### 90-DAY LAUNCH FLOWCHART & TRACKER

### 90天启动流程图与跟踪器

### Multi-Track Execution Plan | 多轨道执行计划

This document shows all 6 parallel work streams (swimlanes) running simultaneously throughout your 90-day launch.

本文档显示在90天启动期间同时运行的所有6条并行工作流(泳道)。

### 📊 SWIMLANE OVERVIEW | 泳道概览

6 Independent Tracks | 6条独立轨道: 1. \*\*\* PRODUCT | 产品 - SKU development, packaging, iterations 2. \*\*\* WEBSITE | 网站 - Site build, optimization, SEO 3. \*\*\* CONTENT | 内容 - Blog, social, video creation 4. \*\*\* E-COMMERCE | 电子商务 - Gumroad, payments, automation 5. \*\*\* MARKETING | 营销 - Email, ads, partnerships 6. \*\*\* OPERATIONS | 运营 - Daily tasks, analytics, customer support

Each track runs **independently** but is synchronized by day numbers.

每条轨道**独立**运行,但通过天数同步。

# **©** PHASE 1: FOUNDATION (DAYS 1-30)

第一阶段:基础建设(第1-30天)

# WEEK 1 (Days 1-7) | 第1周(第1-7天)

PRODUCT TRACK   产品轨道	
D1-2 Define 4 SKUs 🗹 STATUS:	
定义4个SKU	
└> Free, \$19, \$29, \$39	
└> Write descriptions	
└→ Create comparison table	
D3-4 Color Themes STATUS:	
颜色主題	
└> Create 3-5 variations	

```
└─> Export PDFs (300 DPI)
└-> Test print samples
D5-7 Package Digital Files 🗸 STATUS: __
打包数字文件
\sqsubseteq> Organize Notion templates
└─> Prepare Excel WTS
└─> Create delivery instructions

₩EBSITE TRACK | 网站轨道

D1-2 Write Sales Copy 🗹 STATUS: ____
撰写销售文案
└─> Hero headline (10 variations)
\sqsubseteq> Feature descriptions
└─> Personal story (300 words)
D3-4 Build 5 Pages 🗹 STATUS: ___
构建5个页面
└─> Home (CTA + products)
└> Products (comparison)
└-> Free Download
└─> About/Story
└-> Resources/Blog
D5-7 Technical Setup 🗹 STATUS: ____
技术设置
└-> Connect schedule-book.cc
└> Mobile responsiveness
\sqsubseteq> Speed optimization (<3s)
▶ CONTENT TRACK | 内容轨道
D1-3 Product Photography STATUS: ___
产品摄影
└> 40-50 photos shot
└-> Edit & organize
└─> Select top 20
D4-5 Video Creation <a href="#">VID4-5 Video Creation</a> <a href="#">STATUS:</a>
视频创作
└─> Quick Start (5 min)
└─> System Overview (7 min)
└─> Personal Story (3 min)
D6-7 Content Calendar 🗹 STATUS: _____
内容日历
└> 30-day schedule
└─> Design 30 graphics
= E-COMMERCE TRACK | 电子商务轨道
```

D5 Gumroad Setup 🗹 STATUS: \_\_\_\_

```
Gumroad设置
└-> Create account
\sqsubseteq> Verify payout method
\sqsubseteq> Enable international payments
D6 Upload Products 🗹 STATUS: __
上传产品
└-> 4 product listings
└─> Upload digital files
└-> Set pricing
D7 Test Purchase Flow 🗸 STATUS: ___
测试购买流程
└─> Buy free product
└─> Check delivery emails
■ MARKETING TRACK | 营销轨道
D5-6 Email Setup V STATUS:
电子邮件设置
\sqsubseteq> ConvertKit account
└> Create signup form
└> Design email templates
D7 Welcome Sequence STATUS: ___
欢迎序列
\sqsubseteq> Write 7 emails
\sqsubseteq> Set up automation
\sqsubseteq> Test full flow
🥋 OPERATIONS TRACK | 运营轨道
D1-7 Daily Routine Setup V STATUS: ___
每日例行程序设置
└> Afternoon tasks
\sqsubseteq> Evening review
└─> Metrics dashboard (Google Sheets)
  WEEK 2 (Days 8-14) | 第2周(第8-14天)

■ PRODUCT TRACK | 产品轨道

D8-10 Quality Check 🗸 STATUS: __
质量检查
```

```
└─> Review all SKUs
└> Test downloads
└-> Fix bugs/issues
D11-14 Product Optimization 🗸 STATUS:
产品优化
\sqsubseteq> Add testimonial slots
└─> Preview images
└─> Improve descriptions

₩EBSITE TRACK | 网站轨道
D8-9 SEO Basics 🗹 STATUS: ___
	blue{}	blue{}> Meta descriptions
└-> Image alt text
└-> XML sitemap
D10-14 Conversion Optimization 🗹 STATUS: ___
转化优化
\sqsubseteq> Add trust signals
\sqsubseteq> Testimonial section
└─> FAQ page
CONTENT TRACK | 内容轨道
D8-9 Social Media Setup 🗹 STATUS: __
社交媒体设置
└> 6 accounts created
\sqsubseteq> Bios optimized
└-> Profile images
└─> Follow 50-100 accounts each
D10-11 Blog Writing 🗹 STATUS: __
博客撰写
└─> Article 1: Analog Planning Guide
└─> Article 2: Dalio's 5 Steps
└─> Article 3: Not-To-Do List
└─> Article 4: Gantt Charts
└─> Article 5: 6-Year Journey
D12-14 Content Batch Creation 🗸 STATUS: __
内容批量创建
└─> 30 Instagram posts designed
└> 100 Pinterest pins
└─> Schedule Week 1 posts
E-COMMERCE TRACK | 电子商务轨道
D8-10 Gumroad Optimization 🗸 STATUS: __
Gumroad优化
\sqsubseteq> Product preview images
\sqsubseteq> Better descriptions
└> Customer reviews section
```

