

Final 30-Day Distribution Plan

Source course section

Sequence the whole launch so foundational explanation assets are ready before channel pushes.

Days 1-7: Foundation

- Define buyer and workflow.
- Rewrite hero.
- Build workflow section.
- Add proof and FAQ.
- Draft explainer.
- Set up measurement.
- Review foundation readiness.

Days 8-14: Assets

- Build Product Hunt assets.
- Draft founder LinkedIn posts.
- Create sponsor brief.
- Set up AI search assets.
- Map communities.
- Draft email sequence.
- Improve demo request page.

Days 15-21: Launch And Distribute

- Publish page and explainer.
- Start founder education posts.
- Prep or launch Product Hunt.
- Start community conversations.
- Send launch email.
- Coordinate creator/sponsor activation.
- Run first review.

Days 22-30: Follow Up

- Send emails 2-5.
- Update FAQ and page copy.
- Publish demo clip post.

- Repurpose best questions.
- Run AI search check.
- Run post-launch review.

Owner Notes

Owner	
Due date	
Status	
Next edit	