

The Launch *Playbook*



Nine *chapters*.

I Why launches stall

II The system

III Discover

IV Write

V Make

VI Launch day

VII Amplify

VIII Proof

IX Two ways to launch

The film is a third *of the launch*.

The frame you launch into, the post it rides on and who shares it in the first hour decide the rest.

The film

The frame, the post, *the first hour*

Chapter I

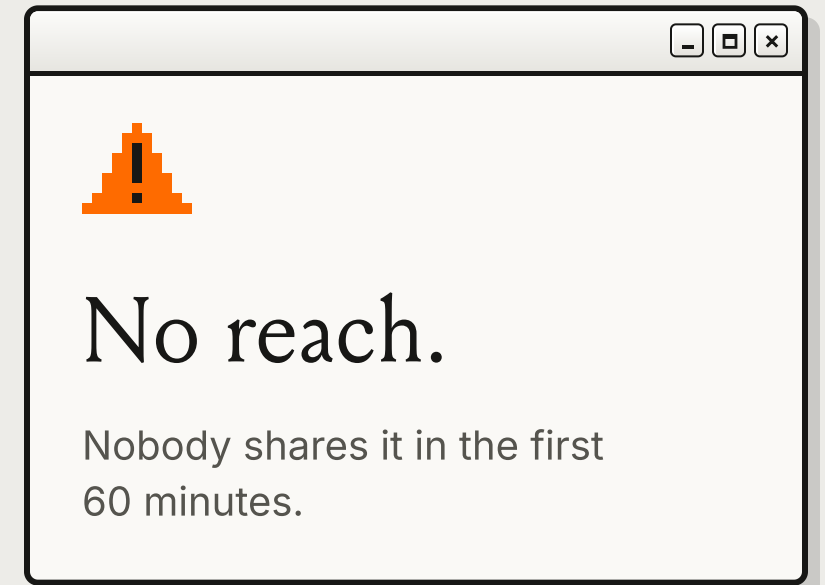
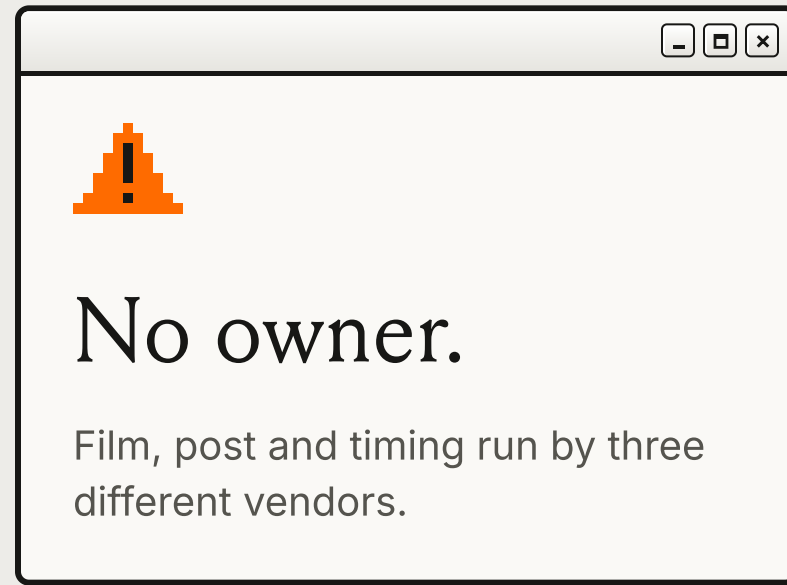
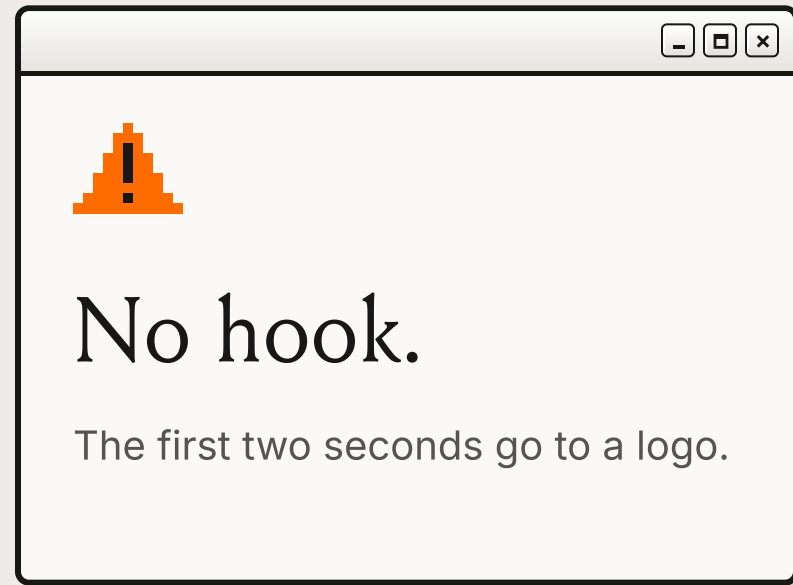
Why launches *stall*



Clear product. Clear film.
No one saw it.