D11-14 Payment Testing V STATUS:
支付测试
└─> Test all payment methods
L> International currencies
L> Refund process
■ MARKETING TRACK   营销轨道
D8-10 Email Content STATUS:
电子邮件内容
└─> Write 7 welcome emails
└─> Create templates
└─> Set up sequences
D11-14 Pre-Launch Email List 🗸 STATUS:
预启动电子邮件列表
└─> Add forms to website
└─> Create lead magnet landing page
└> Goal: 50-100 subscribers
OPERATIONS TRACK   运营轨道
D8-14 N8n Automation Dev 🗸 STATUS:
N8n自动化开发
└─> Content curation workflow
L> API connections
→ Test automation
└─> Set approval queue
WEEK 3 (Days 15-21)   第3周(第15-21天)
Launch week
启动周
PRODUCT TRACK   产品轨道
TROBUCT TRACK   / IIII PARE
D15 LAUNCH DAY - Products Live V STATUS:
D15 LAUNCH DAY - Products Live V STATUS: 启动日 - 产品上线
D15 LAUNCH DAY - Products Live ✓ STATUS: 启动日 - 产品上线 └-> All 4 SKUs available
D15 LAUNCH DAY - Products Live ✓ STATUS: 启动日 - 产品上线 └> All 4 SKUs available └> Launch discount active (30%)
D15 LAUNCH DAY - Products Live ✓ STATUS: 启动日 - 产品上线 └-> All 4 SKUs available └-> Launch discount active (30%) └-> Monitor purchases
D15 LAUNCH DAY - Products Live V STATUS: 启动日 - 产品上线 L> All 4 SKUs available L> Launch discount active (30%) L> Monitor purchases D16-18 Customer Support V STATUS:
D15 LAUNCH DAY - Products Live ✓ STATUS: 启动日 - 产品上线 └-> All 4 SKUs available └-> Launch discount active (30%) └-> Monitor purchases

→ Fix delivery issues
→ First improvements
D19-21 Customer Interviews STATUS:
客户访谈
→ Email first 10 customers
→ Schedule 5-7 calls
→ Collect testimonials
WEBSITE TRACK   网站轨道
D15 Launch Day Traffic 🗸 STATUS:
启动日流量
→ Monitor uptime
→ Handle traffic spike
→ Fix broken links
D16-18 Add Social Proof STATUS:
添加社会证明
→ First testimonials
→ Customer count
→ Early reviews
D19-21 Analytics Setup V STATUS:
分析设置
→ Google Analytics
→ Heatmaps (Hotiar)
└─> Heatmaps (Hotjar)
└→> Heatmaps (Hotjar)
→ Heatmaps (Hotjar)
→ Heatmaps (Hotjar)  → Conversion tracking
L> Conversion tracking
└→ Conversion tracking  CONTENT TRACK   内容轨道
□> Conversion tracking  □> CONTENT TRACK   内容轨道  □ D15 LAUNCH CONTENT BLITZ ☑ STATUS:
└→ Conversion tracking  CONTENT TRACK   内容轨道
□→ Conversion tracking  □→ CONTENT TRACK   内容轨道  □ D15 LAUNCH CONTENT BLITZ ☑ STATUS:
□ CONVERSION TRACK   内容轨道  D15 LAUNCH CONTENT BLITZ STATUS: 启动内容闪电战 □> 12:00am: ProductHunt
□→ Conversion tracking  □→ CONTENT TRACK   内容轨道  □ D15 LAUNCH CONTENT BLITZ  STATUS:   □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □
□ CONTENT TRACK   内容轨道  D15 LAUNCH CONTENT BLITZ STATUS: 启动内容闪电战 □> 12:00am: ProductHunt □> 8:00am: Instagram □> 9:00am: r/productivity
□ CONTENT TRACK   内容轨道  D15 LAUNCH CONTENT BLITZ STATUS:  E动内容闪电战 □> 12:00am: ProductHunt □> 8:00am: Instagram □> 9:00am: r/productivity □> 10:00am: r/bulletjournal
□ CONVERSION TRACK   内容轨道  DIS LAUNCH CONTENT BLITZ ☑ STATUS:  启动内容闪电战 □> 12:00am: ProductHunt □> 8:00am: Instagram □> 9:00am: r/productivity □> 10:00am: r/bulletjournal □> 12:00pm: LinkedIn
□ CONTENT TRACK   内容轨道  D15 LAUNCH CONTENT BLITZ STATUS: 启动内容内电战 □ 12:00am: ProductHunt □ 8:00am: Instagram □ 9:00am: r/productivity □ 10:00am: r/productivity □ 10:00am: r/pstdisciplined
L> CONVERSION tracking  CONTENT TRACK   内容轨道  DIS LAUNCH CONTENT BLITZ ☑ STATUS: 启动内容闪电战 L> 12:00am: ProductHunt L> 8:00am: Instagram L> 9:00am: r/productivity L> 10:00am: r/productivity L> 10:00am: r/bulletjournal L> 12:00pm: LinkedIn L> 3:00pm: r/getdisciplined L> 5:00pm: Thank you posts
L> CONVERSION TRACK   内容轨道  D15 LAUNCH CONTENT BLITZ ☑ STATUS: 启动内容闪电战  L> 12:00am: ProductRunt L> 8:00am: Instagram L> 9:00am: r/productivity L> 10:00am: r/bulletjournal L> 12:00pm: LinkedIn L> 3:00pm: r/getdisciplined L> 5:00pm: Thank you posts D16-17 Content Momentum ☑ STATUS:
L→ Conversion tracking  CONTENT TRACK   内容轨道  DIS LAUNCH CONTENT BLITZ STATUS:  启动内容内电战  L→ 12:00am: ProductRunt  L→ 8:00am: Instagram  L→ 9:00am: r/bulletjournal  L→ 12:00pm: LinkedIn  L→ 3:00pm: r/getdisciplined  L→ 5:00pm: Thank you posts  DI6-17 Content Momentum STATUS:  内容势失
□ CONVERSION TRACK   内容轨道  D15 LAUNCH CONTENT BLITZ ☑ STATUS:
L> CONVENT TRACK   内容轨道  D15 LAUNCH CONTENT BLITZ ☑ STATUS:  启动内容闪电战 L> 12:00am: ProductHunt L> 8:00am: Instagram L> 9:00am: r/productivity L> 10:00am: r/productivity L> 10:00am: r/bulletjournal L> 12:00pm: LinkedIn L> 3:00pm: r/getdisciplined L> 5:00pm: Thank you posts D16-17 Content Momentum ☑ STATUS: 内容势头 L> 2 Instagram posts/day L> 10 Pinterest pins/day
L> CONVERSION TRACK   內容執道  D15 LAUNCH CONTENT BLITS ☑ STATUS:  启动内容闪电战 L> 12:00am: ProductHunt L> 8:00am: Instagram L> 9:00am: r/productivity L> 10:00am: r/productivity L> 10:00am: r/poductivity L> 10:00am: r/getdisciplined L> 3:00pm: r/getdisciplined L> 5:00pm: Thank you posts D16-17 Content Momentum ☑ STATUS:  内容势头 L> 2 Instagram posts/day L> 10 Pinterest pins/day L> 2 Xiaohongshu posts/day
L> CONVENT TRACK   內容軌道  DIS LAUNCH CONTENT BLIT2 STATUS:
L→ CONVERSION tracking  CONTENT TRACK   內容軌道  DIS LAUNCH CONTENT BLITZ STATUS:  E 动内容内性战  L→ 12:00am: ProductHunt  L→ 8:00am: Instagram  L→ 9:00am: r/productivity  L→ 10:00am: r/bulletjournal  L→ 12:00pm: LinkedIn  L→ 3:00pm: r/getdisciplined  L→ 5:00pm: Thank you posts  DI6-17 Content Momentum STATUS:  内容劳头  L→ 2 Instagram posta/day  L→ 10 Pinterest pins/day  L→ 2 Xiaohongshu posta/day  L→ 2 Xiaohongshu posta/day  L→ Answer 3 Zhihu questions/day  Di8-21 User-Generated Content STATUS:
L> CONVENT TRACK   內容執道  D15 LAUNCH CONTENT BLITZ ☑ STATUS: 启动内容和电战  L> 12:00am: ProductHunt  L> 8:00am: Instagram  L> 9:00am: r/productivity  L> 10:00am: r/bulletjournal  L> 12:00pm: LinkedIn  L> 3:00pm: r/getdisciplined  L> 5:00pm: Thank you posts  D16-17 Content Momentum ☑ STATUS: 内容势头  L> 2 Instagram posts/day  L> 10 Pinterest pins/day  L> 2 Xisohongshu posts/day  L> Answer 3 Zhihu questions/day  D18-21 User-Generated Content ☑ STATUS: 用产生成内容
□ CONTENT TRACK   內容執道 □ CONTENT TRACK   內容執道 □ D15 LAUNCH CONTENT BLITZ ☑ STATUS: □ 前納內容內电故 □ 12:00am: ProductHunt □ 8:00am: Instagram □ 9:00am: r/productivity □ 10:00am: r/bulletjournal □ 12:00pm: LinkedIn □ 3:00pm: r/geddisciplined □ 5:00pm: Thank you posts □ D16-17 Content Momentum ☑ STATUS: □ 内容协会 □ 2 Instagram posts/day □ 10 Pisterest pins/day □ 2 Xisohongshu posts/day □ 3 Answer 3 Zhihu questions/day □ 3 Customer success posts

