

Personal Brand Playbook Launch

CLIENT	PREPARED BY	DATE	LAUNCH	VERSION	STATUS
Ariel Pryor	Brycen Coffman	Aug 20, 2026	Mon Sep 7, 2026	v1.2	PRE-KICKOFF

\$27 PLAYBOOK + AGENT	\$17 / \$17 / \$9 3 CHECKOUT BUMPS	\$67-97 TOOLKIT UPGRADE (OTO)
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EXECUTIVE SUMMARY

The Personal Brand Playbook is Ariel Pryor's \$27 front-end offer: a 6-module video workshop plus the Face Card Agent, an AI agent that builds the buyer's brand identity and first 30 scripts the same night they buy. All content is already created. This project builds everything between "content exists" and "customers buy and consume it": the sales funnel with three order bumps and a \$67-97 post-purchase upgrade, the member portal, delivery automations, the email lifecycle, and full-funnel tracking. Success means a buyer can purchase at 2am, be inside the portal within two minutes, run the agent that night, and every step of it is measured. Launch day is Monday, September 7, 2026, an 18-day runway, phased Plan, Build, Wire, Launch.

OBJECTIVES

- Ship a conversion-ready funnel for the \$27 offer with all three bumps and the Toolkit OTO.
- Deliver instant, zero-touch access: purchase to portal with no human in the loop.
- Stand up the email lifecycle: access, onboarding, cart recovery, Toolkit follow-up.
- Track every step from click to OTO, with cohort revenue visible from day one.

SUCCESS METRICS PROPOSED, CONFIRM AT KICKOFF

METRIC	TARGET
Sales page CVR, warm / influencer traffic	≥ 5%
Order bump attach rate (at least one bump)	≥ 25%
Toolkit OTO take rate	≥ 10%
Average order value	≥ \$40
Purchase-to-access time	< 2 min, > 99% success
Refund rate	< 5%
Purchases tagged and attributed	100%
Cohort revenue, day 0 / 7 / 14 / 30	tracked from day one

SCOPE

In scope

- Funnel pages: sales page, checkout with 3 bumps, OTO page, thank-you page.
- Member portal: 6 modules, Face Card Agent hub with setup guides for Claude, ChatGPT, and Manus, 6 worksheets, 5 bonuses, add-on areas for all 3 bumps, Toolkit area with in-portal upgrade path.
- Checkout tech: 5 SKUs, payments, entitlement mapping, refund and failed-payment handling.
- Email: access email, onboarding sequence (5-7), abandoned cart (2-3), Toolkit follow-up (2-3), deliverability pass.
- Tracking: pixel + GA4 events, UTM scheme and launch link kit, attribution verification, KPI dashboard with cohort view.
- QA and launch: full test matrix, device pass, compliance links, go-live checklist, 48-hour monitoring.

Out of scope

- Creating course content, worksheets, bonuses, or Toolkit assets (done, client-supplied).
- Building or modifying the Face Card Agent itself (we package and deliver it).
- Paid media buying and ad creative (phase 2, decided on launch data).
- Ariel's organic launch content and posting.
- Ongoing CRO after the launch window (separate engagement).
- Customer support staffing (we wire the flows; client staffs the inbox).

DELIVERABLES

- **Pages:** sales page, checkout with 3 bumps, one-click OTO, thank-you page with same-night activation steps.
- **Portal:** branded member area with Workshop, Agent, Worksheets, Bonuses, Add-Ons, and Toolkit sections, entitlement-gated per SKU.
- **Automations:** purchase to instant provisioning, SKU tagging, refund to access revoke, failed-payment guard.
- **Email:** 1 access email, 5–7 onboarding emails, 2–3 cart recovery, 2–3 Toolkit follow-up, authenticated sending domain.
- **Tracking:** Meta pixel + GA4 conversion events, CAPI where supported, UTM link kit, KPI dashboard covering visits, CVR, attach rate, OTO rate, AOV, refunds, and day 0/7/14/30 cohorts.

TIMELINE & MILESTONES

Launch day (L-0) is Monday, September 7, 2026, an 18-day runway from this brief. Weekends are buffer, not build days.

PHASE	WINDOW	EXIT CRITERIA
Plan	Aug 21–26	Stack and Toolkit price locked. All assets received. Funnel map and copy brief approved.
Build	Aug 26–Sep 2	All pages built, portal loaded, products configured, emails drafted and approved.
Wire	Sep 2–4	Automations live, tracking verified, full test matrix green.
Launch	Sep 5–9	Freeze Sep 5, live Sep 7, 48-hour monitoring, day-3 KPI readout Sep 9.

The 18 days



Aug 26 Funnel map + copy approved Sep 2 Pages + portal loaded Sep 4 Test matrix green Sep 7 Live
Sep 9 Day-3 readout

RACI

AREA	OWNER	APPROVER	CONTRIBUTORS
Pages	Funnel Builder	Client (Ariel)	Copywriter, Designer, Project Lead
Tech (checkout, provisioning)	Email/Automation Specialist	Project Lead	Funnel Builder
Email	Email/Automation Specialist	Client on voice, Project Lead on logic	Copywriter
Portal	Funnel Builder	Client (Ariel)	Designer, Email/Automation Specialist
Tracking	Data Analyst	Project Lead	Funnel Builder, Email/Automation Specialist

RISKS

- R1

Platform decision drags and blocks the build start. Mitigation: stack locked at kickoff, day one.
- R2

Agent setup friction. Buyers who can't get the agent running in Claude, ChatGPT, or Manus become refunds and support load. Mitigation: per-platform walkthroughs, each tested by a novice on a fresh account.
- R3

The 24-hour promise depends on instant access. Any provisioning failure breaks the core promise of the offer. Mitigation: end-to-end tests, delivery alerting, manual-access fallback SOP.
- R4

Entitlement mapping errors. Three bumps and an OTO create 16 purchase paths; a mapping error shows buyers the wrong content. Mitigation: full test matrix, every path.
- R5

Asset handoff gaps stall the build mid-phase. Mitigation: intake audit closes before Build starts; no partial handoffs.
- R6

Launch spike load from a 1.2M-follower push. Mitigation: platform capacity check, cached pages.
- R7

Refunds without revoke leave portal access open. Mitigation: refund-to-revoke automation, tested.
- R8

Thin slack. The 18-day runway carries roughly three buffer days; a stack decision or asset handoff slipping past Aug 26 starts spending them. Mitigation: kickoff day one, daily standup through launch, 48-hour approval SLA.

ASSUMPTIONS

- All content is final and delivered by end of Plan phase.
- Client approvals turn around within 48 hours.
- Weekends are schedule buffer; the plan holds without weekend work.
- One platform stack, locked at kickoff, no mid-build switch.
- Launch traffic is Ariel's audience; paid traffic is a phase 2 decision made on launch data.
- Pricing locked as briefed: \$27 core, \$17/\$17/\$9 bumps, one Toolkit price point chosen before Build.
- Terms, privacy, refund policy, and disclaimers supplied or approved by client.

OPEN DECISIONS FOR KICKOFF

Platform stack (cart + portal + email) · Toolkit price point (\$67 vs \$97)

L-0 · Mon Sep 7, 2026

TASK BREAKDOWN LIVES IN CLICKUP UNDER CODE ARIEL-PBP