

# Launch Assets Inventory

Source course section

Track the non-document assets mentioned across the playbook: gallery images, screenshots, demo clips, creator briefs, videos, and reusable proof.

## Visual Assets

- Product screenshots: hero, workflow, output, review/control, result.
- Product Hunt gallery images: problem, workflow, output, proof, CTA.
- Demo clips: old workflow, product action, human review, final output.
- Creator assets: talking points, approved B-roll, claim guardrails, CTA card.

## Copy Assets

- Product tagline.
- Maker comment.
- FAQ answers.
- Community post variants.
- LinkedIn post pack.
- Launch and post-launch emails.

## Asset QA

- Every asset uses the same audience and workflow language.
- Every CTA link includes UTM tracking.
- Every proof asset has an owner, source, and reuse note.

## Owner Notes

Owner	
Due date	
Status	
Next edit	