D15 Launch Sales Monitoring 🗸 STATUS:
启动销售监控
└─> Real-time dashboard
└─> Track conversion rate
└─> Monitor cart abandonment
D16-18 Optimize Checkout 🗸 STATUS:
优化结账
└─> Reduce friction
└─> Add trust badges
└─> Simplify flow
D19-21 Upsell Strategy 🗹 STATUS:
追加销售策略
└─> Free → \$19 upsell
└─> \$19 → \$39 upgrade offer
└─> Bundle deals
MARKETING TRACK   营销轨道
D15 LAUNCH EMAILS STATUS:
启动电子邮件
L> Email list announcement
-> ProductHunt voters
└─> Early supporters
D16-17 Influencer Outreach 🗸 STATUS:
网红推广
└─> Email 20 influencers
└> Offer free products
└─> Request reviews
D18-21 Community Engagement 🗸 STATUS:
社区参与
└─> Reddit responses
└─> ProductHunt comments
└─> Social media DMs
OPERATIONS TRACK   运营轨道
D15-21 Launch Week Operations STATUS:
启动周运营
└─> Daily metrics review
└─> Customer support (<2hr response)
└─> Bug fixes
└─> Performance optimization

= E-COMMERCE TRACK | 电子商务轨道

♥ PRODUCT TRACK   产品轨道
D22-28 Product Iteration V STATUS:
<del>——</del> 产品迭代
└→ Fix customer feedback
→ Add requested features
→ Update documentation
D29-35 Version 2.0 Planning 🗹 STATUS:
2.0版本规划
→ Analyze usage data
L>> Plan improvements
└⇒ Design new features
D36-45 Beta Feature Testing 🗸 STATUS:
Beta功能测试
└⇒ Test with 5-10 users
└⇒ Gather feedback
→ Refine for launch
₩EBSITE TRACK   网站轨道
D22-28 SEO Content V STATUS:
SEO内容
⇒ 3 new blog articles
→ Keyword optimization
→ Internal linking
D29-35 Landing Page Tests V STATUS:
落地页测试
└→ A/B test headlines
└> Test CTA buttons
→ Optimize images
D36-45 Page Speed Optimization 🗹 STATUS:
页面速度优化
└→ Compress images
└→ Minify CSS/JS
└> CDN setup
CONTENT TRACK   内容轨道
D22-28 WEEK 4: Consistency STATUS:
第4周: 一致性
→ Daily Instagram (1-2 posts)
→ Daily Pinterest (5-10 pins)
⇒ 3 blog posts
→ 2 YouTube videos

