

# Start Here: The Run Sheet

## WHAT TO DO, IN ORDER

This is the whole flash sale on one page. Numbers are prompts from the pack. Do them in this order the first time, the output of each one feeds the next.

The July 4 sale took about thirty minutes to build. Not because I'm fast, but because I did the handful of things that matter and skipped everything else. This is that handful, in sequence.

### **If you only have ten minutes, not thirty**

Prompt 1, prompt 4, prompt 6. Occasion, core messaging, announcement slide.

That's a real flash sale. Everything else makes it better. Nothing else makes it possible.

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## THE RUN SHEET

### **T-30 minutes**

#### DECIDE WHAT THIS EVEN IS

- #1 Find the permission slip. The reason today makes sense, not a discount.
- #2 Choose what's on sale and how. Let it argue you out of a discount if a discount is wrong.

Don't write any copy yet. People skip to writing because writing feels like progress.

### **T-20 minutes**

#### WRITE THE PIECES YOU'LL REUSE EVERYWHERE

- #3 Set the deadline once, with a timezone. That phrasing never changes again.
- #4 Build the core messaging and the menu. This is the spine. Paste its output into almost everything after it.
- #5 Design the bonus, if you're adding one.

Don't skip #4 to save time. Everything downstream gets worse without it, and you'll rewrite the same sentence eleven times.

### **T-10 minutes**

#### BUILD WHAT CATCHES PEOPLE

- #6 The announcement slide. From inside a moment, not from the sale.
- #7 The keyword and the automation behind it. Build the automation before you announce, not after.

Don't put a link in the story. A link gets a click. A keyword gets an email address, because the automation captures it before it hands over the link.

# Go

## DAY ONE

**#6** The slide goes up.

**#11** The announcement email goes out, then the resend a few hours later.

Don't post to the feed. Read **#15** if you're arguing with me about this. I made \$7,100 with zero grid posts.

## The middle days

### STAY VISIBLE WITHOUT NAGGING

**#8** Keep the stories alive by showing your actual day, not reminding.

**#12** The proof email, present tense, from inside the outcome.

**#13** The email that doesn't sell. This one pays for the other seven.

**#9** Handle objections sideways as they surface.

Don't remind anyone the sale is on. Show them the outcome your offer promises, happening to you, today.

## The final day

### GET SPECIFIC, NOT LOUD

**#14** The mechanism email, then the last call as a menu of outcomes.

**#16** The final hour. One slide, one short email.

**#17** Catch the almost-buyers, before the deadline, not after.

Don't count down. Don't use the word "hurry." State the deadline once, as a fact, and let it be true.

## The morning after

### THE PART EVERYONE SKIPS

**#18** Debrief while you still remember. Within a week.

Don't extend the sale. Not for anyone, not for one person who replies. Every extension costs you the next one.

### Two ways to run any of these

Every step points at a prompt, but you don't have to use AI. The Templates give you the same pieces to steal and tweak by hand. Prompts are for the AI girlies, templates are for using your brain. Both make it yours.