**🚀 FederalWorkerCrisis.com 14-Day Launch Guide**

**Goal**: Launch federal worker crisis site and validate market with 200 signups in 4 months  
**Time Commitment**: 15 hours/week (2-3 hours/day)  
**Budget**: ~$33 total vs $145 with ConvertKit

**📊 SUCCESS METRICS TO TRACK**

**Week 1 Targets:**

* [ ] Landing page deployed with analytics
* [ ] Email sequence created with Resend
* [ ] All lead magnets ready and tested

**Week 2 Targets:**

* [ ] Complete user journey optimized
* [ ] Launch materials prepared
* [ ] Analytics dashboard configured

**Launch Week Targets:**

* [ ] 50+ landing page visits
* [ ] 10+ email signups
* [ ] 2+ social media shares
* [ ] 1 piece of user feedback

**4-Month Validation Goal:**

* [ ] 200 signups (50/month pace)
* [ ] 25-30% crisis guide → waitlist conversion
* [ ] Email open rates >25%
* [ ] Conversion data to inform Mingus strategy

**🛠️ TOOLS & ACCOUNTS NEEDED**

**Essential Setup:**

* [ ] **Domain**: federalworkercrisis.com (registered ✅)
* [ ] **Hosting**: Netlify (free tier)
* [ ] **Email**: Resend (existing account ✅)
* [ ] **Analytics**: Google Analytics 4 + Microsoft Clarity (both free)
* [ ] **Backend**: Railway ($5/month) or Vercel (free)
* [ ] **Design**: Canva (free tier)

**Analytics IDs to Replace:**

* [ ] GA\_MEASUREMENT\_ID → Your Google Analytics ID
* [ ] CLARITY\_PROJECT\_ID → Your Microsoft Clarity ID
* [ ] RESEND\_API\_KEY → Your Resend API key (environment variable)

**WEEK 1: FOUNDATION & CONTENT CREATION**

**📅 DAY 1 (Monday) - 3 hours**

**🎯 Goal: Domain Setup & Analytics Infrastructure**

**Morning (1.5 hours):**

* [ ] Set up Netlify hosting account
* [ ] Connect federalworkercrisis.com to Netlify
* [ ] Create GitHub repository for project
* [ ] Configure DNS settings and SSL certificate

**Afternoon (1.5 hours):**

* [ ] Create Google Analytics 4 property
* [ ] Get GA4 measurement ID (format: G-XXXXXXXXXX)
* [ ] Create Microsoft Clarity account
* [ ] Get Clarity project ID
* [ ] Deploy landing page HTML with tracking codes
* [ ] Test analytics tracking is working

**✅ End of Day Deliverable**: Live domain with analytics tracking

**📅 DAY 2 (Tuesday) - 2.5 hours**

**🎯 Goal: Lead Magnet PDF Creation**

**Morning (1.5 hours):**

* [ ] Open Canva and create "Benefits Transition Timeline" PDF
* [ ] Use federal crisis branding (red/orange colors)
* [ ] Include federalworkercrisis.com logo and contact info
* [ ] Export as high-quality PDF (under 2MB for email)

**Afternoon (1 hour):**

* [ ] Create "Quick Reference" one-page checklist version
* [ ] Test PDF opens correctly on mobile devices
* [ ] Upload PDFs to /assets/lead-magnets/ folder
* [ ] Test direct download links work

**✅ End of Day Deliverable**: Professional PDFs ready for delivery

**📅 DAY 3 (Wednesday) - 3 hours**

**🎯 Goal: COBRA Calculator Integration**

**Morning (2 hours):**

* [ ] Create /cobra-calculator/ directory
* [ ] Copy COBRA calculator HTML artifact to new page
* [ ] Add federalworkercrisis.com branding to calculator
* [ ] Test calculator functionality on different devices