D29-35 WEEK 5: Partnerships 🔽 STATUS:
第5周: 合作伙伴关系
└→ 2 guest posts published
→ 1 YouTuber collaboration
└→ 3 podcast interviews
D36-45 WEEK 6: Community STATUS:
第6周: 社区
└─> Launch Discord server
└─> Host first Q&A (Zoom)
└─> UGC campaign (#MyScheduleBook)
└─> 1 customer story/week
E-COMMERCE TRACK   电子商务轨道
D22-28 Payment Optimization STATUS:
支付优化
Ly Add PayPal
D29-35 Abandoned Cart Recovery STATUS:
放弃购物车恢复
└→ Email sequence (3 emails)
L→ Discount offer (10%)
└─> Track recovery rate
D36-45 Bundle & Upsell V STATUS:
<b>套装与追加销售</b>
套装与追加销售     L> Create bundles
養装与追加销售  └> Create bundles  └> One-click upsells
套装与追加销售     L> Create bundles
養装与追加销售  └> Create bundles  └> One-click upsells
養装与追加销售  L> Create bundles L> One-click upsells L> Cross-sell automation  ■ MARKETING TRACK   营销轨道
養装与追加销售  L> Create bundles L> One-click upsells L> Cross-sell automation  MARKETING TRACK   营销轨道  D22-28 PAID ADS TEST ✓ STATUS:
養装与追加销售  L> Create bundles L> One-click upsells L> Cross-sell automation  ■ MARKETING TRACK   营销轨道  D22-28 PAID ADS TEST ✓ STATUS:  付费广告测试
養装与追加销售  L→ Create bundles L→ One-click upsells L→ Cross-sell automation  MARKETING TRACK   营销轨道  D22-28 PAID ADS TEST STATUS:  付费广告测试 L→ Facebook Ads (\$70 budget)
養装与追加销售  L> One-click upsells L> Cross-sell automation  ■ MARKETING TRACK   营销轨道  D22-28 PAID ADS TEST ▼ STATUS:  付费广告测试 L> Facebook Ads (\$70 budget) L> 3 ad variations
接装与追加销售  L→ Create bundles L→ One-click upsells L→ Cross-sell automation  MARKETING TRACK   营销轨道  D22-28 PAID ADS TEST STATUS:  付费广告测试 L→ Facebook Ads (\$70 budget) L→ 3 ad variations L→ Target: \$2 CAC
接装与追加销售  L> Create bundles L> One-click upsells L> Cross-sell automation  MARKETING TRACK   营销轨道  D22-28 PAID ADS TEST ✓ STATUS:  付费广告测试 L> Facebook Ads (\$70 budget) L> 3 ad variations L> Target: \$2 CAC L> Analyze results
接装与追加销售  L→ Create bundles L→ One-click upsells L→ Cross-sell automation  MARKETING TRACK   营销轨道  D22-28 PAID ADS TEST STATUS:  付费广告测试 L→ Facebook Ads (\$70 budget) L→ 3 ad variations L→ Target: \$2 CAC
接装与追加销售  L> Create bundles L> One-click upsells L> Cross-sell automation  MARKETING TRACK   营销轨道  D22-28 PAID ADS TEST ✓ STATUS:  付费广告测试 L> Facebook Ads (\$70 budget) L> 3 ad variations L> Target: \$2 CAC L> Analyze results
### Status
### ### ### ### ### ### ### ### ### ##
を装与追加销售  L> Create bundles L> Cross-sell automation  MARKETING TRACK   管領軌道  D22-28 PAID ADS TEST  STATUS: 付拠庁告制试 L> Facebook Ads (\$70 budget) L> 3 ad variations L> Target: \$2 CAC L> Analyze results  D29-35 PARTNERSHIPS  STATUS: 合作伙件关系 L> Guest posts L> YouTuber reviews L> Affiliate program setup (10%)
### ### ### ### ### ### ### ### ### ##
を装与追加销售  L> Create bundles L> Cross-sell automation  MARKETING TRACK   曹領軌道  D22-28 PAID ADS TEST  STATUS: 付拠庁告制试 L> Facebook Ads (\$70 budget) L> 3 ad variations L> Target: \$2 CAC L> Analyze results  D29-35 PARTNERSHIPS  STATUS: 合作伙件关系 L> Guest posts L> YouTuber reviews L> Affiliate program setup (10%)
を表与追加销作  Create bundles  Cone-click upsells  Cross-sell automation  MARKETING TRACK   咨報報道  D22-28 PAID ADS TEST Status: 付费广告測试  Facebook Ads (\$70 budget)  3 ad variations  Target: \$2 CAC  Analyze results  D29-35 PARTNERSHIPS Status: 合作伙件文系  Conest posts  YouTuber reviews  Affiliate program setup (10%)  D36-45 COMMUNITY BUILDING Status:
在教与追加销售  L > Create bundles L > Create bundles L > Crease-sell automation  MARKETING TRACK   管销轨道  D22-28 PAID ADS TEST  STATUS:  付费  高減 L > Facebook Ads (\$70 budget) L > 3 ad variations L > Target: \$2 CAC L > Analyze results D29-35 PARTNERSHIPS  STATUS:  合作伙

## © PHASE 2: GROWTH (DAYS 46-75)

# 第二阶段:增长(第46-75天)

### WEEK 7-8 (Days 46-60) | 第7-8周 (第46-60天)

<b>常</b> PRODUCT TRACK   产品轨道
D46-50 Physical Product Design 🗸 STATUS:
实体产品设计
└─> Prepare print files (300 DPI)
└─> Design cover
└─> Add bleed & ISBN
D51-55 Print-on-Demand Setup 🗹 STATUS:
按需印刷设置
L> Upload to Lulu.com
└─> Order proof copies (3-5)
└─> Quality check

