The PH Top 5 Playbook: A 30-Day Launch System for Indie Hackers

Welcome to the Playbook. This isn't a theory document; it's an execution engine. This playbook documents the exact preparation, asset, and execution systems used by founders who have hit the Product Hunt Top 5. Following it gives you the best possible foundation for a strong launch.

MODULE 0: Understand the Game Before You Play

Most founders skip straight to "how do I get upvotes?" That's like asking "how do I score goals?" without learning the rules of the sport. Product Hunt's mechanics have changed significantly, and if you don't understand the current system, none of the tactics in this playbook will save you.

The Featured vs. All Split

Product Hunt now has two tabs: **Featured** and **All**. If your product is not Featured, it does not appear on the homepage. It sits in the "All" tab where almost no one browses. This means:

- You get zero organic PH traffic.

- Every upvote you drive from your own network benefits Product Hunt's engagement metrics, not yours.

- You cannot rank for Product of the Day, Week, or Month.

Getting Featured is the gatekeeper. Everything else is secondary.

The PH team manually reviews every submission and decides what gets Featured. They evaluate products on four criteria:

1. **Useful** — How practical and beneficial is it for users?

2. **Novel** — How innovative or unique is the approach?

3. **High Craft** — How well-designed and polished is it to use?

4. **Creative** — How fun, engaging, or imaginative is it?

You don't need to score high in all four. Most Featured products spike in one or two. But you must be genuinely strong in at least one.

What Product Hunt Will NOT Feature

Before you spend 30 days preparing, make sure your product is even eligible. PH explicitly does not feature:

- Waitlisted products (unless immediate access is provided)

- Directories or curated lists

- Templates or boilerplates

- Podcasts, courses, reports, or books

- Events or services

- Commerce stores or deal sites

- Kickstarter projects (unless fully functional at launch)

- Hardware without a prominent digital component

If your product falls into any of these categories, reconsider your launch platform. Product Hunt will silently reject you and you'll have wasted your runway.

How the Algorithm Actually Works

Once you're Featured, your ranking is determined by a points system. Critical things to understand:

- **Not all upvotes are equal.** Votes from verified, active Product Hunt accounts carry significantly more weight than votes from new or inactive accounts. PH's CTO has confirmed this publicly.

- **Account age matters.** If your supporters created PH accounts the day of your launch just to upvote you, those votes are heavily discounted or ignored entirely.

- **Engagement velocity matters.** The algorithm rewards steady engagement throughout the day. A burst of 200 upvotes at 8 AM followed by silence will lose to a product with 150 upvotes spread evenly across 24 hours.

- **Comments are weighted heavily.** A product with 80 upvotes and 40 thoughtful comments can outrank a product with 200 upvotes and 5 comments. The algorithm interprets active discussion as a strong signal of genuine interest.

- **Direct upvote links are penalized.** If you share a link that goes directly to the upvote

button (or a link with tracking parameters that PH associates with vote fishing), the algorithm will demote your product. The PH team also monitors Twitter for obvious vote solicitation.

- **PH doesn't penalize external traffic itself — it penalizes low-quality engagement.** Driving your real audience to your PH page is fine. Driving strangers from a "vote exchange" Telegram group is not.

The Implication for Your Strategy

The single most important thing you can do is **not** accumulate a large number of low-quality upvotes. Instead, focus on:

1. Activating people who already have active PH accounts.

2. Asking your network to create PH accounts (and actually use them) at least 2-4 weeks before your launch.

3. Spreading your outreach across the full 24-hour window, not front-loading everything at midnight.

4. Driving genuine comments and discussion, not just clicks on the upvote arrow.

MODULE 1: The 30-Day Countdown Timeline

Don't launch tomorrow. Give yourself a 30-day runway to build momentum.

Days 30 to 15: Foundation

- **Finalize the Core Loop.** Ensure your onboarding is frictionless. PH traffic bounces fast if they can't figure out the app in 30 seconds. Specifically: can a new user reach the "aha moment" without creating an account first? If not, fix that before anything else.

- **Create your Product Hunt "Coming Soon" page.** Go to producthunt.com/posts/new and set up your Upcoming/Teaser page. This lets you collect followers before launch day. Anyone who follows your product page will receive a notification when you go live.

