BUDGE: Pre-Launch Marketing Package

ADHD Behavioral Activation App

POSITIONING & MESSAGING

Core Promise: Finally finish what you start — without the guilt spiral

Tagline Options: - "The task-breaking app that actually gets you moving" - "From frozen to finished. One tiny step at a time." - "ADHD-friendly body doubling. Finally finish what you start."

Key Differentiator: Super specific support without any guilt - No "just try harder" - No toxic productivity shaming - No overwhelming systems to learn - Just you, a tiny task, and someone who's got your back

Tone: Empathetic, direct, energetic, guilt-free

LANDING PAGE COPY

Hero Section

Headline: Finally finish what you start

Subheadline: Budge breaks overwhelming tasks into tiny, impossible-to-procrastinate steps — then body doubles with you until they're done. ADHD-friendly. Guilt-free. Actually works.

CTA Button: [Join the Waitlist — Free Early Access]

Social Proof: "Join 2,000+ ADHD adults tired of productivity apps that don't get it"

Problem Section

Headline: You know exactly what to do. You just can't start.

Body: It's the ADHD paradox — you're smart, capable, and you know what needs to happen. But when you sit down to do it? Your brain freezes.

- The task feels too big, so you put it off
- You open 47 tabs "to prepare" and get lost
- You start, get distracted, then beat yourself up
- You download another productivity app, use it for 3 days, abandon it

It's not a willpower problem. It's a starting problem.

Solution Section

Headline: Budge makes starting stupidly easy

How it works: 1. **Dump your brain** — Throw in that overwhelming task (no judgment) 2. **We break it down** — Budge splits it into the tiniest possible first step 3. **Body double together** — Hit start. We'll be there, keeping you company 4. **Keep the momentum** — One tiny win leads to the next. No guilt if you pause.

No complicated systems. No "hacks" that don't stick. Just you, finally finishing things.

Features (Benefit-focused)

Feature	Benefit
Micro-task breaking	Tasks so small you can't talk yourself out of them
Live body doubling	Someone there, so you don't drift to TikTok
Guilt-free design	Pause anytime. No streaks to break. No shame spiral.
Built for ADHD brains	No overwhelming setup. No maintenance. Just open and go.

CTA Section

Headline: Stop collecting productivity apps. Start finishing things.

Body: Join the waitlist for free early access. Be the first to try Budge when we launch.

CTA: [Get Early Access — Free]

Small print: No spam. Unsubscribe anytime. We hate cluttered inboxes too.

APP STORE LISTING

App Name: Budge: ADHD Task & Body Double

Subtitle: Break tasks into tiny steps. Finish with a buddy.

Description:

Finally finish what you start — without the guilt.

Budge is the ADHD-friendly task app that actually gets you moving. No complicated systems. No toxic productivity vibes. Just you, your tasks broken into stupidly small steps, and a body double who keeps you company until it's done.

HOW IT WORKS: • Brain dump your overwhelming task • Budge breaks it into the tiniest possible first step • Hit start — your body double joins you • Finish one tiny thing. Then the next. Momentum builds.

BUILT FOR ADHD BRAINS: ✓ Micro-tasks you can't procrastinate ✓ Live body doubling (no drifting to distractions) ✓ Pause anytime — no broken streaks, no shame ✓ Zero setup or maintenance required ✓ No "productivity guilt" design

WHY BUDGE WORKS: Most productivity apps assume you just need to *organize* better. Budge knows the real problem is *starting*. We remove the friction between "I should do this" and "I'm doing this."

Stop collecting apps. Start finishing things.

Keywords: ADHD, productivity, body doubling, focus, tasks, executive function, timer, pomodoro, time management, getting things done

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TIKTOK/REELS SCRIPTS (7 Hooks)

Hook 1: The Relatable Open

[0-3s] Me trying to start a "simple" task with ADHD **[3-10s]** *Show: Opening laptop, getting water, checking phone, reorganizing desk, 2 hours pass* **[10-15s]** This is why I built Budge **[15-25s]** It breaks tasks into steps so tiny you can't say no. Then body doubles with you. **[25-30s]** Link in bio for early access

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Hook 2: The Call-Out

[0-3s] POV: You have ADHD and this app actually gets you **[3-8s]** No streaks to break. No "just try harder." **[8-18s]** Just tasks broken into stupidly small steps, and someone who stays with you until it's done. **[18-25s]** It's called Budge. And it's the only productivity app I haven't abandoned. **[25-30s]** Waitlist in bio — free early access

