

hOS — Sales Manager Tech Sheet

Deployment Pack for Gumroad • v1.1

Goal

Publish the hOS funnel on Gumroad without engineering help (assets + copy + SOP + QA).

Funnel (two-door entry)

Door A (hot traffic): Buy \$29 protocol directly.

Door B (cold traffic): Download free System Status Check → email list → 3-email automation → return to buy.

Asset Manifest

- System_Status_Check_hOS_v1.0.pdf (free lead magnet)
- Founder_Burnout_Protocol_hOS_v1.1.pdf (paid protocol)
- hOS_Copy_Pack_v1.1.md (landing + emails + hooks)
- Founder_Burnout_Protocol_50Q_Fully_Split_v1.1.csv (ops/db; optional)

Gumroad SOP (summary)

- 1) Create Product A (Free): upload System_Status_Check_hOS_v1.0.pdf; set price Free; add receipt upsell link to Product B.
- 2) Create Product B (\$29): upload Founder_Burnout_Protocol_hOS_v1.1.pdf; paste landing copy from hOS_Copy_Pack_v1.1.md; upload images.
- 3) Add downsell link below primary CTA: “Not ready... Run the free System Status Check first.”

QA + Publishing Checklist

Replace placeholders before publishing

- [FREE_AUDIT_URL]
- [PAID_PROTOCOL_URL]
- [SUPPORT_EMAIL]

Zero Defect Checklist

- [] Free Audit link goes to Product A.
- [] \$29 CTA goes to Product B.
- [] Gumroad file delivery works (test download).
- [] Receipt/thank-you email contains link to Product B.
- [] Footer disclaimer visible on sales page + PDFs.

Post-launch (first 7 days)

Daily: post 1 short-form hook + CTA → Free Audit. Collect voice-of-customer quotes. Track Gumroad conversion + email open/click rates.

Compliance

Market as educational/self-development. Do not claim diagnosis or treatment. Do not target acute crisis users.