The T-minus map.

Six weeks of launch content, counted back from your date. Write your launch date under T-0, then fill in the six Mondays before it. The strip gives you the order, and the four phases under it say what happens in each.

Your six Mondays

PLOT		BUILD		RUN-UP		LAUNCH
T-6	**T-5**	**T-4**	**T-3**	**T-2**	**T-1**	**T-0**
Monday	Monday	Monday	Monday	Monday	Monday	Launch date

PLOT T-6 to T-5

Write the claim. Name the audience.

One sentence a stranger would repeat to a friend. One audience, named by job or by habit, that buys in the first week. The date goes at the top of the plan before any asset exists.

BUILD T-4 to T-2

Shot list, shoot, edit, sign off.

One shoot day, planned from a shot list that already fits the fourteen-day calendar. By T-2 the edit is signed off and every run-up post is loaded into the scheduler.

RUN-UP T-2 to T-0

Fourteen days, in order.

Days 14 to 10: post the problem, with no date and no finished product. **Days 9 to 4:** say the date, and add one new thing per post. **Days 3 to 1:** proof.

LAUNCH T-0

Reply to people. Make nothing new.

The launch post went into the scheduler at T-1. Someone else is on the inbox from the night before.

THE NIGHT BEFORE LAUNCH

- [ ] First post booked
- [ ] Next day's post scheduled
- [ ] Answers saved for the obvious questions
- [ ] Link opened on a phone
- [ ] Someone else on the inbox

> **Starting at or after T-4:** skip plot week. Write the claim and the audience in the shoot-planning session, on the same day. Keep the shoot date and cut nothing from the run-up.
>
> **Starting at or after T-2:** shoot on a phone from a short list, and run days 9 to 1 of the run-up.