**Afternoon (1 hour):**

* [ ] Add email capture form to calculator results
* [ ] Create "COBRA vs ACA Comparison Guide" PDF
* [ ] Link calculator from main landing page navigation
* [ ] Set up Google Analytics goal for calculator completion

**✅ End of Day Deliverable**: Working calculator with lead capture

**📅 DAY 4 (Thursday) - 2.5 hours**

**🎯 Goal: Resend Email Setup & Backend**

**Morning (1.5 hours):**

* [ ] Create simple Flask/Express backend for email capture
* [ ] Set up /api/subscribe endpoint using Resend
* [ ] Test Resend API integration with welcome email
* [ ] Deploy backend to Railway or Vercel

**Afternoon (1 hour):**

* [ ] Update landing page form to POST to your API
* [ ] Test complete signup → email delivery flow
* [ ] Set up Analytics conversion tracking for email signups
* [ ] Configure Clarity heatmaps for form interactions

**✅ End of Day Deliverable**: Working email capture with Resend

**📅 DAY 5 (Friday) - 2.5 hours**

**🎯 Goal: Content Packaging & Analytics Review**

**Morning (1.5 hours):**

* [ ] Convert "Pension Maximization Guide" to branded PDF
* [ ] Create email templates matching site design
* [ ] Design social media graphics for launch

**Afternoon (1 hour):**

* [ ] Test all downloadable content on different devices
* [ ] Create /resources page for content delivery
* [ ] Write basic privacy policy and terms of service
* [ ] Review first week analytics data (GA4 + Clarity)

**✅ End of Day Deliverable**: All lead magnets ready + user insights

**WEEK 2: EMAIL SEQUENCES & LAUNCH PREP**

**📅 DAY 6 (Monday) - 3 hours**

**🎯 Goal: 7-Day Email Sequence Creation**

**Morning (2 hours):**

* [ ] Write Day 1 email (immediate crisis content delivery)
* [ ] Write Day 3 email (TSP & FERS deep dive)
* [ ] Create HTML email templates using Resend

**Afternoon (1 hour):**

* [ ] Set up email sequence automation in backend
* [ ] Test email timing and mobile formatting
* [ ] Configure UTM parameters for email link tracking

**✅ End of Day Deliverable**: First 2 emails with tracking ready

**📅 DAY 7 (Tuesday) - 2.5 hours**

**🎯 Goal: Complete Email Sequence**

**Morning (1.5 hours):**

* [ ] Write Day 5 email (career transition guide)
* [ ] Write Day 7 email (Mingus introduction + waitlist)
* [ ] Create /mingus-waitlist landing page

**Afternoon (1 hour):**

* [ ] Set up waitlist capture form with Resend
* [ ] Add analytics tracking to waitlist page
* [ ] Test complete 7-day email sequence flow

**✅ End of Day Deliverable**: Complete email sequence + waitlist page

**📅 DAY 8 (Wednesday) - 2 hours**

**🎯 Goal: SEO & Content Optimization**

**Morning (1 hour):**

* [ ] Optimize for keywords: "federal worker layoffs," "DOGE layoffs," "federal employee benefits"
* [ ] Add meta descriptions and titles to all pages
* [ ] Create sitemap.xml and submit to Google Search Console

**Afternoon (1 hour):**

* [ ] Write first blog post: "Federal Worker Layoffs: Complete Benefits Guide"
* [ ] Set up /blog section with SEO optimization
* [ ] Verify Clarity tracking on all new pages

**✅ End of Day Deliverable**: SEO-optimized site ready for search

**📅 DAY 9 (Thursday) - 3 hours**

**🎯 Goal: Testing & User Experience Analysis**

**Morning (2 hours):**

* [ ] Test complete user journey: landing → signup → email delivery
* [ ] Test on iOS Safari, Android Chrome, desktop browsers
* [ ] Check all forms, links, and download functionality
* [ ] Review Clarity session recordings for UX issues

