download | Codex | Done | 2026-05-28 | Starter Kit DOCX/PDF/ZIP created, rendered, copied into website downloads, deployed to Vercel production, live PDF/ZIP endpoints verified |
| SB-030 | Email | Prepare Kit welcome/daily/weekly email copy | Codex | Done | 2026-05-28 | Ready-to-paste Kit funnel copy created as DOCX/PDF; Kit-side sequence setup remains a John/Codex handoff item |
| SB-031 | Email | Prepare Kit setup handoff checklist | Codex | Done | 2026-05-28 | Printable/editable DOCX/PDF created with sender identity, sequence setup, daily/weekly setup, tags, links, and QA checklist |
| SB-032 | Marketing | Prepare 21-day launch copy pack | Codex | Done | 2026-05-28 | LinkedIn posts, YouTube Shorts/Reels scripts, low-budget ad copy, and advisor review request created as DOCX/PDF |
| SB-033 | Publishing | Prepare citation/credits audit working list | Codex | Done | 2026-05-28 | Manuscript scanned for named source, quote, trademark, brand, AI, investment, and disclaimer risks; editor-ready audit created as DOCX/PDF |
| SB-034 | Website | Add privacy, terms, and disclaimer pages | Codex | Done | 2026-05-28 | Footer links and legal pages added, local desktop/mobile smoke passed, latest preview deployed at https://out-4ax0ch16t-jlaalowe-8429s-projects.vercel.app ; production promotion pending John approval |

| ID | Workstream | Action | Owner | Status | Due | Acceptance / notes |
|--------|------------|--|----------------------|-------------|------------|---|
| SB-035 | Website | Define consulting/speaking inquiry routing path | Codex | Done | 2026-05-28 | Current form is intentionally preview-only; routing plan created with Tally/Fillout, Resend/Vercel, and mailto options |
| SB-036 | Website | Implement live consulting/speaking inquiry route | John/Codex | Done | 2026-06-02 | Completed through SB-046; inquiry submissions now save to Kit, send Gmail notifications, and feed Google Sheets |
| SB-037 | iOS | Build interactive iOS tool-flow prototype | Codex | Done | 2026-05-28 | Expo app now supports tool selection, 1-5 scoring, result bands, editable action plan fields, reset, and iOS share sheet using the shared core scoring model |
| SB-038 | iOS | Add persistent saved plans and PDF/export path | Codex/John | Needs John | 2026-06-03 | Needs approved app scope/dependencies before adding device storage, account sync, PDF export, or print package |
| SB-039 | Analytics | Add vendor-neutral conversion event layer | Codex | Done | 2026-05-28 | Website now emits stable funnel events through dataLayer/Plausible-compatible helper and custom still-becoming:event; taxonomy DOCX/PDF added to handoff packet |
| SB-040 | iOS | Prepare App Store/TestFlight metadata packet | Codex | Done | 2026-05-28 | App name/subtitle/description/key words, screenshot storyboard, TestFlight plan, privacy/support URL gates, and Apple-source notes prepared as DOCX/PDF |
| SB-041 | Publishing | Prepare cover/editor vendor decision scorecards | Codex | Done | 2026-05-28 | Scorecards created and used: GetCovers draft accepted directionally with revision request; editor hired for \$350 fixed price |
| SB-042 | Publishing | Manage editor review cycle | John/Codex/Editor | Done | 2026-06-05 | Editor package received 2026-06-05 and originals preserved in Editor Return/2026-06-05. No major send-back issue found in first-pass triage. |
| SB-043 | Publishing | Finalize cover revision package | John/Codex/GetCovers | In Progress | 2026-06-07 | Revised wrap and eBook images received 2026-06-01; design direction approved; waiting on final upload-ready files and final spine/page-count wrap after manuscript lock |
| SB-044 | Publishing | Prepare post-editor intake and KDP compression runbook | Codex | Done | 2026-06-03 | Runbook created to time-box editor triage, file locking, EPUB/PDF regeneration, cover wrap handoff, and KDP staging after editor return |
| SB-045 | Website | Promote legal pages to production | Codex/John | Done | 2026-06-03 | John approved production promotion; Vercel production deploy completed; homepage, /privacy, /terms, and /disclaimer verified 200 OK on stillbecomingtools.com |