D56 Physical Product Launch 🗹 STATUS:
实体产品启动
└─> Add to website
└─> Create unboxing video
L> Announce on socials
D57-60 Course Development V STATUS:
课程开发
└─> Outline 12 lessons
└─> Write scripts
L> Record videos (if Teachable)
└─> Design worksheets
WEBSITE TRACK   网站轨道
D46-50 New Product Pages V STATUS:
新产品页面
→ Physical planner page
→ Course landing page
└─> Bundle offers page
D51-55 Blog Expansion V STATUS:
博客扩展
L⇒ 5 more articles
└─> Category pages
└─> Author bio
D56-60 Tochnical SEC V STATUS.
D56-60 Technical SEO STATUS:
技术SEO
技术SEO └─> Schema markup
技术SEO  -> Schema markup  -> Breadcrumbs
技术SEO  L> Schema markup  L> Breadcrumbs  L> Structured data
技术SEO  -> Schema markup  -> Breadcrumbs
技术SEO  L> Schema markup  L> Breadcrumbs  L> Structured data
技术SEO  L> Schema markup  L> Breadcrumbs  L> Structured data  CONTENT TRACK   內容軌道
技术SEO  L> Schema markup  L> Breadcrumbs  L> Structured data  CONTENT TRACK   内容轨道  D46-50 Physical Product Content V STATUS:
技术SEO  L→ Schema markup  L→ Breadcrumbs  L→ Structured data  CONTENT TRACK   内容轨道  D46-50 Physical Product Content ✓ STATUS:  实体产品内容
技术SEO  L> Schema markup  L> Breadcrumbs  L> Structured data  CONTENT TRACK   内容轨道  D46-50 Physical Product Content ✓ STATUS:  实体产品内容  L> Unboxing video
技术SEO  L> Schema markup  L> Breadcrumbs  L> CONTENT TRACK   内容轨道  D46-50 Physical Product Content ✓ STATUS:  实体产品内容  L> Unboxing video  L> Photo shoot
技术SEO  L→ Schema markup  L→ Breadcrumbs  L→ Structured data  CONTENT TRACK   内容轨道  D46-50 Physical Product Content ✓ STATUS:  実体产品内容  L→ Unboxing video  L→ Photo shoot  L→ Comparison: digital vs physical
技术SEO  L→ Schema markup  L→ Breadcrumbs  L→ Structured data  CONTENT TRACK   内容轨道  D46-50 Physical Product Content ✓ STATUS:  実体产品内容  L→ Unboxing video  L→ Photo shoot  L→ Comparison: digital vs physical  D51-55 Course Promo Content ✓ STATUS:
技术SEO  L→ Schema markup  L→ Breadcrumbs  L→ Structured data  M CONTENT TRACK   內容軌道  D46-50 Physical Product Content ✓ STATUS:  实体产品内容  L→ Unboxing video  L→ Photo shoot  L→ Comparison: digital vs physical  D51-55 Course Promo Content ✓ STATUS:  读器促销内容
技术SEO  L→ Schema markup  L→ Breadcrumbs  L→ Structured data  D46-50 Physical Product Content Stratus:  gyk产品内容  L→ Unboxing video  L→ Photo shoot  L→ Comparison: digital vs physical  D51-55 Course Promo Content Stratus:  读程促销内容  L→ Teaser videos
技术SEO  L > Schema markup  L > Breadcrumbs  L > Structured data  CONTENT TRACK   内容軌道  D46-50 Physical Product Content STATUS: 安体产品内容  L > Unboxing video  L > Photo shoot  L > Comparison: digital vs physical  D51-55 Course Promo Content STATUS:  课程便销内容  L > Teaser videos  L > Lesson previews
技术SEO  L> Schema markup  L> Breadcrumbs  L> Structured data  Markup  CONTENT TRACK   内容軌道  D46-50 Physical Product Content Stratus:  安体产品内容  L> Unboxing video  L> Photo shoot  L> Comparison: digital vs physical  D51-55 Course Promo Content Stratus:  被程候情内容  L> Teaser videos  L> Lesson previews  L> Testimonial collection
技术SEO  L> Schema markup  L> Breadcrumbs  L> Structured data  ② CONTENT TRACK   内容軌道  D46-50 Physical Product Content ☑ STATUS:  实体产品内容  L> Unboxing video  L> Photo shoot  L> Comparison: digital vs physical  D51-55 Course Promo Content ☑ STATUS:  课程促销内容  L> Teaser videos  L> Lesson previews  L> Testimonial collection  D56-60 YouTube Push ☑ STATUS:
技术SEO  L > Schema markup  L > Breadcrumbs  L > Structured data  D46-50 Physical Product Content STATUS:  実体产品内容  L > Unboxing video  L > Photo shoot  L > Comparison: digital vs physical D51-55 Course Promo Content STATUS:  課程保備内容  L > Teaser videos  L > Lesson previews  L > Testimonial collection D56-60 YouTube Push STATUS:  YOUTUBe#LES  YOUTUBE#LES  YOUTUBE#LES  L > STATUS:  YOUTUBE#LES  YOUTUBE#LES