**Afternoon (1 hour):**

* [ ] Have 2-3 people test the complete flow
* [ ] Fix any bugs or usability issues discovered
* [ ] Test email deliverability (check spam folders)
* [ ] Use Clarity heatmaps to optimize CTA placement

**✅ End of Day Deliverable**: Bug-free site optimized with user data

**📅 DAY 10 (Friday) - 2 hours**

**🎯 Goal: Launch Content & Analytics Dashboard**

**Morning (1 hour):**

* [ ] Write LinkedIn launch post for federal worker networks
* [ ] Create launch announcement for personal contacts
* [ ] Prepare social media content for launch week

**Afternoon (1 hour):**

* [ ] Record simple video walkthrough of crisis guide
* [ ] Set up custom analytics dashboard (GA4 + Clarity)
* [ ] Create launch day monitoring checklist

**✅ End of Day Deliverable**: Launch materials + analytics dashboard

**WEEK 3: LAUNCH & OUTREACH**

**📅 DAY 11 (Monday) - 3 hours**

**🚀 LAUNCH DAY**

**Morning (1.5 hours):**

* [ ] Final pre-launch checks (all links, forms, analytics)
* [ ] Post LinkedIn announcement tagging federal worker connections
* [ ] Send launch email to personal network
* [ ] Share in relevant professional groups

**Afternoon (1.5 hours):**

* [ ] Post in federal employee LinkedIn groups
* [ ] Send personal messages to first 10 federal worker contacts
* [ ] Monitor real-time analytics and fix any issues
* [ ] Respond to comments and early feedback

**✅ End of Day Deliverable**: Official launch with initial traction

**📅 DAY 12 (Tuesday) - 2.5 hours**

**🎯 Goal: Targeted Community Outreach**

**Morning (1.5 hours):**

* [ ] Research federal employee Facebook groups and Reddit communities
* [ ] Create helpful (non-promotional) posts in r/fednews, r/govfire
* [ ] Join federal worker Discord/Slack communities
* [ ] Engage authentically in discussions

**Afternoon (1 hour):**

* [ ] Email union representatives offering free resources
* [ ] Reach out to federal worker influencers/coaches
* [ ] Comment helpfully on federal layoff news articles
* [ ] Review first day Clarity recordings for insights

**✅ End of Day Deliverable**: Community outreach + behavior insights

**📅 DAY 13 (Wednesday) - 2 hours**

**🎯 Goal: Content Marketing & SEO**

**Morning (1 hour):**

* [ ] Publish "COBRA vs ACA: Real Cost Comparison" blog post
* [ ] Share blog content across social media
* [ ] Submit to relevant federal worker forums

**Afternoon (1 hour):**

* [ ] Leave helpful comments on federal worker blogs
* [ ] Share insights in LinkedIn federal worker discussions
* [ ] Use Clarity data to optimize email signup placement
* [ ] Plan content calendar for week 2

**✅ End of Day Deliverable**: Content marketing engine + optimizations

**📅 DAY 14 (Thursday) - 2.5 hours**

**🎯 Goal: Week 1 Analytics & Optimization**

**Morning (1.5 hours):**

* [ ] Comprehensive analytics review (GA4 + Clarity data)
* [ ] Calculate conversion rates: visitors → emails → opens → clicks
* [ ] Identify top traffic sources and content
* [ ] Analyze user behavior patterns from Clarity

**Afternoon (1 hour):**

* [ ] Plan week 2 strategy based on data
* [ ] A/B test email subject lines if needed
* [ ] Set up automated weekly analytics reports
* [ ] Document lessons learned and next optimizations

**✅ End of Day Deliverable**: Data-driven week 2 strategy

**📧 RESEND EMAIL SEQUENCE OUTLINE**

**Day 1: Crisis Recovery Guide Delivery**

**Subject**: 🚨 Your Federal Worker Crisis Recovery Guide + Next Steps **Content**: Welcome + PDF attachment + immediate actions **CTA**: Visit resource center