| ID | Workstream | Action | Owner | Status | Due | Acceptance / notes |
|--------|--------------|--|------------|-------------|------------|---|
| SB-046 | Website | Complete consulting/speaking inquiry routing and notifications | Codex | Done | 2026-06-03 | Production code deployed 2026-06-03. Inquiry submissions save to Kit with custom fields even without a dedicated Kit-hosted form. Gmail SMTP notification support deployed. Google App Password added to Vercel. Live inquiry test returned success and John confirmed receipt of Gmail notification. |
| SB-047 | Website/Data | Add required Google Sheets lead and inquiry repository | Codex/John | Done | 2026-06-04 | Zapier Catch Hook + security filter + Google Sheets row action published. Production Vercel env vars added. Live consulting and speaking inquiry tests returned sheetStatus: sent; rows verified in Inquiries; John confirmed Gmail notification receipt. |
| SB-048 | Publishing | Lock print and distribution route | Codex/John | Done | 2026-06-04 | Approved path: KDP direct for Amazon paperback/Kindle, Apple Books after EPUB QA, IngramSpark for wide print after KDP proof approval, owned ISBNs if budget allows, and no KDP Expanded Distribution when IngramSpark is used. |
| SB-049 | Publishing | Execute post-editor manuscript triage | Codex/John | In Progress | 2026-06-06 | Critical path. Editor returned tracked manuscript and notes 2026-06-05. Codex is handling comment resolution internally unless a major content/legal/brand issue appears. |
| SB-050 | Publishing | Lock final manuscript and regenerate upload files | Codex | Not Started | 2026-06-09 | Critical path. Create locked DOCX, paperback interior PDF, Kindle EPUB, and final page count after editor comments/citation/layout cleanup. Internal controllable target: complete by 2026-06-11. |
| SB-051 | Publishing | Decide owned ISBN and imprint details | John/Codex | Done | 2026-06-06 | Locked decision: buy/use 1 owned Bowker paperback ISBN, imprint Still Becoming Tools Press, no Kindle/Apple eBook ISBN for initial launch, KDP Expanded Distribution off, use same paperback ISBN for IngramSpark after KDP proof approval. |
| SB-052 | Publishing | Stage KDP Kindle and paperback preview | Codex/John | Not Started | 2026-06-11 | Critical path. Prepare/upload EPUB, front cover, paperback PDF, and KDP cover wrap if final vendor file is back; otherwise complete all controllable KDP staging prep by 2026-06-11 and wait only on external/vendor/platform gates. |
| SB-053 | Publishing | Order/review KDP proof copy | John/Codex | Not Started | 2026-06-12 | Critical path for paperback. Review cover color, spine, page order, visuals, chapter openings, worksheets, and page breaks before approving paperback launch. |

| ID | Workstream | Action | Owner | Status | Due | Acceptance / notes |
|--------|------------|---|------------|-------------|------------|--|
| SB-054 | Publishing | Stage Apple Books eBook upload | Codex/John | Not Started | 2026-06-12 | Upload only after EPUB QA is stable; metadata must avoid Amazon/KDP-specific language and match cover/manuscript exactly. |
| SB-055 | Publishing | Stage IngramSpark wide print upload | Codex/John | Not Started | 2026-06-14 | Add after KDP proof approval and final print files are stable; KDP Expanded Distribution must remain off if this route is used. |
| SB-056 | Email | Complete Kit sender and live delivery QA | John/Codex | In Progress | 2026-06-09 | Critical path before scaling paid/organic traffic. Confirm sender identity and run one real Starter Kit/daily/weekly delivery QA; complete all controllable setup by 2026-06-11. |
| SB-057 | QA | Execute full website/PWA UAT pass | Codex | Not Started | 2026-06-10 | Critical path. Run buyer, tools, download, roadmap, inquiry, mobile/PWA, security, and analytics scripts; record pass/fail/correction/retest by 2026-06-11. |
| SB-058 | Marketing | Load and approve launch email/social schedule | Codex/John | Not Started | 2026-06-11 | Prepare launch email sequence, LinkedIn/YouTube Shorts calendar, reviewer/advisor asks, and book-link placeholders by internal controllable target date. |
| SB-059 | Marketing | Confirm ad activation plan and spend guardrails | John/Codex | Not Started | 2026-06-11 | Use approved \$500 budget. Do not scale spend until landing page, email capture, book CTAs, and at least three creatives are tested. |
| SB-060 | iOS | Decide MVP/TestFlight scope for launch window | John/Codex | Needs John | 2026-06-09 | Not required for book launch if schedule compresses. Decide whether to pursue TestFlight now or defer beyond website/PWA/book launch. |

John Time Budget

| Week | Expected John time | What John should focus on | What Codex should absorb |
|--------|--------------------|---|--|
| Week 1 | 2.5 to 3.5 hours | Approve visual direction, domain, Kit setup, cover/editor direction. | Build platform spine, docs, preview, tool model. |
| Week 2 | 3 to 4 hours | Provide Kit form/API info, review tool flow, review cover/editor direction. | Connect forms, build tools, draft copy/assets, prepare QA. |
| Week 3 | 3.5 to 4 hours | Final website/PWA/KDP/cover approvals. | Execute QA, fix defects, prep launch, publish production assets. |

