

# Still Becoming Launch Activation Runbook

Updated 2026-06-09 | Practical launch actions for Kindle, paperback, website, email, social, ads, and app gates.

OPERATING RULE

Do not start paid book ads until the Amazon listing URL is live and the website book CTA has been updated. Until then, use organic posts and Starter Kit/list-building CTAs.

## Current Status

- Kindle eBook submitted to KDP review on 2026-06-09; KDP says review can take up to 72 hours.
- Paperback interior PDF is upload-ready; paperback setup waits on GetCovers full-wrap cover, paperback ISBN entry, KDP print preview, and physical proof.
- Website is live with tools, Starter Kit, daily/weekly signup, consulting/speaking forms, Kit routing, Gmail notification, and Google Sheets lead repository.
- App Store package was uploaded/accepted for processing; TestFlight/device UAT remains the open gate before App Review submission.

## Activation Timeline

Trigger	Action	Owner	Status
Now	Keep website, tools, Starter Kit, consulting/speaking, and newsletter paths live.	Codex	Ready
Kindle listing live	Capture Amazon URL, update website book CTA, update email/social copy placeholders.	Codex	Waiting on KDP
Kindle listing live	Send Launch Email 1 and publish Day 15 launch post.	John/Codex	Needs approval/send
24-48 hours after Kindle live	Post tool walkthrough and sample chapter CTA; start small lead-magnet ad test only if link paths are clean.	John/Codex	Staged
GetCovers final wrap received	Upload paperback interior/cover, enter ISBN/imprint, run KDP print preview.	John/Codex	Waiting on vendor
Paperback preview passed	Order physical proof.	John/Codex	Waiting on preview
Proof approved	Announce paperback availability and consider Amazon Ads.	John/Codex	Waiting on proof
TestFlight available	Run device UAT and submit App Review only after John approval.	John/Codex	Waiting on ASC

## Email Sequence

Email	Timing	Subject	CTA	Gate
1	Kindle live day	You are not finished	Buy Kindle / get Starter Kit	Needs Amazon URL
2	+1 day	What carries you through transition	Foundation Inventory	Ready
3	+3 days	Stabilize before you reinvent	Use the scorecard	Ready
4	+5 days	Ownership is the door back	Use the Ownership Ladder	Ready
5	+7 days	The three questions reinvention asks	Use the Reinvention Intersection	Ready
6	+10 days	AI is a strategic partner	Use the AI ladder	Ready
7	+14 days	The work after the book	Book / consulting / speaking	Needs live links

## Organic Content Plan

Day	Theme	Primary CTA
1	Kindle launch / You are not finished	Amazon Kindle + Starter Kit
2	Foundation Inventory	Starter Kit
3	Compliance is not commitment	Tools
4	AI as strategic partner	AI ladder
5	Stabilize first	Scorecard
6	Ownership ladder	Tools
7	Title is not identity	Starter Kit
8	Three rings / reinvention intersection	Tools
9	Grief is not an event	Newsletter
10	Speaking/workshop positioning	Speaking inquiry
11	Tool walkthrough video	Tools
12	Sample chapter	Starter Kit
13	Reader/reviewer feedback ask	Book link
14	Launch recap / next chapter	Website

## \$500 Spend Guardrails

Channel	Cap	Start Condition	Stop Condition
Meta lead magnet test	\$150	Starter Kit and Kit delivery verified	Pause if cost per subscriber is above \$6 after \$60 spend
LinkedIn boost	\$75	An organic post shows above-average engagement	Pause if click-through is below 0.8% after \$40 spend
Amazon Ads	\$100	Amazon listing is live and detail page looks clean	Pause if no sales after \$50 spend or CPC is materially above category economics
Creative/tool screenshots	\$75	Use only if needed for clean ad or social visuals	Spend only on reusable templates/assets
Reserve	\$100	Hold for the channel that shows traction	Do not spend until one channel has evidence

### APPROVAL GATES

John approves the first launch email before send, any paid spend before activation, the final paperback proof before paperback public launch, and TestFlight/App Review submission after device UAT.

## Immediate Next Actions

- Wait for KDP Kindle review result and live Amazon URL.
- Wait for GetCovers final paperback wrap.
- Stage first launch email/social post with live-link placeholders.
- Update website CTA and UAT script when the Amazon URL exists.
- Keep tracking files current so launch decisions are visible without hunting through project notes.