

10M Shares Playbook Launch

CLIENT	PREPARED BY	DATE	LAUNCH	VERSION	STATUS
Justin	Brycen Coffman	Aug 20, 2026	Thu Sep 24, 2026	v1	PRE-KICKOFF

\$27 PLAYBOOK (CORE)	\$17 / \$27 / \$34 3 CHECKOUT BUMPS	\$197 FIRST MONTH WRITTEN PACK	\$97 DOWNSELL
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EXECUTIVE SUMMARY

The 10M Shares Playbook is Justin's \$27 front-end offer: a pure-information product that teaches the 9 myths and the 7 Share Triggers, and shows The Cook Up and "What 9.9M shares bought" using his real footage and dashboards. All content is already made. This project builds the full self-serve system between "assets exist" and "buyers get results at 2am": the funnel with three order bumps and a \$197 First Month Written Pack upgrade (plus a \$97 downsell), the member portal, delivery automations, email lifecycle, and tracking. The intentional money model: information at \$27, implementation at \$197, monetizing the gap between knowing and doing [100M Money Models, p. 153]. Success means a buyer can see an ad, buy, be in the portal within two minutes, write their first video that night, and every behavior is tracked for LTV and future upsells [100M Money Models, p. 150]. Launch day is Thursday, September 24, 2026, phased Plan, Build, Wire, Launch.

OBJECTIVES

- Ship a conversion-ready funnel for the \$27 Playbook with all 3 bumps and the Pack upgrade.
- Deliver instant, zero-touch access from purchase to portal.
- Stand up the email lifecycle: access, onboarding, cart recovery, Pack follow-up, light ladder pre-frame.
- Track the full path: click → core → bumps → Pack / downsell → cohorts.

SUCCESS METRICS PROPOSED, CONFIRM AT KICKOFF

METRIC	TARGET
Sales page CVR, warm / Justin traffic	≥ 5%
Any bump attach rate	≥ 30%
Pack upgrade take rate	≥ 12%
AOV (day 0, all buyers)	≥ \$45
Purchase-to-access time	< 2 min
Refund rate (core)	< 5%
Purchases correctly tagged / attributed	100%
Day 0 / 7 / 30 cohort revenue	tracked

SCOPE**In scope**

- Funnel: sales page (myths + 7 triggers), checkout with 3 bumps, Pack OTO + downsell, thank-you page.
- Portal: core modules (The Cook Up, 9 Myths, 7 Share Triggers, What 9.9M Shares Bought), bonuses (10 Scripts, 62M Breakdown, Setup, First 30 Days), add-on areas for the 3 bumps, gated Pack area.
- Checkout / entitlements: all SKUs, payments, mapping, refund + failed-payment handling.
- Email: access email, onboarding (5–7), cart recovery (2–3), Pack follow-up (2–3), light ladder pre-frame.
- Tracking: pixel + GA4 events, UTM scheme, KPI dashboard (CVR, bumps, Pack, AOV, cohorts).
- QA + launch: test matrix, device pass, compliance, 48-hour monitoring.

Out of scope

- Creating or editing content (Playbook, bonuses, Pack prompts).
- Be Visible Academy and Mastermind delivery; only light pre-frame / placeholders.
- Paid media buying (phase 2, post data).
- Justin's organic posting schedule.
- Ongoing CRO beyond the initial launch window.

DELIVERABLES

- **Pages:** sales page, checkout + 3 bumps, Pack OTO + downsell, thank-you / activation page.
- **Portal:** structured member area with a clear "Night One Win" path, SKUs gated properly.
- **Automations:** purchase → access, tagging, refund → revoke, Pack upgrade / downsell flows.
- **Email:** access, onboarding, cart recovery, Pack follow-up, domain authenticated.
- **Tracking:** events, UTMs, dashboard for visits, CVR, bump rate, Pack rate, AOV, refunds, cohorts.

TIMELINE & MILESTONES

Launch day (L-0) is Thursday, September 24, 2026. Kickoff Sep 3; Plan is front-loaded with PM and client work while the build team clears its prior launch through Sep 9.

PHASE	WINDOW	EXIT CRITERIA
Plan	Sep 3-9	Stack, prices, and downsell structure locked. Assets in. Funnel map and copy brief approved.
Build	Sep 9-17	Pages, portal, SKUs configured, emails drafted and approved.
Wire	Sep 17-21	Automations + tracking live; full test matrix green.
Launch	Sep 22-28	Freeze Sep 22, live Thu Sep 24, 48-hour monitoring, readout Mon Sep 28.

The 22 days

THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU
3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24

PLAN SEP 3-8 BUILD SEP 9-16 WIRE + FREEZE SEP 17-23 SOLID CELL = LIVE, THU SEP 24

Sep 9 Funnel map + copy approved Sep 17 Pages + portal loaded Sep 21 Test matrix green
Sep 24 Live Sep 28 Readout

RACI

AREA	OWNER	APPROVER	CONTRIBUTORS
Pages	Funnel Builder	Project Lead	Copywriter, Designer
Tech (checkout, entitlements)	Automation Specialist	Project Lead	Funnel Builder
Email	Automation Specialist	Project Lead	Copywriter
Portal	Funnel Builder	Justin / Project Lead	Designer, Automation Specialist
Tracking / Dashboard	Data Analyst	Project Lead	Funnel Builder, Automation Specialist

RISKS

- R1 The "myths" argument misses the buyer's current belief set**, producing low CVR. Mitigation: copy brief tests the 9 myths against Justin's top comments and DMs before drafting; backup hooks ready for week one.
- R2 The Pack reads as more information, not implementation, lowering upgrade rate** [\$100M Playbook Lifetime Value, p. 6]. Mitigation: OTO page demos the prompts producing a real first-month script, positioned as "your first month, written."
- R3 Prompt + AI setup friction** creates support load and refunds. Mitigation: platform-specific setup walkthrough tested by a novice; Night One Win path in the portal.
- R4 Entitlement mapping errors across bumps and Pack paths**. Bundle must unlock both bump areas; Pack and downsell must gate correctly. Mitigation: full test matrix, every offered path.
- R5 Launch spike from Justin's audience exposes tech limits**. Mitigation: platform capacity check, cached pages.
- R6 Refunds without revoke** leave portal access open. Mitigation: refund-to-revoke automation, tested.
- R7 Staggered team**. The build crew comes off another launch through Sep 9; a Plan-phase slip compresses Build. Mitigation: Plan is PM-led and front-loaded; build capacity clears Sep 9.

ASSUMPTIONS

- All core, bonus, and Pack content is final before Build.
- Stack (cart + portal + email) locked at kickoff, no mid-build switch.
- Justin's organic audience is primary traffic for v1; paid comes after the readout.
- Client approvals turn around within 48 hours.
- Weekends are schedule buffer; the plan holds without weekend work.
- Legal (terms / privacy / refund) supplied or approved by client.

OPEN DECISIONS FOR KICKOFF

Platform stack (cart + portal + email) · Downsell structure (\$97 2-pay vs Month Prompt alone) · Bundle behavior at checkout

L-0 · Thu Sep 24, 2026

TASK BREAKDOWN LIVES IN CLICKUP UNDER CODE JUSTIN-10M