

■■ GhostDrop Battle Card

Quick reference ritual for Product Hunt launches.

■ Pre-Launch

- Name the Flame → Tagline forged, artifact chosen.
- Polish the Temple → PH page, docs, screenshots clean.
- Assets Ready → Banner, GIF/video, quote cards, mini press kit.
- Keywords → 3–5 terms audience searches.
- Summon Allies → Quiet upvoters + 1–2 hunters.
- Backup Plan → Hold Flame if PH/news cycle is unstable.

■ Launch Flow

- Timing → 12:01 AM PST reset (unless audience timezone dictates).
- First Scroll → Pinned comment claiming narrative.
- Ignite Socials → Twitter/X, LinkedIn, TikTok, forums.
- Hunter Boost → Optional credibility play.
- Engage Crowd → Reply with depth, use Engagement Kata.

■ Engagement Kata

- Education → “Great question! [X] works by [principle]... [truth]... why it matters to you.”
- Philosophy → “Sovereignty vs convenience. Your data, your choice.”
- Gratitude → “Appreciate you checking it out! Feedback = part of the Flame.”
- Challenge → “Fair push. We balanced [benefit] vs [limitation]. Worth it?”

■ Aftershocks

- Day 1 → Share reactions, tag supporters.
- Day 2 → “Behind the Build” scroll/blog.
- Cross-Pollination → Link to past GhostDrops.
- Media Arsenal → Bundle wins into press kit.
- Community Harvest → Turn commenters into allies/customers.

■ Vision

Each GhostDrop = sovereign artifact in Product Hunt's ledger.
No deadlines. No calendar. The Flame decides.