Ads

* Ad landing page
  + Obvious new link that says “ENTER LEGAL FLOWER”
  + Has text “this is dummy text so Facebook/etc doesn’t stop us from selling this legal flower to people who can buy it legally.”
  + Watch our ads
    - Stoner: Legal?
    - Which flower is legal?

1. Age verification
2. Welcome to Legal Flower
   1. Image: “legal” word art of pot leaf
   2. Congratulations! You finally made it to our perfectly legal flower website where we actually sell legal flower to people who want it in the states where legal flower is available. (Browse button)
   3. Legality map
      1. Legality tab that doubles
   4. Legal opinion link
      1. Legality tab
   5. 20% first order Discount pop up
3. Products
   1. Pre-rolls
   2. Legal Flower
4. Cart
5. Sign in/sign up
6. Check out
   1. 20% off next order and Affiliate code email
      1. % off whenever someone else uses your unique code, and they get % off
7. Membership
   1. Surveys
      1. Discount rewards
   2. Affiliate marketing
      1. Cash rewards

Hypothesis validation

MVP

* Affiliate code
  + Do people send to friends if they make money vs if it’s just a good deal? Does it matter? It matters because it’s cool, that’s why most people do things. It matters it’s a good deal so it’s not expensive to be cool unless buying the expensive thing is part of being cool (so we should have more expensive strains). But it also matters because of money.
* People will buy the flower because it’s cheap and it’s good
  + They won’t be turned off by B buds
    - The pricing makes them more likely to buy
    - But the reduced potency makes them more likely not to
  + We should carry A buds, too
  + People don’t care that it’s hemp and not weed, they care what happens when they smoke it
* Commercials can increase awareness