

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 UAT passed	Expo app now supports tool selection, scoring, result bands, editable action plan fields, reset, and iOS share sheet; simulator UAT passed 2026-06-08.
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	Done	2026-06-08	Deferred beyond launch by SB-060 scope decision. MVP/TestFlight scope is tool selection, scoring, editable action plan, reset, and native share sheet; saved library, account sync, and PDF export move to post-launch backlog.
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 Bowker paperback ISBN, imprint Still Becoming Tools Press, and no KDP Expanded Distribution.
SB-049	Publishing	Execute post-editor manuscript triage	Codex/John	Done	2026-06-08	Post-editor triage complete 2026-06-08. 72 comments reviewed/classified; no John-held decisions; no editor send-back required. Production cleanup moved to SB-050.
SB-050	Publishing	Lock final manuscript and regenerate upload files	Codex	In Progress	2026-06-09	Critical path. Started after SB-049 close. Resolve citation/title specificity, repetition tightening, layout/visual cleanup, comment stripping, final DOCX/PDF/EPUB, and firm page count by the 2026-06-11 controllable-work target.
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	In Progress	2026-06-10	Critical path. Production website smoke passed 4/4 and iOS simulator UAT passed 3/3 on 2026-06-08. Remaining: full mobile/PWA install/offline, roadmap copy/print, security, analytics, and KDP CTA once URLs exist.
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	Done	2026-06-08	Decision locked: proceed with MVP/TestFlight path now. Scope is tool selection, scoring, editable action plan, reset, and native share sheet; defer account sync, saved plan library, and PDF export until after 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

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.