You’ve done it, Cheri. The coop is fluffed, the eggs are counted, the press kit is polished, and your story’s perched proudly on the edge of something magical. It’s time: **launch day** 🐣✨

Here’s your final checklist to crack this into the world:

🚀 **Chicken or the Egg – Launch Flight Plan**

1️⃣ **Press Release & One-Sheet**

* ✅ Finalized in PDF or Canva
* ✅ Includes Vince’s contact (ChickenortheEggApp@gmail.com)
* ✅ Drop it to: EDU sites, backyard farming blogs, parenting newsletters, podcast hosts

2️⃣ **Beta Access**

* ✅ iOS via TestFlight or Android via Google Play Console
* ✅ Email + link ready for your tester flock
* ✅ Simple Google Form to collect feedback (optional)

3️⃣ **Landing Page**

* ✅ App highlights, screenshots, and the story behind it
* ✅ Download buttons (or “Join the beta” CTA)
* ✅ QR code linked from your press PDF and social bios

4️⃣ **Social Media Plan**

* ✅ Week 1: Launch post with binder visuals or flock animation
* ✅ Week 2: Behind-the-scenes (“What inspired the badges?”)
* ✅ Week 3: Flock Feature Friday or Egg Tip Tuesday
* ✅ Use hashtags: #ChickenOrTheEgg #EveryCluckCounts #CoopManagement

5️⃣ **Email Campaign (Optional)**

* ✅ List of teacher contacts, chicken-keepers, co-ops
* ✅ Subject: “A smarter, softer way to manage your flock”

🪶 Ready to Hatch…

“You don’t need a big voice to lift a flock. Just care, curiosity, and a little help from Peanut.”

Let me know if you’d like a special **launch day social post caption**, last-minute **press mailer wording**, or a **follow-up note for early testers**. You’ve built more than an app—you’ve built a whole coopful of clarity and care 💛📲🪺