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Hook 3: The Transformation

[0-3s] Before Budge vs After Budge **[3-8s]** *Before: Overwhelming task → doom scroll for 3 hours → feel like garbage* **[8-18s]** *After: "Send one email" → do it in 5 min → momentum carries you* **[18-25s]** The difference? Someone body doubles with you. No guilt. Just progress. **[25-30s]** Early access link in bio

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Hook 4: The Hot Take

[0-3s] ADHD productivity apps are gaslighting you **[3-10s]** They say "just organize your tasks better" like that's the problem. **[10-20s]** The problem is STARTING. Budge gets that. It makes the first step so small you can't say no. **[20-28s]** Plus body doubling. Because doing it alone is the hard part. **[28-30s]** Join waitlist 👇

Hook 5: The "I Wish I Knew Sooner"

[0-3s] I wish someone told me this about ADHD sooner **[3-10s]** You're not lazy. You're not broken. You just need smaller steps and someone there. **[10-20s]** That's literally it. That's the whole secret. **[20-28s]** So I built an app that does exactly that. Breaks tasks down. Body doubles with you. **[28-30s]** Budge. Link in bio.

Hook 6: The Storytime

[0-3s] Storytime: How I finally stopped procrastinating on everything **[3-12s]** I used to stare at tasks for hours. Not doing them. Just… stuck. **[12-22s]** Then I tried body doubling. Someone just… there. Suddenly I could start. **[22-28s]** So I made an app that does this. For ADHD brains specifically. **[28-30s]** Early access 👇

Hook 7: The Tutorial

[0-3s] How to actually start tasks with ADHD **[3-8s]** Step 1: Make the task stupidly small. "Open doc" not "write essay." **[8-15s]** Step 2: Get a body double. Someone on screen keeping you company. **[15-23s]** Step 3: That's it. Momentum does the rest. **[23-30s]** Budge does steps 1 & 2 for you. Join waitlist 👇

EMAIL WAITLIST SEQUENCE (4 emails)

Email 1: Welcome (Immediate)

Subject: You're in! Here's what to expect 🚀

Body: Hey [Name],

Welcome to the Budge early access list!

You're here because productivity apps haven't worked for you. Because "just try harder" is toxic BS. Because you know you're capable — you just need the right support.

Here's what Budge does differently:

Most apps help you *organize*. Budge helps you *start*.

We break your overwhelming tasks into steps so small you can't talk yourself out of them. Then we body double with you — literally stay on screen while you do it.

No guilt. No streaks to break. No complicated system to maintain.

What's next: • You'll get early access before the public launch • Sneak peeks of the app as we build • A chance to shape features (your feedback actually matters)

Questions? Just reply — I read every email.

Talk soon, [Your name]

P.S. Know someone else with ADHD who's tired of productivity apps that don't get it? Forward this to them.

Email 2: Education (Day 3)

Subject: Why body doubling works (the science)

Body: Hey [Name],

Quick question: When's the last time you cleaned your entire apartment — but only when someone was coming over?

That's body doubling. And it's basically ADHD life support.

The science: Having someone "present" (even virtually) activates your brain's accountability system. You're not alone, so your brain doesn't wander. Simple as that.

Why most apps miss this: They give you tools to organize. But they leave you alone to execute. And "alone" is where ADHD brains struggle most.

Budge puts body doubling front and center. Hit start, and someone's there with you. No judgment. Just presence.

Real talk: I built this because I needed it. I was tired of productivity advice written by neurotypical people for neurotypical people.

Budge is different. And I can't wait for you to try it.

[Your name]

P.S. Early access is coming soon. Watch your inbox.

Email 3: Social Proof/Teaser (Day 7)

Subject: "I finally finished something" — beta tester feedback

Body: Hey [Name],

Beta testers have been using Budge for 2 weeks. Here's what they're saying:

"I actually finished a work project I'd been putting off for 3 weeks. The body double thing is magic." — Sarah

"Finally an ADHD app that doesn't make me feel like a failure when I miss a day." — Marcus

"The micro-tasks are genius. 'Open the document' is way less scary than 'Write the report.'" — Jamie

What's working: ✓ Tasks getting done that sat for weeks ✓ No guilt when life happens ✓ Actually *starting* instead of just planning to start

We're polishing the final features before opening early access. You'll be among the first in.