**Day 3: Pension Protection Deep Dive**

**Subject**: Federal Worker: Protect Your $150K+ Pension Value **Content**: TSP strategies + FERS decisions + tax optimization **CTA**: Download pension guide

**Day 5: Career Transition Success**

**Subject**: From Federal Service to Private Sector Success  
**Content**: Skills translation + salary negotiation + networking **CTA**: Access career resources

**Day 7: Mingus Introduction**

**Subject**: What Federal Workers Do After the Crisis Passes **Content**: Success stories + Mingus benefits + early access offer **CTA**: Join Mingus waitlist

**💰 COST BREAKDOWN**

**Total 4-Month Validation Costs:**

* **Domain**: $12/year
* **Hosting**: $0 (Netlify free tier)
* **Email**: ~$1 (Resend usage: 200 signups × 7 emails × $0.50/1000)
* **Backend**: $20 (Railway $5/month × 4 months)
* **Analytics**: $0 (Google Analytics + Clarity free)
* **Design**: $0 (Canva free tier)

**Total**: ~$33 vs $145 with ConvertKit = **$112 savings**

**🎯 VALIDATION SUCCESS CRITERIA**

**Month 1 (Days 15-44):**

* [ ] 15+ signups (on track for 200 in 4 months)
* [ ] 5%+ landing page conversion rate
* [ ] 25%+ email open rate
* [ ] 15%+ email-to-waitlist conversion

**Month 2-4: Scale & Optimize**

* [ ] 50+ signups per month
* [ ] Testimonials and case studies collected
* [ ] Waitlist of 50+ for Mingus Federal Worker version
* [ ] Clear ROI data for broader Mingus marketing

**Pivot Criteria:**

* [ ] Less than 200 signups after 4 months
* [ ] Low engagement (sub-15% email opens)
* [ ] Minimal waitlist conversions
* [ ] High cost per acquisition

**📱 MOBILE-FIRST CHECKLIST**

**Technical Testing:**

* [ ] Landing page loads quickly on mobile
* [ ] Email signup form works on iOS Safari
* [ ] PDFs download properly on mobile devices
* [ ] Calculator functions on touch screens
* [ ] Analytics tracking works across devices

**Content Optimization:**

* [ ] Headlines readable on small screens
* [ ] CTA buttons large enough for thumbs
* [ ] Email templates mobile-responsive
* [ ] Social sharing works on mobile apps

**🔄 WEEKLY REVIEW TEMPLATE**

**Analytics Review (Every Thursday):**

* **Traffic**: Total visitors, sources, top pages
* **Conversions**: Email signups, PDF downloads, calculator uses
* **Engagement**: Time on site, scroll depth, session recordings
* **Email Performance**: Open rates, click rates, unsubscribes

**Optimization Actions:**

* **High-performing content**: Double down and create similar
* **Drop-off points**: Use Clarity to identify and fix UX issues
* **Traffic sources**: Invest more time in best-performing channels
* **A/B tests**: Try new headlines, CTAs, or email subject lines

**📞 EMERGENCY CONTACTS & RESOURCES**

**Technical Support:**

* **Netlify Support**: netlify.com/support
* **Resend Support**: resend.com/support
* **Railway Support**: railway.app/help
* **Google Analytics Help**: support.google.com/analytics

**Federal Worker Communities:**

* **r/fednews** (Reddit federal employee news)
* **r/govfire** (Government financial independence)
* **LinkedIn Federal Employee groups**
* **AFGE Union social media**

**Content Ideas Pipeline:**

* Monitor federal worker Facebook groups for common questions
* Track DOGE layoff news for timely content opportunities
* Follow federal employee influencers for trending topics
* Use Google Trends to find rising federal worker searches

**🎯 Remember**: This is a 4-month validation, not a long-term commitment. Focus on rapid testing, learning, and data collection to inform your broader Mingus strategy.

**📊 Success = 200 signups + clear conversion data + testimonials for broader marketing**