

Product Hunt 30-Day Timeline

Source course section

Plan Product Hunt assets, owner handoffs, launch-day cadence, and post-launch follow-up.

Asset Checklist

- Product tagline.
- Gallery images.
- Demo video.
- Maker comment.
- FAQ responses.
- Launch-day schedule.
- Post-launch email.

Prep Cadence

- Days 1-7: clarify positioning and workflow.
- Days 8-14: build Product Hunt assets and supporting copy.
- Days 15-21: publish, monitor, answer questions, and fix confusion.
- Days 22-30: follow up, repurpose questions, and review results.

Launch-Day Tracker

- Morning: verify page, video, links, analytics, and form routing.
- Midday: respond to comments and capture objections.
- Afternoon: share proof, answer FAQs, and route warm interest.
- End of day: log source quality, questions, signups, demo requests, and follow-up tasks.

Owner Notes

Owner	
Due date	
Status	
Next edit	