- **Drive followers to your Coming Soon page.** Add the link to your personal website, Twitter bio, email signature, and any community profiles. The goal is to accumulate 50-200 followers before launch. These are free, high-quality upvotes on Day 1.

- **Build a Launch Email List.** Start collecting emails specifically for the launch, separate from your product waitlist. Use an angle like "Get 50% off when we launch on Product Hunt." This list will be your single most powerful asset on launch day.

- **Research your Category.** Go to producthunt.com and filter by your product category. Find the last 10 products that ranked in the top 5. Note their tagline structure, thumbnail style, gallery sequence, maker comment format, and what day they launched. This is your competitive intelligence baseline. If every top-5 product in your niche has an animated thumbnail, you need one too.

- **Choose your Topics carefully.** When setting up your launch, you select Topics (categories). Pick the most specific, relevant topics — not the broadest ones. Launching in a hyper-competitive topic like "Artificial Intelligence" puts you against products with massive built-in audiences. A more targeted topic like "Developer Tools" or "Freelance" gives you a better shot at ranking within that category, which still gets you homepage visibility.

- **Identify a Hunter.** Do not rely on pre-built hunter databases — they go stale quickly. Instead, go to producthunt.com, search products in your niche from the last 6 months that ranked top 5, click through to each product, and find the hunter's profile. Check their Twitter. If they have hunted 5+ products in your niche in the last year, they are your target. This live research takes 30 minutes and will be more accurate than any database. (Use the outreach template in Module 3.) Note: Hunting yourself is fine, but a respected Hunter adds social proof and may have a following that receives their recommendations.

- **Set up a Streak.** Engage authentically on Product Hunt for the 2-4 weeks before your launch. Upvote 3-5 products daily and leave genuine, thoughtful comments — not "Great product!" but actual feedback or questions. New accounts with zero activity that suddenly launch a product are deprioritized by the algorithm. Your profile needs to look like a real community member, not a drive-by poster.

- **Ask your network to warm up their PH accounts.** Send a casual message to your 20-30 closest supporters: "Hey, I'm launching on PH in a few weeks. If you don't have an account, mind creating one and upvoting a few products you like this week? Active accounts carry more weight on launch day." Do this now, not the day before launch.

- **Collect beta user testimonials.** If you have any beta users, ask them for a short quote about what they love. Best case: a 15-second video testimonial. Good case: a tweet you can screenshot. Minimum: a text quote you can overlay on a gallery image. You'll need these for your gallery assets.

Days 14 to 7: Asset Creation

- **Design the Thumbnail (240x240px).** Must be a GIF. Animated thumbnails increase click-through rate by roughly 20% compared to static images. Use high contrast colors that pop against a white background. Test legibility by scaling it down to 40x40 pixels — if you can't tell what it is, redesign it. Avoid tiny text. Your logo or a short looping

animation of your core feature works best.

- **Design the Gallery (1270x760px).** Create 3-5 images following this proven sequence:

  - **Image 1:** The UI hero shot with your big value proposition overlaid in large, bold text (under 8 words).

  - **Image 2:** Your main feature or core workflow. Show, don't tell.

  - **Image 3:** Social proof (testimonial screenshots, user count, logos of integrations) or a secondary feature.

  - **Image 4:** Pricing info or a special PH-exclusive discount code.

  - **Image 5 (optional):** A "Wall of Love" with multiple short testimonials, or a comparison chart vs. alternatives.

- **Record the Demo Video (under 2 minutes).** The video is the single highest-converting asset on your PH page. Most visitors will click play before reading your description. Structure it as:

  - **0-5 seconds:** State the problem clearly. ("Tired of spending 3 hours on invoices every week?")

  - **5-15 seconds:** Introduce your product as the solution and show the core UI.

  - **15-60 seconds:** Fast-paced demo of the primary workflow. Viewers need to see exactly where you click.

  - **60-90 seconds:** Show a secondary feature or result.

  - **Last 10 seconds:** Call to action. ("Grab the launch deal on our Product Hunt page.")

  - Upload to YouTube. Authentic screen recordings with founder narration outperform agency-polished videos. Don't over-produce this.

- **Write the Tagline (under 60 characters).** This is the single most important piece of copy. It appears on the homepage feed and determines whether people click. Rules:

  - Benefit-driven, not feature-driven.

  - State exactly what it does for the user. Bad: "Revolutionize your workflow." Good: "Automate your freelance tax calculations."