E-COMMERCE TRACK   电子商务轨道
D46-50 Lulu Integration STATUS:
Lulu集成
└─> Set up account
└─> Configure pricing
└→ Enable distribution
D51-55 Teachable Setup 🗸 STATUS:
Teachable设置
L> Upload course content
└> Sales page
└─> Payment integration
D56-60 Multi-Product Management 🗸 STATUS:
多产品管理
└─> Inventory tracking
└─> Bundle pricing
└→> Cross-sell flows
● MARKETING TRACK   营销轨道
D46-50 Product Launch Campaign STATUS:
产品自动活动
→ Email sequence (5 emails)  → Social media teasers
—> Social media ceasers
└─> Early bird discount
D51-55 Influencer Reviews V STATUS:
网红评论
└─> Send physical planners
└> Follow up
L> Share reviews
D56-60 Paid Ads Scale STATUS:
付费广告规模化
付费广告规模化 L—> Increase budget to \$20/day
付费广告规模化 L> Increase budget to \$20/day  L> Test new audiences
付费广告规模化 L—> Increase budget to \$20/day
付费广告规模化 L> Increase budget to \$20/day  L> Test new audiences
付费广告规模化  L> Increase budget to \$20/day  L> Test new audiences  L> Optimize winning ads
付费广告規模化  L> Increase budget to \$20/day  L> Test new audiences  L> Optimize winning ads  OPERATIONS TRACK   运营轨道
付费广告規模化  L> Increase budget to \$20/day  L> Test new audiences  L> Optimize winning ads  OPERATIONS TRACK   运营轨道  D46-60 Fulfillment Systems STATUS:
付费广告规模化  L> Increase budget to \$20/day  L> Test new audiences  L> Optimize winning ads  OPERATIONS TRACK   运营轨道  D46-60 Fulfillment Systems ✓ STATUS:  履行系统
付费广告规模化  L> Increase budget to \$20/day  L> Test new audiences  L> Optimize winning ads  D46-60 Fulfillment Systems ✓ STATUS:  履行系统  L> Physical product shipping

<b>常</b> PRODUCT TRACK   产品轨道
D61-65 Product Portfolio Review STATUS:
产品组合回顾
□> Best sellers analysis
└─> Worst performers
└→ Customer preferences
D66-70 Bundle Optimization 🗸 STATUS:
套装优化
└→ Create new bundles
L> Test pricing
└> Promote top bundles
D71-75 V2 Feature Release V STATUS:
v2功能发布
└> Launch improvements
└─> Notify existing customers
└> Upsell opportunity
● WEBSITE TRACK   网站轨道
D61-65 Conversion Rate Opt 🗹 STATUS:
转化率优化
→ A/B test CTAs
L> Heatmap analysis
→ User flow optimization
D66-70 Trust Elements 🗸 STATUS:
信任元素
└→> 20+ testimonials
└→ Customer logos
└→ Security badges
D71-75 Resource Hub 🗹 STATUS:
资源中心
└─> Templates library
└→ Free tools
└→> Guides & tutorials
CONTENT TRACK   内容轨道
D61-65 Content Diversification 🗸 STATUS:
内容多样化
└> Infographics (5)
└→ Case studies (2)
L> Comparison charts
D66-70 Long-Form Content V STATUS:

以相对任
└─> Ultimate guides (3,000+ words)
└─> E-book/PDF downloads
└─> Pillar pages
D71-75 Video Series Launch 🗹 STATUS:
视频系列启动
└─> "Schedule Mastery" series
└→ 5-part YouTube playlist
—> Promote across channels
■ E-COMMERCE TRACK   电子商务轨道
E-COMMERCE TRACK   电子向对机矩
D61-65 Advanced Automation V STATUS:
高级自动化
└> Airtable content hub
└─> Multi-platform publishing
└─> Customer lifecycle automation
D66-70 Payment Options STATUS:
支付选项
文作选项 L> Installment plans (Klarna?)
L> Subscription billing
L> Gift options
D71-75 Analytics Dashboard 🗸 STATUS:
分析仪表板
└─> Real-time revenue
L> Real-time revenue L> Product performance
└─> Product performance
└> Product performance  └> Customer metrics  ■ MARKETING TRACK   营销轨道
L→ Product performance L→ Customer metrics
└> Product performance  └> Customer metrics  ■ MARKETING TRACK   营销轨道
L> Product performance L> Customer metrics  ■ MARKETING TRACK   营销轨道  D61-65 Email Segmentation ☑ STATUS:
L> Product performance L> Customer metrics  ■ MARKETING TRACK   营销轨道  D61-65 Email Segmentation ✓ STATUS: 电子邮件细分
L> Product performance L> Customer metrics  ■ MARKETING TRACK   营销轨道  D61-65 Email Segmentation ✓ STATUS: 电子邮件细分 L> Free users
L> Product performance L> Customer metrics  ■ MARKETING TRACK   营销轨道  D61-65 Email Segmentation ☑ STATUS: 电子邮件细分 L> Free users L> Paid customers
L> Product performance L> Customer metrics  ■ MARKETING TRACK   营销轨道  D61-65 Email Segmentation Status: 电子邮件细分 L> Free users L> Paid customers L> Engaged vs churned
L→ Product performance L→ Customer metrics  ■ MARKETING TRACK   营销轨道  D61-65 Email Segmentation ✓ STATUS: 电子邮件细分 L→ Free users L→ Paid customers L→ Engaged vs churned L→ Targeted campaigns
□ MARKETING TRACK   营销轨道  D61-65 Email Segmentation  STATUS: 电子邮件细分     □ Price users      □ Paid customers      □ Paid customers      □ Targeted campaigns  D66-70 Referral Program  STATUS:
L> Product performance L> Customer metrics  ■ MARKETING TRACK   营销轨道  D61-65 Email Segmentation ▼ STATUS: 电子邮件细分 L> Free users L> Paid customers L> Engaged vs churned L> Targeted campaigns  D66-70 Referral Program ▼ STATUS: 推荐计划
L→ Customer metrics  MARKETING TRACK   营销轨道  D61-65 Email Segmentation ✓ STATUS: 电子邮件细分 L→ Free users L→ Paid customers L→ Engaged vs churned L→ Targeted campaigns D66-70 Referral Program ✓ STATUS: 推荐计划 L→ 20% off for referee
L⇒ Product performance  L⇒ Customer metrics  MARKETING TRACK   营销轨道  D61-65 Email Segmentation STATUS: 电子邮件细分  L⇒ Free users  L⇒ Paid customers  L⇒ Engaged vs churned  L⇒ Targeted campaigns  D66-70 Referral Program STATUS:  推荐计划  L⇒ 20% off for referee  L⇒ 10% commission for referrer
L> Customer metrics  MARKETING TRACK   管销轨道  D61-65 Email Segmentation ✓ STATUS: 电子邮件细分 L> Free users L> Paid customers L> Engaged vs churned L> Targeted campaigns  D66-70 Referral Program ✓ STATUS: 推荐计划 L> 20% off for referee L> 10% commission for referrer L> Track & manage
L> Product performance L> Customer metrics  ■ MARKETING TRACK   曹領執道  D61-65 Email Segmentation Status:
L> Product performance L> Customer metrics  ■ MARKETING TRACK   曾報執道  ■ Belief S Email Segmentation S STATUS:  电子邮件细分 L> Free users L> Paid customers L> Engaged vs churned L⇒ Targeted campaigns  D66-70 Referral Program S STATUS:  推荐计划 L> 20% off for referee L> 10% commission for referrer L> Track & manage  D71-75 Partnership Expansion S STATUS:  合作伙件关系扩展
L> Product performance L> Customer metrics  ■ MARKETING TRACK   营销轨道  D61-65 Email Segmentation  STATUS: 电子邮件细分 L> Free users L> Paid customers L> Engaged vs churned L> Targeted campaigns D66-70 Referral Program  STATUS: 推荐计划 L> 20% off for referee L> 10% commission for referrer L> Track & manage D71-75 Partnership Expansion  STATUS: 合作伙件关系扩展 L> Stationery brands
L> Customer metrics  Io MARKETING TRACK   普朝報道  D61-65 Email Segmentation Iv STATUS: 电子邮件细分 L> Free users L> Paid customers L> Engaged vs churned L> Targeted campaigns D66-70 Referral Program Iv STATUS: 推荐计划 L> 20% off for referee L> 10% commission for referrer L> Track & manage D71-75 Partnership Expansion Iv STATUS: 合作伙件关系扩展 L> Stationery brands L> Productivity apps

```
D61-75 Automation Mastery <a href="Mastery"> STATUS:</a>
自动化精通
└─> 80% tasks automated
\sqsubseteq> N8n workflows optimized
\sqsubseteq> Error handling improved
└─> Time saved: 15+ hours/week
                                      PHASE 3: SCALE (DAYS 76-90)
                                     第三阶段: 规模化(第76-90天)
  WEEK 11-12 (Days 76-90) | 第11-12周 (第76-90天)

■ PRODUCT TRACK | 产品轨道

D76-80 Product Roadmap Q2 V STATUS: ___
第2季度产品路线图
└> Plan 2 new products
└─> Corporate package
└─> Advanced course ($97)
D81-85 Pricing Strategy Review 🗸 STATUS: __
定价策略回顾
└> Test price increases
\sqsubseteq> Bundle pricing optimization
D86-90 Product-Market Fit 🗹 STATUS: _____
产品市场契合度
\sqsubseteq> Customer surveys (20+)
└-> Feature requests
\mathrel{$\sqsubseteq$}> Retention analysis

₩EBSITE TRACK | 网站轨道

D76-80 SEO Results Analysis 🗹 STATUS:
SEO结果分析
└-> Keyword rankings
\sqsubseteq> Organic traffic growth
\sqsubseteq> Backlink profile
```

