

FREE RESOURCE

# ClawGuru Launch Pack

Setup-Guide: Affiliate | Checkout | Delivery | Tracking | Trust

## Was drin ist:

- Setup-Einkaufsliste (Accounts, Keys, Tools)
- Monetarisierungs-Stack (Affiliate + Downloads + Managed)
- Tracking/Event-Schema fuer Funnels & Optimierung
- Affiliate Redirect Map (/go/\*) + UTM-Standard
- Copy/CTA Snippets + Legal/Trust Bausteine
- Environment Variables: was wohin kommt

## Pro Move:

Nach dem Download: Security-Check starten > Copilot > Day-Pass-Upsell.

[clawguru.org/check](http://clawguru.org/check)

## 1. Accounts & Keys: Einkaufsliste

**Stripe**

Payment. Live-Key + Webhook-Secret in .env

stripe.com

**Resend**

Transaktionale E-Mails (Bestaetigung, Magic Link)

resend.com

**Hetzner / DO / AWS**

Hosting. VPS oder Serverless

hetzner.com

**Cloudflare**

DNS, WAF, Rate Limits, CDN

cloudflare.com

**Netlify / Vercel**

Frontend Deployment. .env dort konfigurieren

netlify.com

**1Password / Bitwarden**

Secret Management fuer Team

1password.com

## 2. .env Checkliste

```
STRIPE_SECRET_KEY=sk_live_...
STRIPE_WEBHOOK_SECRET=whsec_...
STRIPE_PRICE_DAYPASS=price_...
RESEND_API_KEY=re_...
EMAIL_FROM=noreply@deine-domain.tld
ACCESS_TOKEN_SECRET=<random-256-bit>
NEXT_PUBLIC_SITE_URL=https://deine-domain.tld
```

## 3. Monetarisierungs-Stack

### Affiliate

Passiv. Hetzner/DO/AWS Referral - EUR 25-100 pro Qualified Signup.

### Digital Downloads

Direkt. Sprint Pack (EUR 19) + Incident Kit (EUR 79) via Stripe.

### Day Pass

Flexibel. 24h Vollzugriff. Ideal fuer akute Incidents.

### Managed Service

High-Ticket. ClawSyndicate Managed OpenClaw ab EUR 149/Mo.

### Pro/Team Abo

Recurring. Score-History, Reports, Kits, Digest.

## 4. Affiliate Redirect Map

```
/go/hetzner      -> hetzner.cloud/?ref=clawguru_pro  
/go/do           -> m.do.co/c/clawguru_vip  
/go/aws          -> aws.amazon.com/.../?ref=clawguru_aws  
/go/cloudflare  -> cloudflare.com?ref=clawguru_cdn
```

## 5. Tracking/Event-Schema

- page\_view: Seite geladen. URL, referrer, user\_agent
- check\_started: Security-Score gestartet. domain, timestamp
- check\_completed: Score fertig. domain, score, grade
- cta\_clicked: CTA geklickt. label, href, page
- checkout\_started: Stripe Checkout geöffnet. product, price
- purchase\_completed: Payment succeeded. product, amount, plan
- download\_triggered: Download geklickt. key (sprint-pack|incident-kit)
- affiliate\_click: Outbound Affiliate. provider, destination

## 6. UTM-Standard

```
utm_source=clawguru
utm_medium=organic|email|affiliate
utm_campaign=sprint-pack|incident-kit|daypass
utm_content=cta_button|header|email_link
```

## 7. Trust-Bausteine

- Impressum, Datenschutz, AGB - alle verlinkten vom Footer
- Stripe Checkout als Zahlungs-Vertrauenssignal
- clawguru.org/check - Demo ohne Login (Lead Magnet)
- Score-Badge - Social Proof + Virality
- Runbook Library - 1000+ SEO-Pages (Authority Signal)

## 8. Copy/CTA Snippets

**Primaer-CTA:** Security-Score gratis pruefen

**Download-CTA:** Sprint Pack herunterladen (PDF, kostenlos)

**Upsell-CTA:** Day Pass holen - 24h Vollzugriff

**Trust-Line:** Kein Account noetig. Kein Spam. Nur Ihr Score.

**Urgency:** Wenn es brennt: Incident Kit - Runbook zum Fixen.

**Social Proof:** Bereits X Security-Checks. Grade A-F. Echtzeit.

## 9. Naechste Schritte

- 1. .env befuellen (alle Keys aus Abschnitt 2)
- 2. Stripe: Live-Keys + Webhook-Secret + Price-IDs einrichten
- 3. Resend: Domain verifizieren, From-Adresse konfigurieren
- 4. Deployment: Netlify/Vercel ENV setzen
- 5. Test-Checkout durchfuehren (Stripe Test-Modus)
- 6. Security-Check live testen: clawguru.org/check