Stay tuned,

Email 4: Launch Announcement (Day 14)

Subject: 🚀 Early access is live (first 500 spots)

Body: Hey [Name],

It's here. Budge early access is now open — and you're in.

[GET EARLY ACCESS →]

What you get: • Full app access before public launch • Free for life (early supporter perk) • Direct line to give feedback and shape the product

Quick refresher: Budge breaks your overwhelming tasks into tiny, doable steps. Then body doubles with you until they're done.

No guilt. No "productivity hacks" that don't stick. Just you, finally finishing things.

[CLAIM YOUR SPOT →]

Only opening to the first 500 waitlist members. After that, you're on the regular list.

See you inside,

[Your name]

P.S. Questions? Bugs? Weird behavior? Just reply. This is early access — your feedback literally shapes the app.

INSTAGRAM POST CAPTIONS (5 posts)

Post 1: Relatable Meme

Image: ADHD task paralysis meme or "me vs the task" format

Caption: POV: You have ADHD and the task is technically "simple"

You know what to do. You've done it before. But your brain is like "nah, not today" and suddenly it's 3 hours later and you've researched the history of staplers.

It's not a willpower problem. It's a starting problem.

Budge fixes the starting part. Link in bio for early access.

#adhd #adhdlife #adhdproductivity #executivedysfunction #taskparalysis #bodydoubling #adhdapps #neurodivergent

Post 2: Carousel (Tips)

Images: 5 slides with tips

Caption: ADHD-friendly ways to actually start tasks (save this):

1️⃣ Make it stupidly small — "open the doc" not "finish the project"

2️⃣ Body double — do it with someone (virtually counts)

3️⃣ Remove the pause point — prep everything so you can just *go*

[4] No zero days — one tiny thing is a win

[5] Guilt is not a strategy — beating yourself up doesn't work

Budge does #1 and #2 automatically. Join the waitlist — link in bio.

#adhd #adhdhelp #productivitytips #adultadhd #adhdcoping #bodydoubling #taskmanagement

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Post 3: Behind the Scenes

Image: Screenshot of app or you working on it

Caption: Why I built Budge:

I was tired of productivity apps that assumed I just needed to "get organized."

Bro. I have 17 to-do apps. Organization isn't the problem.

The problem is STARTING. The 10-foot wall between "I should do this" and "I'm doing this."

So I built something that tears down that wall: → Tasks broken into micro-steps → Body doubling built in → Zero guilt design

Early access waitlist is open. Link in bio if you're tired of apps that don't get ADHD.

#adhd #adhdawareness #adhdlife #adhdapps #neurodivergent #bodydoubling #indieapp #buildinpublic

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Post 4: Testimonial/Social Proof

Image: Quote graphic or screenshot

Caption: "Finally an ADHD app that doesn't make me feel like a failure when I miss a day."

This is why we don't do streaks. No "you broke your 47-day chain" guilt spiral.

Life happens. ADHD happens. The app should work *with* your brain, not against it.

Budge: Finally finish what you start — without the shame.

Waitlist in bio 🧠 ✨

#adhd #adhdacceptance #adhdcommunity #mentalhealth #productivity #adhdtips #neurodiversity

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Post 5: CTA/Countdown

Image: App screenshot or launch graphic

Caption: Launching soon.

Join 2,000+ ADHD adults who are done with productivity apps that don't get it.

What you get: ✓ Early access before public launch ✓ Free for life (early supporter perk) ✓ Shape the app with your feedback

Link in bio 👆

#adhd #adhdproductivity #adhdapp #bodydoubling #executivefunction #adhdlife #productivityapp #comingsoon

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QUICK-START CHECKLIST

Pre-launch (Now): - [ ] Set up waitlist landing page - [ ] Create lead magnet (free ADHD productivity guide?) - [ ] Start posting TikTok/Reels (1-2x daily) - [ ] Post Instagram 3-4x/week - [ ] Engage in ADHD communities (Reddit r/ADHD, Twitter, Discord)

Launch week: - [ ] Email sequence to waitlist - [ ] "We're live" content across all channels - [ ] Influencer outreach (ADHD creators) - [ ] Reddit AMA or post in r/ADHD

Post-launch: - [ ] User testimonial collection - [ ] Referral program - [ ] Paid ads (once organic is working)

Generated for Budge — ADHD Behavioral Activation App