

Still Becoming Launch Activation Runbook

Updated: 2026-06-11

Current Status

- Kindle eBook: submitted to KDP review on 2026-06-09. KDP says review can take up to 72 hours.
- Paperback: final interior PDF and GetCovers full-wrap PDF are complete, uploaded, and re-previewed in KDP. Paperback proof has been ordered; expected delivery to John is 2026-06-13.
- Hardcover: added as a non-critical-path KDP case-laminate extension with a 2026-06-14 target; requires separate hardcover ISBN, KDP hardcover template, separate hardcover cover PDF, preview, and proof.
- Website: live at <https://stillbecomingtools.com> with tools, Starter Kit, daily/weekly signup, consulting/speaking forms, Kit routing, Gmail notification, and Google Sheets lead repository.
- App: App Store package uploaded/accepted for processing. TestFlight/device UAT remains the gate before App Review submission.

Launch Rule

Do not start paid book ads until the Amazon listing URL is live and the website book CTA has been updated. Until then, use organic posts and Starter Kit/list-building CTAs.

Activation Timeline

Trigger	Action	Owner	Status
Now	Keep website, tools, Starter Kit, consulting/speaking, and newsletter paths live.	Codex	Ready
Kindle listing live	Capture Amazon URL, update website book CTA, update email/social copy placeholders.	Codex	Waiting on KDP
Kindle listing live	Send Launch Email 1 and publish Day 15 launch post.	John/Codex	Needs approval/send
24-48 hours after Kindle live	Post tool walkthrough and sample chapter CTA; start small lead-magnet ad test only if link paths are clean.	John/Codex	Staged
GetCovers final wrap received	Upload paperback interior/cover, enter ISBN/imprint, run KDP	John/Codex	Complete

	print preview.		
Paperback preview passed	Order physical proof.	John/Codex	Complete; proof delivery expected 2026-06-13
Proof approved	Announce paperback availability and consider Amazon Ads.	John/Codex	Waiting on physical proof review
Paperback files stable	Stage KDP hardcover setup, enter separate hardcover ISBN, generate hardcover template, and request case-laminate cover from GetCovers.	John/Codex	Target 2026-06-14
TestFlight available	Run device UAT and submit App Review only after John approval.	John/Codex	Waiting on ASC

Email Sequence

Email	Timing	Subject	CTA	Gate
1	Kindle live day	You are not finished	Buy Kindle / get Starter Kit	Needs Amazon URL
2	+1 day	What carries you through transition	Foundation Inventory	Ready
3	+3 days	Stabilize before you reinvent	Use the scorecard	Ready
4	+5 days	Ownership is the door back	Use the Ownership Ladder	Ready
5	+7 days	The three questions reinvention asks	Use the Reinvention Intersection	Ready
6	+10 days	AI is a strategic partner	Use the AI ladder	Ready
7	+14 days	The work after the book	Book / consulting / speaking	Needs live links

Organic Content

Day	Theme	Primary CTA
1	Kindle launch / You are not finished	Amazon Kindle + Starter Kit
2	Foundation Inventory	Starter Kit
3	Compliance is not commitment	Tools
4	AI as strategic partner	AI ladder
5	Stabilize first	Scorecard
6	Ownership ladder	Tools
7	Title is not identity	Starter Kit
8	Three rings / reinvention intersection	Tools
9	Grief is not an event	Newsletter
10	Speaking/workshop positioning	Speaking inquiry
11	Tool walkthrough video	Tools
12	Sample chapter	Starter Kit
13	Reader/reviewer feedback ask	Book link
14	Launch recap / next chapter	Website

\$500 Spend Guardrails

Channel	Cap	Start condition	Stop condition
Meta lead magnet test	\$150	Starter Kit and Kit delivery verified	Pause if cost per subscriber is above \$6 after \$60 spend
LinkedIn boost	\$75	An organic post shows above-average engagement	Pause if click-through is below 0.8% after \$40 spend
Amazon Ads	\$100	Amazon listing is live and	Pause if no sales after \$50

		detail page looks clean	spend or CPC is materially above category economics
Creative/tool screenshots	\$75	Use only if needed for clean ad or social visuals	Spend only on reusable templates/assets
Reserve	\$100	Hold for the channel that shows traction	Do not spend until one channel has evidence

Do not exceed \$500 without explicit John approval. Do not scale any channel until the landing page, email capture, book CTA, and at least three creatives have been tested.

Approval Gates

- John approves the first launch email before send.
- John approves any paid spend before activation.
- John approves final paperback proof before paperback public launch.
- John approves TestFlight/App Review submission after device UAT.

Immediate Next Actions

1. Wait for KDP Kindle review result and live Amazon URL.
2. Wait for paperback proof delivery and physical review on or around 2026-06-13.
3. Keep website project files and tracking current.
4. Stage first launch email/social post with live-link placeholders.
5. Update website CTA and UAT script when the Amazon URL exists.
6. Continue TestFlight/device UAT and hardcover ISBN/setup prep when account access is available.