  - Remove buzzwords: AI, Web3, Synergy, Revolutionary, Next-gen — unless the buzzword IS the product category.

  - Test it: show the tagline to 3 people who don't know your product. If they can't tell you what it does in 5 seconds, rewrite it.

- **Draft the Maker Comment.** (Use the swipe file in Module 3.) This is your first impression once someone lands on your page.

Days 6 to 1: The Final Polish

- **Schedule the Launch.** Schedule it for 12:01 AM Pacific Time (PST). This gives you the full 24 hours to collect upvotes and engagement. Product Hunt's homepage resets daily at midnight PST.

- **Choose Your Day Strategically.**

  - **Tuesday and Wednesday** are the highest traffic days but also the most competitive. Launch here if you have a strong existing audience (1,000+ email list or active Twitter following).

  - **Thursday and Friday** have lower overall traffic but significantly easier competition. You need roughly 50% fewer upvotes to reach the top 5. If you're a solo founder with a small audience, these are your best bet.

  - **Saturday and Sunday** are generally dead. Avoid unless you have a very specific reason.

  - **Monday** is moderate traffic, moderate competition. A solid middle-ground option.

- **Draft Launch Day Emails.** Prepare your newsletter blast for Day 1. Have it written, proofed, and scheduled to send at 8:00 AM PST. (Use the swipe file in Module 3.)

- **Warm up your network with personal DMs.** DM 20-30 friends, fellow founders, and creators individually. Not a group message. Not a template blast. Personal messages. Let them know you're launching on [Day] and that you'd love their genuine feedback and comments on the Product Hunt page. Do NOT ask for upvotes — ask for feedback. The upvotes follow naturally, and this framing keeps you algorithm-safe.

- **Prepare your social media posts in advance.** Draft your launch tweet/thread, your LinkedIn post, and any community posts. Have them in a document ready to copy-paste. You don't want to be writing copy at midnight on launch day.

- **Do a final QA pass.** Visit your product's signup/onboarding flow as if you're a brand new user. Click every link. Check every page. The worst possible outcome is PH traffic arriving to a broken experience.

MODULE 2: The Asset Optimization Checklist

Before you hit schedule, verify every asset against this checklist.

1. The Tagline (The most important copy)

- Is it under 60 characters?

- Does it state exactly what the product does? (Bad: "Revolutionize your workflow". Good: "Automate your freelance tax calculations".)

- Does it exclude buzzwords? (Remove AI, Web3, Synergy, Next-gen unless absolutely critical to the product category.)

- Could a stranger understand what the product does from the tagline alone?

- Does it describe a benefit or outcome, not a feature or technology?

2. The Thumbnail (The hook)

- Is it an animated GIF? (Static images lose ~20% CTR.)

- Is it legible when scaled down to 40x40 pixels?

- Does it contrast well with a white background?

- Does it avoid tiny text that becomes unreadable at small sizes?

- Does the animation loop smoothly without jarring cuts?

3. The Gallery (The pitch)

- Image 1: The UI hero shot + big value proposition in under 8 words.

- Image 2: The main feature or core workflow in action.

- Image 3: Social proof (testimonials, user logos, integration badges) or a secondary feature.

- Image 4: Pricing breakdown or a special PH-exclusive discount code.

- All images are exactly 1270x760px.

- Text on images is large enough to read without zooming.

- There is a consistent visual style across all gallery images (same font, color palette, layout grid).

4. The Demo Video

- Is it under 2 minutes?

- Does the "aha moment" appear in the first 15 seconds?

- Is there a clear problem statement at the start?

- Is the audio clear? (Founder narration > background music.)

- Is it uploaded to YouTube and linked in your PH listing?

5. The Description

- First sentence: What it is and who it's for.

- Second sentence: The core pain point it solves.

- Followed by 3-5 key features or benefits, kept concise.

- Includes a PH-exclusive offer (discount code, extended trial, etc.).

- No walls of text. Short paragraphs. Easy to scan.

MODULE 3: The Copy-Paste Swipe Files

A Note on Finding Hunters

Do not rely on pre-built hunter lists — they go stale quickly. Instead, go to producthunt.com, search products in your niche from the last 6 months that ranked top 5, click through to each product, and find the hunter's profile. Check their Twitter. If they have hunted 5+ products in your niche in the last year, they are your target. This live research takes 30 minutes and will be more accurate than any database.