Testing Strategy

UAT GOAL

Validate the site and app against real reasons a reader, professional, buyer, or event lead would arrive. A test passes only when the user can complete the intended path without confusion, dead buttons, missing feedback, or broken integrations.

| Use case | Why the person came | Successful test looks like | Primary scripts |
|--------------------|---|--|------------------------|
| Get the book | Learn what Still Becoming is, trust John enough to continue, get sample chapter, and order once live. | User reaches book section, understands offer, downloads sample chapter or clicks a live order CTA with no dead end. | UAT-BK-01 to UAT-BK-05 |
| Review the tools | See whether the tools are practical and credible before giving email or buying. | User can browse tools, understand each promise, select a tool, change scoring, and see useful result language. | UAT-TL-01 to UAT-TL-05 |
| Download the tools | Get printable tools, sample chapter, and follow-up content. | User submits valid email, Kit captures/tagging works, delivery or confirmation is clear, invalid states are handled. | UAT-DL-01 to UAT-DL-06 |
| Get a roadmap | Turn transition/reinvention uncertainty into a concrete plan. | User completes scorecard/roadmap, edits actions, saves, copies, prints, and can return later. | UAT-RM-01 to UAT-RM-06 |
| Request help | Explore consulting or speaking around leadership, transition, AI readiness, or operations. | User can select consulting or speaking, submit inquiry, receive clear confirmation, and create a traceable lead row. | UAT-CS-01 to UAT-CS-05 |
| Use on mobile | Open from phone, install PWA, or test quick workflows. | Mobile has no overflow, controls remain reachable, PWA assets work, and key CTAs are visible. | UAT-MB-01 to UAT-MB-03 |

UAT Execution Log

| Run date | Build / URL | Tester | Scripts run | Pass | Fail | Open defects | Retest due |
|----------|-------------|--------|-------------|------|------|--------------|------------|
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Open Blockers And Decisions

| Blocker / decision | Owner | Needed by | Impact | Current next step |
|---------------------------------------|----------------------|------------|---|--|
| Google Sheets lead repository webhook | Codex | 2026-06-04 | Complete for production launch; consulting/speaking leads are stored for tracking and future agent summarization. | Done: Zapier webhook/filter/action published, production env vars added, consulting and speaking rows verified. |
| Kit sender/live email QA | John/Codex | 2026-06-02 | Confirms real deliverability and sender identity before list growth. | Confirm sender name/email and run one live delivery test. |
| Editor returned manuscript | Editor/John/Codex | 2026-06-05 | Required before final layout, EPUB, and KDP upload. | Editor confirmed delivery by EOD 2026-06-05; await tracked-changes DOCX and any editorial memo, then triage suggested changes. |
| GetCovers revised files | GetCovers/John/Codex | 2026-05-30 | Required for final Kindle cover and later paperback wrap. | Review revised back cover text and Kindle export when returned. |
| Owned ISBN / imprint details | John/Codex | 2026-06-06 | Required for clean KDP plus IngramSpark print distribution. | Done: owned Bowker paperback ISBN path approved; imprint Still Becoming Tools Press; no initial eBook ISBN. |
| KDP live URLs | John | 2026-06-12 | Required for book-purchase CTAs and Amazon Ads. | Upload final files, pass preview, then capture URLs. |

Change Log

| Date | Change | Owner | Notes |
|------------|---|------------|---|
| 2026-05-27 | Initial printable/updateable plan created. | Codex | Includes master action plan, testing strategy, UAT log, blockers, and decision gates. |
| 2026-05-29 | Vendor status updated. | Codex | Editor hired for \$350 fixed price and GetCovers revision cycle started. |
| 2026-06-03 | Google Sheets lead repository completed for production. | Codex | Zapier webhook published, Vercel production env vars added, consulting/speaking rows verified, and John confirmed Gmail notification receipt. |
| 2026-06-04 | Print and distribution path locked. | John/Codex | KDP direct for Amazon paperback/Kindle, Apple Books after EPUB QA, IngramSpark after KDP proof approval, owned ISBNs if budget allows, no KDP Expanded Distribution when IngramSpark is used. |
| 2026-06-06 | Internal controllable completion target locked. | John/Codex | All controllable launch work targeted for completion by 2026-06-11; only external/platform/vendor gates should remain after that date. |
| 2026-06-06 | ISBN and imprint decision locked. | John/Codex | One owned Bowker paperback ISBN, imprint Still Becoming Tools Press, no initial Kindle/Apple eBook ISBN, KDP Expanded Distribution off. |