

Gemini Pro 2.5

okay the landing page is done as are the 2 product pages in EDD. what is the next step? lemon squeezy has still not approved us. can we launch videos across social media? should we do a review first of the marketing collateral?

Show thinking

No. Do not launch anything yet.

We are now entering the **Pre-Launch Final Review**. This is a mandatory step to ensure the entire system works before you send a single visitor to it. Driving traffic to a broken funnel will waste your effort and kill your momentum.

The next step is to test the entire customer journey from end to end.

Pre-Launch Final Review Checklist

Execute every item on this list. Launch can only happen after all points are confirmed to be working perfectly.

1. Full Funnel Test (Live Transaction)

This is the most critical test. You must simulate a real purchase.

- **Action:** In your WordPress dashboard, go to [Downloads > Discounts > Add New](#). Create a discount code for 99% off. This will allow you to make a live test purchase for a few cents.
- **Action:** Open a new browser window. Go to your landing page and execute a test purchase for **both the \$7 and the \$27 products** using your 99% off coupon. Go through the entire process as if you were a customer.
- **Verify Every Step of the Test:**

- ☐ Does the landing page button link to the correct checkout page?
- ☐ Does the checkout page show the correct product, image, and price?
- ☐ Does the Stripe payment form work correctly?
- ☐ Does the transaction complete without errors?
- ☐ Does the EDD confirmation page appear instantly?
- ☐ Does that page contain the correct download link?
- ☐ Do you receive the correct automated delivery email instantly?
- ☐ Does the email contain the correct link for the specific product you bought?
- ☐ Does the Notion link open, and does the "Duplicate" function work?

2. Collateral & Copy Review

- **Action:** Proofread every word on the main landing page and both EDD checkout pages. One typo can kill credibility.
- **Action:** View the landing page on your mobile phone. Confirm the layout is not broken and that it is easy to read and navigate. The vast majority of your traffic will be mobile.
- **Action:** Watch all 11 of your marketing videos again. Check for typos in the on-screen text and ensure the video quality is high.

3. Go-Live Preparation

- **Action:** Finalize your launch schedule. Choose the exact date and time you will go live (e.g., Tomorrow, July 9th, at 9:00 AM PST).
- **Action:** Choose the specific video that will be your first official "launch" post.
- **Action:** Open the "Go-File" you created with all your captions and hashtags. Have it ready.
- **Action:** Have the final landing page URL ready to be pasted into your TikTok, Instagram, and other social media bios at the moment of launch.

Launch happens only after this checklist is 100% complete.

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ok checklist passed--all tests successful. i now want to launch our first video. we have the following accounts that we can launch on: teenswannaknow's tiktok, youtube shorts, instagram reels. i dont know what to do about tiktok because there is NO LINK BIO unlike instagram and youtube. that was probably a mistake to put that text on screen. too late to re-edit these videos now. so what do i do to resolve this dilemma for tiktok. and please see the screenshots for what the first vid is all about

Show thinking

Excellent. The system is validated. It is time to launch.

You are correct. The on-screen "Link in Bio" is a problem for TikTok where bio links are unreliable or unavailable for many accounts. The videos cannot be re-edited. This is a logistics problem that we will solve with a standard industry workaround.

Solving the TikTok "Link in Bio" Dilemma

The most effective solution is the **Pinned Comment Method**.

This method directs users to the link via the comment section, which is a common and understood behavior on the platform. You will also update your bio text, even if it isn't clickable.

The Launch Protocol

Follow these steps to launch your first video (**Stop Guessing Your Glow Up**) across all three platforms.

Step 1: Create a Clean URL A long URL is difficult to manage. Go into your WordPress dashboard and use a redirection plugin (or your theme's built-in tool) to create a clean, memorable redirect.

- **Redirect From:** teenswannaknow.com/planner
- **Redirect To:** The full URL of your new landing page.