D81-85 Content Refresh 🔽 STATUS: \_\_

└─> Update old posts
└─> Add internal links
└─> Improve meta data
D86-90 Technical Audit 🗸 STATUS:
技术审计
└→ Broken links
└─> Page speed
└─> Mobile usability
CONTENT TRACK   内容轨道
D76-80 Content Retrospective 🗸 STATUS:
内容回顾
└> Top performing posts
└─> Worst performers
└─> Engagement analysis
D81-85 Q2 Content Strategy V STATUS:
第2季度内容策略
└→ New themes
└> Format experiments
└> Platform prioritization
D86-90 Content Library 🗸 STATUS:
内容库
└-> 30+ blog articles
L→ 30+ blog articles L→ 300+ social posts
└> 300+ social posts
L→ 300+ social posts L→ 20+ videos
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch ✓ STATUS:
L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch ✓ STATUS:  联盟计划启动
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch ☑ STATUS:  联盟计划启动 L> Platform setup (Rewardful)
□> 300+ social posts     □> 20+ videos     □> Organized & tagged     □ E-COMMERCE TRACK   电子商务轨道     □ D76-80 Affiliate Program Launch    ☑ STATUS:  联盟计划启动     □> Platform setup (Rewardful)     □> Recruit 20 affiliates
□> 300+ social posts     □> 20+ videos     □> Organized & tagged     □ E-COMMERCE TRACK   电子商务轨道     □ D76-80 Affiliate Program Launch    ☑ STATUS:  K型计划启动     □> Platform setup (Rewardful)     □> Recruit 20 affiliates     □> Marketing materials
□> 300+ social posts     □> 20+ videos     □> Organized & tagged     □□ E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch    STATUS:  联盟计划启动     □> Platform setup (Rewardful)     □> Recruit 20 affiliates     □> Marketing materials  D81-85 Funnel Optimization    STATUS:
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch ✓ STATUS:  联盟计划启动 L> Platform setup (Rewardful) L> Recruit 20 affiliates L> Marketing materials  D81-85 Funnel Optimization ✓ STATUS:  漏斗优化
L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch ☑ STATUS:  联型计划启动 L> Platform setup (Rewardful) L> Recruit 20 affiliates L> Marketing materials  D81-85 Funnel Optimization ☑ STATUS:  編斗优化 L> Identify drop-off points
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch ✓ STATUS:  联盟计划启动 L> Platform setup (Rewardful) L> Recruit 20 affiliates L> Marketing materials  D81-85 Funnel Optimization ✓ STATUS:
L> 300+ social posts L> 20+ videos L> coganized & tagged  E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch STATUS: 联盟计划启动 L> Platform setup (Rewardful) L> Recruit 20 affiliates L> Marketing materials D81-85 Funnel Optimization STATUS: 湖斗优化 L> Identify drop-off points L> Improve checkout flow L> Reduce cart abandonment
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch STATUS:  联盟计划启动 L> Platform setup (Rewardful) L> Recruit 20 affiliates L> Marketing materials  D81-85 Funnel Optimization STATUS:  漏斗优化 L> Identify drop-off points L> Improve checkout flow L> Reduce cart abandonment  D86-90 Subscription Model Test STATUS:
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D76-80 Affiliate Program Launch ☑ STATUS:  联盟计划启动 L> Platform setup (Rewardful) L> Recruit 20 affiliates L> Marketing materials  D81-85 Funnel Optimization ☑ STATUS:  編斗优化 L> Identify drop-off points L> Improve checkout flow L> Reduce cart abandonment D86-90 Subscription Model Test ☑ STATUS:  订阅模式测试
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D16-80 Affiliate Program Launch STATUS:  W型计划启动 L> platform setup (Rewardful) L> Recruit 20 affiliates L> Marketing materials  D81-85 Funnel Optimization STATUS:  漏斗优化 L> Identify drop-off points L> Improve checkout flow L> Reduce cart abandonment  D86-90 Subscription Model Test STATUS:  TORUGANIX L> Monthly membership (\$12/mo)
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子筒分轨道  D76-80 Affiliate Program Launch ☑ STATUS:
L> 300+ social posts L> 20+ videos L> Organized & tagged  ■ E-COMMERCE TRACK   电子商务轨道  D16-80 Affiliate Program Launch STATUS:  W型计划启动 L> platform setup (Rewardful) L> Recruit 20 affiliates L> Marketing materials  D81-85 Funnel Optimization STATUS:  漏斗优化 L> Identify drop-off points L> Improve checkout flow L> Reduce cart abandonment  D86-90 Subscription Model Test STATUS:  TORUGANIX L> Monthly membership (\$12/mo)



