

hOS (Human Operating System) - Sales Manager Tech

Sheet v1.1

Purpose: Enable a sales/ops manager to publish the Lead Magnet + Core Product to Gumroad without needing the builder.

Last updated: 2025-12-14

1) Product Stack Overview

Brand: hOS (Human Operating System)

Audience: Rational Optimizer / High-Functioning Skeptic (founders, tech leads, high achievers).

Funnel: Free Lead Magnet (Tier 0) -> Paid Core Product (Tier 1, \$29).

Products

Product A (Free): System Status Check (30Q) - a 15-minute diagnostic to locate the bottleneck.

Product B (\$29): Founder Burnout Protocol (50Q) - a 45-60 minute deep-dive, sequenced START/DEEP/ACTION/CLOSE.

2) Asset Inventory (Single Source of Truth)

These files are the final upload artifacts. Keep filenames stable to avoid version drift.

Asset	Filename	Use	Where it goes	Notes
Lead Magnet PDF	System_Status_Check_hOS_v1.0.pdf	Free diagnostic PDF	Gumroad Product A (free) content file	Includes upsell to Founder Burnout Protocol
Core Product PDF	Founder_Burnout_Protocol_hOS_v1.1.pdf	Paid protocol PDF	Gumroad Product B (\$29) content file	v1.1 includes Section_Block + Sequence_Order logic
Airtable Import CSV (tags)	hOS_Canonical_Tag_List_v1.csv	Tags table import	Internal ops (Airtable)	180 canonical tags
Airtable Import CSV (questions)	hOS_Questions_Template_Fully_.csv	Questions	Internal ops	Fully split fields (Personas,

template)	Split.csv	schema example	(Airtable)	Mechanisms, Symptoms, Goals, etc.)
Founder Burnout 50Q CSV	Founder_Burnout_Protocol_50_Q_Fully_Split_v1.1.csv	Product B question set	Internal ops (Airtable) / backup	Not required for Gumroad if PDF is used

Tip: Upload PDFs to Gumroad. Keep CSVs in your internal Airtable repo as your 'source code'.

3) Gumroad Publishing SOP

Goal: Create two Gumroad products. Product A is free and captures email. Product B is paid (\$29).

3.1 Account checklist

- Profile: add brand name (hOS), avatar, and short bio.
- Payments: connect payout method; confirm currency.
- Product settings: enable 'Send customers to a confirmation email' (default), and verify email deliverability.
- Refund policy: use the 'Do The Work' guarantee text in the product description (manual refunds handled case-by-case).

3.2 Product A (Free) setup - System Status Check (30Q)

1. Create new product: Digital product (PDF).
2. Name: 'System Status Check (hOS v1) - Free 30Q Audit'.
3. Price: \$0 (or Pay what you want, minimum \$0).
4. Upload content file: System_Status_Check_hOS_v1.0.pdf
5. Description: Use the 'Lead Magnet' description block from the Copy Pack (Appendix).
6. CTA inside PDF: already present (Page 8 upsell). Ensure the paid product URL is correct before final upload.
7. Post-purchase email: send a short note with the paid product link (optional but recommended).

3.3 Product B (\$29) setup - Founder Burnout Protocol (50Q)

8. Create new product: Digital product (PDF).
9. Name: 'Founder Burnout Protocol (hOS v1.1)'.
10. Price: \$29.
11. Upload content file: Founder_Burnout_Protocol_hOS_v1.1.pdf
12. Description: Paste the full Landing Page Copy (Hero -> FAQ -> Disclaimer) from the Copy Pack.

13. Add 'Downsell' link under main CTA on the page: 'Not ready for the full protocol? Run the free System Status Check first.'
14. Add 'Who this is NOT for' + Mini-Output List blocks (conversion boosters).
15. Guarantee: include the 'Do The Work' guarantee text.

4) Link Wiring (Funnel Integrity)

Replace ALL placeholder links before publishing:

- Paid product link (Product B URL) must be inserted in: Product A PDF Page 8 + Product A Gumroad description + emails.
- Free audit link (Product A URL) must be inserted in: Product B page downsell link + emails.
- If using UTM tracking, add ?utm_source=... consistently.

5) QA Checklist (Zero Defect)

- Both products published (A free, B \$29).
- Correct PDFs attached and downloadable after purchase.
- All links resolve (free -> paid, paid -> free). No placeholder URLs remain.
- Descriptions render correctly on mobile (no broken formatting).
- Guarantee and disclaimer present (risk + expectation management).
- Test purchase flow: run \$0 checkout for Product A and a test purchase for Product B (or preview mode).
- Post-purchase email contains the correct download link and next-step link.

6) Troubleshooting

Issue	Fix
PDF won't download	Re-upload the file; confirm it's not blocked by the browser. Ensure file name has no special characters.
Formatting looks broken	Use plain text + short paragraphs. Gumroad markdown is limited; avoid complex tables.
Links not clickable in PDF	Ensure links are embedded as real hyperlinks (not just text). If needed, include the raw URL.
Customers ask 'is this therapy?'	Point to FAQ + disclaimer. It's a self-audit tool, not medical advice.
Refund requests	Apply the Do The Work guarantee: ask for

proof of completion (optional) and refund if criteria met.

Appendix A) Copy Pack Index (Where to paste what)

Use the separate file 'hOS_Copy_Pack_v1.1.md'. It contains:

- Gumroad Product B landing page copy (full).
- Downsell link line (paid -> free).
- Mini-Output List + Anti-Persona blocks.
- Offer stack / price justification (3 versions).
- Risk reversal / guarantee text.
- 3-email sequence + 5 viral hooks.

Appendix B) What the manager must customize (placeholders)

- Replace gumroad.com/hOS placeholder with the actual product URLs.
- Add support email address in both PDFs and on Gumroad pages.
- Optionally set the display language (English) consistently across both products.