

Still Becoming Sunday Return Brief

Prepared for John returning online Sunday.

Current Position

The launch is still moving inside the 3-week window. The public website, email capture spine, lead magnet, publishing vendor packet, cover order, editor outreach, project controls, and first native iOS tool prototype are all advanced. The remaining items that need John are approval gates, account/vendor responses, or final public-release decisions.

Completed Or Advanced While John Was Offline

- Website: public site remains live at <https://stillbecomingtools.com>.
- Website legal: Privacy, Terms, and Disclaimer pages are implemented, desktop/mobile smoke-tested, and preview deployed at <https://out-4ax0ch16t-jlaalowe-8429s-projects.vercel.app>. Production promotion is waiting on John approval.
- Email/Kit: Starter Kit, Daily Motivation, and Weekly Newsletter forms are connected through the server-side Kit route. The Starter Kit PDF/ZIP download links are live.
- Publishing: GetCovers order was submitted. Editor quote request was submitted. Citation/credits audit packet is built for legal/editor review.
- Vendor decisions: cover draft and editor quote scorecards prepared to make the next spend decisions faster and more objective.
- Mobile app: Expo iOS prototype now has live tool selection, 1-5 scoring, result bands, recommended actions, editable action plan fields, reset, and iOS share sheet.
- Analytics: vendor-neutral conversion event layer added to the website, with a documented event taxonomy for later Google Tag Manager, Plausible, Vercel Analytics, or custom listener setup.
- iOS publishing: App Store/TestFlight metadata packet prepared with draft app name, subtitle, description, keywords, screenshot storyboard, beta notes, privacy/support URL gates, and Apple-source notes.
- Project controls: printable project plan and UAT packet were regenerated, rendered, visually checked, and copied to Project Control Files.

Decisions Needed From John

Gate	Decision	Why It Matters	Estimated Time
Legal pages	Approve preview for production promotion	Footer legal links should be live before broader traffic	10 min
Inquiry routing	Choose Tally/Fillout,	Consulting/speaking form is	15 min

	Resend/Vercel email, or mailto fallback	intentionally preview-only until route is approved	
Kit sender QA	Confirm sender name/email and first live delivery	Ensures lead magnet and follow-up emails land correctly	20 min
Cover draft	Review GetCovers first draft when delivered	Cover drives Amazon click-through and credibility	20 min
Editor quote	Pick editor/proofreader path from responses	Final manuscript quality is the top budget priority	20 min
iOS scope	Confirm whether to add device persistence/PDF export now or defer	Adds dependency/scope; current prototype uses no new packages	10 min

Recommended Sunday Agenda

1. Review legal-pages preview and approve or mark changes.
2. Choose inquiry routing path.
3. Run one Kit live delivery test.
4. Review any returned GetCovers/editor responses.
5. Confirm next iOS scope: keep MVP lightweight or add saved plans/PDF export.

Files To Open

- **Project plan:** /Users/johnlowe/Documents/Book publishing/Project Control Files/Still_Becoming_Project_Plan.docx
- **UAT scripts:** /Users/johnlowe/Documents/Book publishing/Project Control Files/Still_Becoming_UAT_Script_Packet.docx
- **Analytics taxonomy:** /Users/johnlowe/Documents/Book publishing/execution/Still_Becoming_Analytics_Event_Taxonomy.docx
- **iOS App Store packet:** /Users/johnlowe/Documents/Book publishing/execution/Still_Becoming_iOS_App_Store_Packet.docx
- **Vendor decision scorecards:** /Users/johnlowe/Documents/Book publishing/execution/Still_Becoming_Vendor_Decision_Scorecards.docx
- **Citation audit:** /Users/johnlowe/Documents/Book publishing/Publishing Review Packet/Still_Becoming_Citation_Credits_Audit_Working_List.docx
- **Kit checklist:** /Users/johnlowe/Documents/Book publishing/Email Funnel Packet/Still_Becoming_Kit_Setup_Checklist.docx
- **Vendor packet:** /Users/johnlowe/Documents/Book publishing/Vendor Outreach Packet/Still_Becoming_Vendor_Outreach_Packet.zip

Next 24-Hour No-John Work

- Continue hardening iOS app code and UAT coverage.
- Prepare the next no-provider launch assets and app QA notes without selecting paid vendors.
- Update launch handoff packet with the refreshed project plan/UAT files.
- Keep legal production promotion, inquiry routing, Kit sender, cover approval, and editor selection parked as John gates.