Swipe 1: Hunter Outreach Email

Send this to 3 potential hunters on Day 20. Keep it short. They are busy.

> **Subject:** Seeking a Hunter for [Product Name] - [Short 3-word description]
>
> **Body:**
>
> Hi [Hunter Name],
>
> I love the products you hunt, especially [Mention a recent product they hunted].
>
> I'm launching [Product Name] in a few weeks. It's a [One sentence description of what it does and who it's for].
>
> Given your interest in [Niche/Industry], I think your audience would love it. Would you be open to hunting it? I have all the assets, maker comment, and copy ready to go — you'd just need to click submit.

> Here is a 30-second Loom demo: [Link]
>
> Let me know if you're open to it!
>
> Best, [Your Name]

Swipe 2: The Maker Comment

This goes live the second your product is launched. It sets the tone for the entire discussion thread. Your maker comment is not a product description — it's a story.

> **Body:**
>
> Hi Product Hunt! 👋 I'm [Your Name], the maker of [Product Name].
>
> **The Problem:** I built this because I was frustrated by [State the core pain point in one sentence]. I was spending [X hours/week] doing [painful manual task] when it should take [seconds/minutes].
>
> **The Solution:** [Product Name] solves this by:
>
> - [Key Benefit 1 — what does it DO for the user?]
>
> - [Key Benefit 2 — what makes it different from alternatives?]
>
> - [Key Benefit 3 — what surprised result do users get?]
>
> **Special Offer:** To celebrate our launch, I'm offering the PH community [X]% off for the next 48 hours using the code **PHLAUNCH**.
>
> I'll be here all day answering questions. I'd love your honest feedback on the onboarding flow and our pricing model. Let me know what you think below. 👇

Swipe 3: The Launch Day Newsletter Blast

Send to your existing list at 8:00 AM PST on Launch Day.

> **Subject:** We are live on Product Hunt! 🚀 (And a gift for you)
>
> **Body:**
>
> Hi everyone,
>
> Big news today — [Product Name] is officially live on Product Hunt!
>
> We've spent the last [time period] building this to help you [core benefit].
>
> If you have a moment today, I would massively appreciate your support. You can check out our launch page, watch the new demo video, and join the discussion here:

👉 [Link to PH Post]

If you have any feedback on the product, the onboarding, or our pricing — we'd love to hear it in the comments. The PH community thrives on honest discussion.

Thanks for being part of the journey.

— [Your Name]

P.S. If you know another founder who's preparing a PH launch, feel free to forward this. The more the community grows, the better it gets for all of us.

Swipe 4: Network Warm-Up DM (Day 3-1)

Send this individually to 20-30 people in your network. Personal messages, not a mass blast.

Hey [Name]! Quick heads up — I'm launching [Product Name] on Product Hunt this [Day]. It's been months in the making and I'm pretty nervous about it honestly.

If you have a minute on [Day], I'd love it if you could check out the page and drop a comment with any feedback or thoughts. Even a quick "congrats" helps signal to the algorithm that there's real engagement.

I'll send you the link when it goes live. No pressure at all either way — just wanted to let you know!

Swipe 5: Community Post Template (Slack/Discord)

Use this in communities where you are already an active, contributing member. Do NOT post this in communities you just joined.

Hey everyone! I just launched [Product Name] on Product Hunt today — it's a [one-sentence description].

I've been building this for [time period] to solve [specific pain point], and today's the big day.

I'd really appreciate any feedback from this group. You all know this space better than anyone, so honest reactions to the product, the onboarding, or the positioning would be incredibly valuable.

Here's the PH page: [Link]

Happy to answer any questions here too. Thanks!

MODULE 4: Launch Day Hour-by-Hour Playbook

This is your war room schedule. Have it printed out or pinned to your second monitor.

- **12:01 AM PST:** Launch goes live. Post your Maker Comment immediately. This must be the first comment on the page. Triple-check it for typos before posting.

- **12:15 AM PST:** Send your "Live" tweet/X post. Tag your hunter if you have one. Pin the tweet to your profile.

- **12:30 AM PST:** Post a brief update on LinkedIn. PH launches do well with the founder/tech LinkedIn audience.

- **01:00 AM PST:** Send direct DMs to your inner circle (10-15 close friends, mentors, co-founders). Ask them for early feedback and comments. The goal is to get 5-10 genuine comments in the first hour. Early comment velocity signals to the algorithm that this launch is generating real discussion.