🖊 PROGRESS DASHBOARD | 进度仪表板

### Overall Completion | 总体完成度

Week 1 [ ] 0% | Days 1-7
Week 2 [ ] 0% | Days 8-14

```
Week 3 [] 0% | Days 15-21 (LAUNCH)

Week 4 [] 0% | Days 29-35

Week 5 [] 0% | Days 36-45

Week 7 [] 0% | Days 46-52

Week 8 [] 0% | Days 53-60

Week 9 [] 0% | Days 61-67

Week 10 [] 0% | Days 68-75

Week 11 [] 0% | Days 76-82

Week 12 [] 0% | Days 83-90
```

### Track-Specific Progress | 轨道特定进度

## **☞ KEY MILESTONES CHECKLIST |** 关键里程碑清单

# Phase 1 (Days 1-30) | 第一阶段 □ Day 7: All products packaged & ready □ Day 7: Website live with 5 pages □ Day 14: 5 blog articles published □ Day 14: 6 social media accounts active □ Day 15: LAUNCH DAY □ Day 21: First 10 customers interviewed □ Day 30: Email list 100-200 subscribers □ Day 30: Revenue \$200-500 Phase 2 (Days 31-75) | 第二阶段 □ Day 45: Email list 300-500 subscribers □ Day 45: Revenue \$1,500-2,500 □ Day 56: Physical product launched □ Day 60: Course created & launched □ Day 75: N8n automation 80% complete Phase 3 (Days 76-90) | 第三阶段 □ Day 80: Affiliate program active □ Day 85: First webinar hosted □ Day 90: Email list 500-1,000 subscribers □ Day 90: 50-100 paying customers □ Day 90: Revenue \$2,500-5,000 ☑ GOAL

# **METRICS TRACKING TABLE** | 指标跟踪表

DAY	REVENUE累计	CUSTOMERS	EMAIL LIST	TRAFFIC	NOTES
7	\$				
14	\$				
21	\$				
30	\$				
45	\$				
60	ş				
75	\$				
90	\$				

# ■ WEEKLY REVIEW TEMPLATE | 每周回顾模板

_ New customers   新客户: Email subscribers   电子邮件订阅者:	
- - -	
-	
_ 2 3	i.

### ■ STATUS KEY | 状态键

Use these to mark task status | 使用这些标记任务状态:

- Not Started | 未开始
- In Progress | 进行中
- Completed | 已完成
- X Blocked/Issues | 受阻/问题
- Skipped | 跳过
- 🖺 Needs Revision | 需要修订



### USAGE INSTRUCTIONS | 使用说明

How to use this tracker | 如何使用此跟踪器: 1. Print or Use Digitally | 打印或数字使用 - Print and hang on wall | 打印并挂在墙上 - Or mark digitally in markdown | 或在markdown中标记 2. Daily Updates | 每日更新 - Check off completed tasks each evening | 每天晚上勾选完成的任务 - Update status symbols | 更新状态符号 - Note blockers immediately | 立即记录障碍 3. Weekly Reviews | 每周回顾 - Complete weekly review template | 完成每周回顾模板 - Update progress bars | 更新进度条 - Adjust priorities | 调整优先事项 4. Track-Specific Focus | 轨道特定关注 - Each track can be assigned to different team members | 每条轨道可以分配给不同的团队成员 - Or work on 1-2 tracks per day | 或每天处理1-2条轨道 - Ensure no track falls behind | 确保没有轨道落后 5. Milestone Celebrations | 里程碑庆祝 - Celebrate each major milestone! | 庆祝每个主要里程碑! - Share wins on social media | 在社交媒体上分享成功 - Reward yourself for consistency | 为一致性奖励自己

# 

Consistency × Focus × Execution = Launch Success
一致性 × 专注 × 执行 = 启动成功

Daily 1% improvements = 37× better in 90 days
每天1%改进 = 90天后好37倍

Ship > Perfect
发布 > 完美

Start Date | 开始日期: \_\_\_\_ / \_\_\_ / \_\_\_ Target Completion | 目标完成: \_\_\_\_ / \_\_\_ (90 days later) Your Commitment | 您的承诺:

I commit to executing this plan consistently for 90 days.

我承诺在90天内持续执行此计划。

Signature | 签名: \_\_\_\_\_