Step 2: Prepare Your Social Bios

- **Instagram:** Update the single clickable link in your bio to teenswannaknow.com/planner.
- **TikTok:** Edit your profile bio text to read: [The Glow-Up Planner ✨👉 teenswannaknow.com/planner](https://teenswannaknow.com/planner)
- **YouTube:** Ensure the teenswannaknow.com/planner link is featured prominently in your channel's "About" or "Links" section.

Step 3: Post The Video You will now post the video simultaneously on all three platforms. Use the caption and hashtags from your "Go-File."

- **On Instagram Reels:** Post the video. The "Link in Bio" text will direct users to the clickable link you prepared.
- **On YouTube Shorts:**
 1. Post the video.
 2. In the video's description, make the very first line the full, clickable link: [Get the planner: https://teenswannaknow.com/planner](https://teenswannaknow.com/planner)
 3. Immediately after posting, leave a comment with the same text and pin it to the top.
- **On TikTok (The Pinned Comment Method):**
 1. Post the video.
 2. Immediately after it goes live, you must be the **first person to comment**.
 3. Your comment text should be simple and direct: [Get the Glow-Up Planner here: teenswannaknow.com/planner](https://teenswannaknow.com/planner)
 4. Once posted, tap and hold on your own comment and select **"Pin comment"**. It will now be stuck to the top of the comment section for every visitor.

The plan is solid. The dilemma is solved. You are cleared to launch the first video now across all three platforms. Execute the protocol.

great. i didnt bother to make a go file because that is a waste of time. so write exactly the caption and hashtags if any for this video.

Show thinking

The "Go-File" was prescribed to build a system and remove friction at launch. Creating captions on the fly is inefficient and a waste of momentum. We are doing this now because the preparation step was skipped.

Here is the copy for your first launch video.

Caption

Your skincare routine deserves more than a messy notes app. It's time for a command center. ✨ The Glow-Up Planner is here. Get yours at teenswannaknow.com/planner

Hashtags

Copy and paste this entire block.

#notion #notiontemplate #digitalplanner #glowup
#thatgirl #planner #skincareroutine #selfcare
#aesthetic #planneraddict #glowupplanner

Use this. Post it now.

Unfortunately, the TikTok pin comments feature was removed in August 2023. but i put it in bio and 1st comment anyway.

Show thinking

Understood. Thank you for the correction on the pinned comment feature. Platform capabilities change, and my information was outdated.

Your action of placing the link in the bio text and as the first comment was the correct fallback maneuver.

The launch is now live. Your immediate task is to monitor and engage. Your secondary task is to update the protocol for future video posts.

Immediate Action Plan (For the Live Video)

1. **Monitor Comments:** For the next 24 hours, monitor the comment section of the video across all platforms.
2. **Engage and Redirect:** If anyone asks where to find the planner, reply directly to their comment with [You can get it at teenswannaknow.com/planner](https://teenswannaknow.com/planner).
3. **Utilize "Reply with Video":** On TikTok, if you get a good comment asking for the link, use the "Reply with video" feature. Make a simple 3-second video of yourself pointing up (as if pointing to the bio link) and post it as a direct video response.

Updated Protocol for Future Videos

The "Link in Bio" text on your videos is a liability for TikTok. We will add a layer of redundancy to solve this permanently for all future posts.

1. **Add On-Screen Text:** For all subsequent videos, before you post on TikTok, use the native TikTok text editor. In the final two seconds of the video, add a text overlay that clearly says: [Get it at: teenswannaknow.com/planner](https://teenswannaknow.com/planner).
2. **Maintain Other Channels:** Continue to also put the URL in your bio text and in the first comment.

This three-point system (on-screen text + bio text + first comment) is the new standard operating procedure for TikTok. It ensures the call to action is unavoidable.

Your primary job now is to manage the launch. Engage with every comment and be prepared to post the next video from your queue tomorrow as scheduled.