- **06:00 AM PST:** Check your ranking. If you're not in the top 10, don't panic. The majority of engagement happens between 8 AM and 6 PM PST.

- **08:00 AM PST:** Send your email newsletter blast. This is your biggest lever. A well-timed email to a warm list drives the most high-quality engagement of the entire day.

- **09:00 AM PST:** Send the second wave of personal DMs. These go to your broader network — colleagues, acquaintances, Twitter mutuals. Space them out over the next 2 hours.

- **10:00 AM PST:** Post in relevant Slack and Discord communities. Only communities where you are an active member. Use the "feedback" angle, not the "vote for me" angle. (Use the community post template in Module 3.)

- **12:00 PM PST: The Mid-Day Push.** Reply to every single comment on your PH page. Not "Thanks!" — write deep, thoughtful, multi-sentence replies. Ask follow-up questions. Engage in real discussion. This is one of the strongest algorithm signals you can generate. Products with lively comment threads consistently outperform products with more upvotes but empty comment sections.

- **02:00 PM PST:** If anyone has asked a question on your PH page that reveals a common concern, consider posting a top-level comment addressing it. ("A few people have asked about pricing for teams — here's how it works...")

- **04:00 PM PST: The Final Push.** Update Twitter/LinkedIn with your current ranking. ("We're sitting at #3 on Product Hunt right now. If you haven't had a chance to check it out, today's the last day: [Link]"). This creates urgency and FOMO.

- **06:00 PM PST:** Send a final batch of personal DMs to anyone you haven't reached yet. The West Coast is wrapping up work and checking social media.

- **11:59 PM PST:** The day closes. Take a screenshot of your final ranking. You'll use this for marketing assets later.

What NOT To Do on Launch Day

- **Do not share direct upvote links.** Share the regular PH page URL. Let people find the upvote button themselves. Direct upvote links are flagged.

- **Do not ask for upvotes explicitly.** Ask for "feedback," "comments," "honest reactions." The upvotes happen naturally.

- **Do not use vote exchange groups or pods.** PH actively monitors for coordinated upvoting from suspicious clusters of accounts. Getting caught means demotion or removal.

- **Do not front-load all engagement at midnight.** Spread it across the day. The algorithm rewards sustained velocity.

- **Do not go silent after 2 PM.** The evening hours matter. Keep replying to comments until the day closes.

MODULE 5: Post-Launch Capitalization (Days 1-14)

Hitting top 5 is vanity. MRR is sanity. The launch is not the finish line — it's the starting gun.

Day 1 (The Day After Launch)

- **Add the Badge.** Embed the "Featured on Product Hunt" badge on your website — in the hero section, the footer, or both. This badge is permanent social proof and influences purchasing decisions for months. You can generate the badge at producthunt.com/posts/[your-product]/embed.

- **Screenshot everything.** Your final ranking, total upvotes, comment count, and any notable comments. Save these as marketing assets.

- **Export your PH analytics.** Note: total page views, unique visitors, and click-through to your website. This is your baseline for measuring ROI.

Days 2-7: Lead Follow-Up

- **Comment leads are warm leads.** Every person who commented on your PH page took

time to engage with your product. Find them on Twitter/LinkedIn. Send a brief, personal thank-you message. Offer them a free personalized onboarding call or extended trial. This is where paid conversions happen.

- **Send a follow-up email to PH signups.** If people signed up for your product through the launch, send a targeted 3-email sequence over 7 days:

  - **Email 1 (Day 1 after signup):** Welcome + point them to one specific feature. Subject line: "One thing to try first in [Product Name]."

  - **Email 2 (Day 3):** Show a quick win or case study. Subject line: "How [User/Company] saved [X hours] with [Product Name]."

  - **Email 3 (Day 7):** Offer the PH discount as an expiring incentive. Subject line: "Your PH launch deal expires tomorrow."

- **Reply to any late comments on PH.** People continue discovering your launch page for days after. Stay active in the thread.

Days 7-14: Content Repurposing

- **Write a "Build in Public" launch retrospective.** Turn your launch stats and story into a Twitter/X thread. Include: what you built, your prep timeline, your launch day stats (ranking, upvotes, traffic, signups, conversions), what worked, and what you'd do differently. These threads perform extremely well in the indie hacker community and drive ongoing traffic to your product.

- **Write a long-form post on IndieHackers or your blog.** Go deeper than the Twitter thread. Include screenshots, lessons learned, and actual numbers. Transparency builds trust and attracts attention from other founders.

- **Pitch the story to relevant newsletters.** Many niche newsletters (SaaS, developer tools, no-code, etc.) feature products that did well on PH. Email the newsletter operators with your launch story and stats.

- **Submit to secondary launch platforms.** Your PH badge and stats now give you credibility. Submit to: BetaList, Hacker News (Show HN), relevant subreddits, Launching Next, and any niche directories in your space.

The Long Game

- Your Product Hunt page will continue to receive organic traffic for months from Google search and PH's own internal recommendations. Keep it updated.

- If your product evolves significantly (major pivot, redesign, or new feature set), you can re-launch on PH after 6 months. Many successful products have launched multiple

times.

- The relationships you built during launch prep — with hunters, commenters, and fellow founders — are your distribution network. Nurture them.

MODULE 6: Common Mistakes and How to Avoid Them

Mistake 1: Launching Without Getting Featured

What happens: You spend 30 days preparing, launch at midnight, drive 200 upvotes from your network — and realize your product was never placed in the Featured tab. All that traffic went to PH's "All" tab where nobody browses.

How to avoid it: There's no guaranteed way to get Featured, but you can maximize your odds. Ensure your product is live and functional (no waitlists). Avoid categories PH doesn't feature (see Module 0). Make your submission polished — high-quality gallery images, a clear tagline, and a working demo video. The PH team evaluates submissions visually before anyone upvotes.

Mistake 2: Terrible First Impression Assets

What happens: You have a great product, but your static thumbnail, generic tagline ("AI-powered productivity tool"), and blurry gallery images mean no one clicks through from the homepage.

How to avoid it: Follow Module 2 religiously. Your assets are your storefront. The thumbnail must be a GIF. The tagline must describe what you do, not how you feel about it. The first gallery image must convey value in under 8 words.

Mistake 3: Vote Fishing and Getting Penalized

What happens: You share a direct upvote link in 15 Slack groups, buy upvotes from a Fiverr gig, or join a vote exchange pod. PH detects the pattern, demotes your product, and you end up ranked lower than if you'd done nothing.

How to avoid it: Only share the regular PH page URL. Ask for feedback, not upvotes. Never use vote exchange services. The algorithm is designed to detect and punish exactly this behavior.

Mistake 4: Going Silent After Launch

What happens: You get a solid ranking at noon, feel good, and stop engaging. By 6 PM your ranking has dropped because competitors maintained engagement velocity while yours

flatlined.

How to avoid it: Launch Day is a full 24-hour commitment. Reply to every comment. Post updates. Stay engaged until 11:59 PM PST.

Mistake 5: No Post-Launch Follow-Up

What happens: You celebrate a top-5 finish, add the badge to your site, and move on. None of the hundreds of visitors convert to paying users because there was no follow-up system.

How to avoid it: Module 5 exists for a reason. Follow up with every commenter. Send the email sequence. Repurpose the content. The launch drives awareness; the follow-up drives revenue.

Mistake 6: Treating Product Hunt as Your Entire GTM Strategy

What happens: You put all your distribution eggs in one basket. The launch goes well, you get a traffic spike, and then it's over. No ongoing acquisition channel.

How to avoid it: Product Hunt is a catalyst, not a strategy. Use the launch to build your email list, social following, and content library. Those assets compound. A single launch day does not.

Appendix: Quick-Reference Cheat Sheet

Item	Spec
Thumbnail	240×240px, animated GIF, high contrast, legible at 40×40
Gallery images	1270×760px, 3-5 images, consistent visual style
Demo video	Under 2 minutes, "aha" in first 15 seconds, YouTube upload
Tagline	Under 60 characters, benefit-driven, zero buzzwords
Launch time	12:01 AM PST
Best days (small audience)	Thursday or Friday
Best days (large audience)	Tuesday or Wednesday
Maker comment	Post within 60 seconds of going live

Email blast	8:00 AM PST on launch day
Comment strategy	Reply to every comment with 2+ sentences
PH badge	Add to website within 24 hours of launch
Lead follow-up	Contact every commenter within 7 days

End of Playbook. Now go launch.