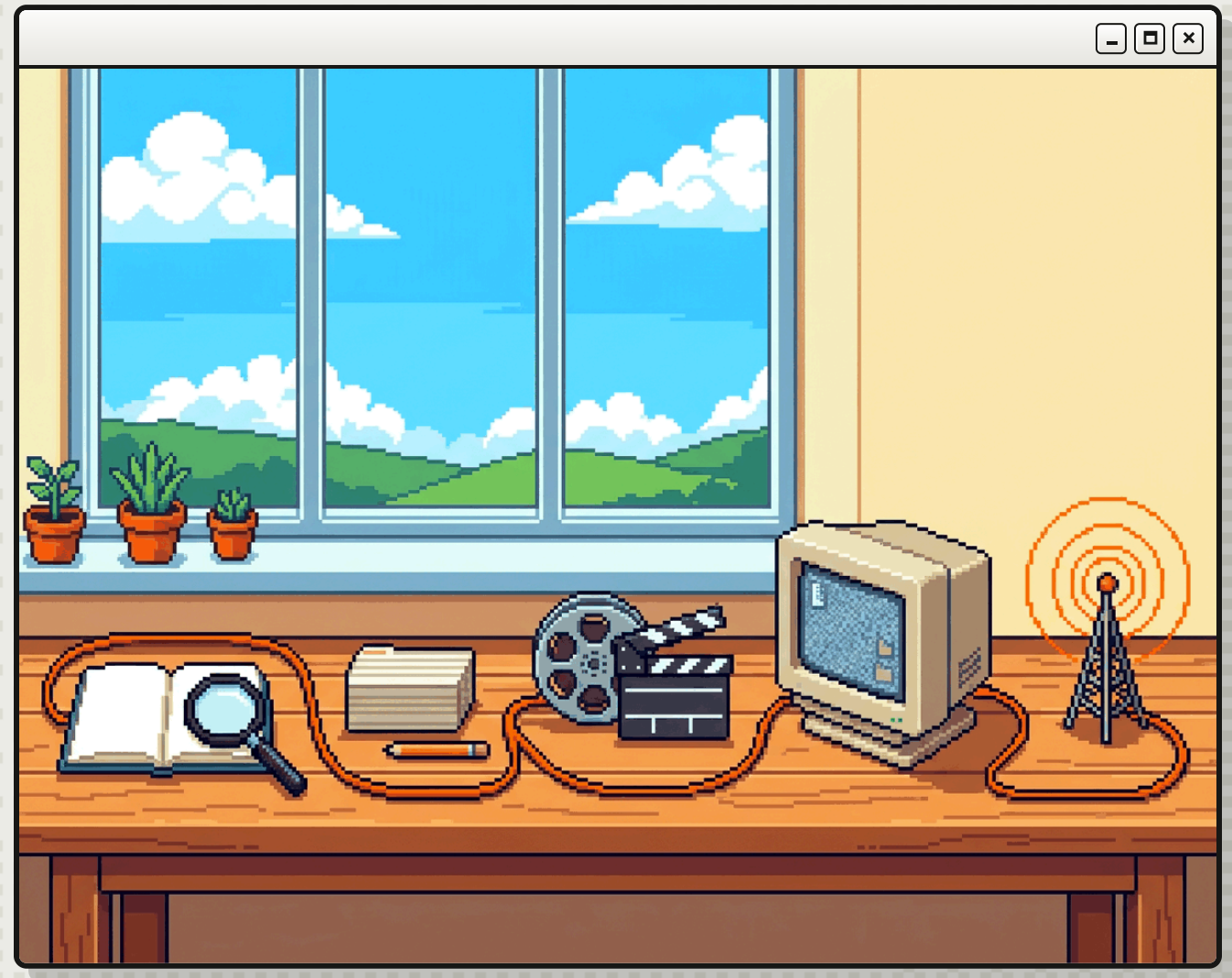
Most launch films are easy to understand. Few give anyone a reason to stop, share or reply.

Three ways a launch *stalls*.



Chapter II

The *system*



Story, film and distribution, *planned together.*

Most teams buy a film, then figure out who shares it. We plan both from day one.

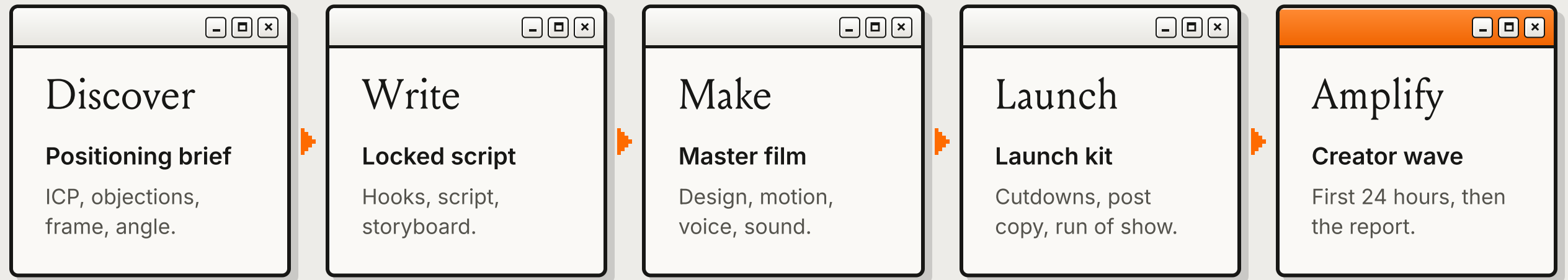
One team, *brief to report.*

Hook first, *logo last.*

Distribution booked
before the edit.

Five stages. *One sign-off each.*

Each stage ends with one thing you approve before the next begins.

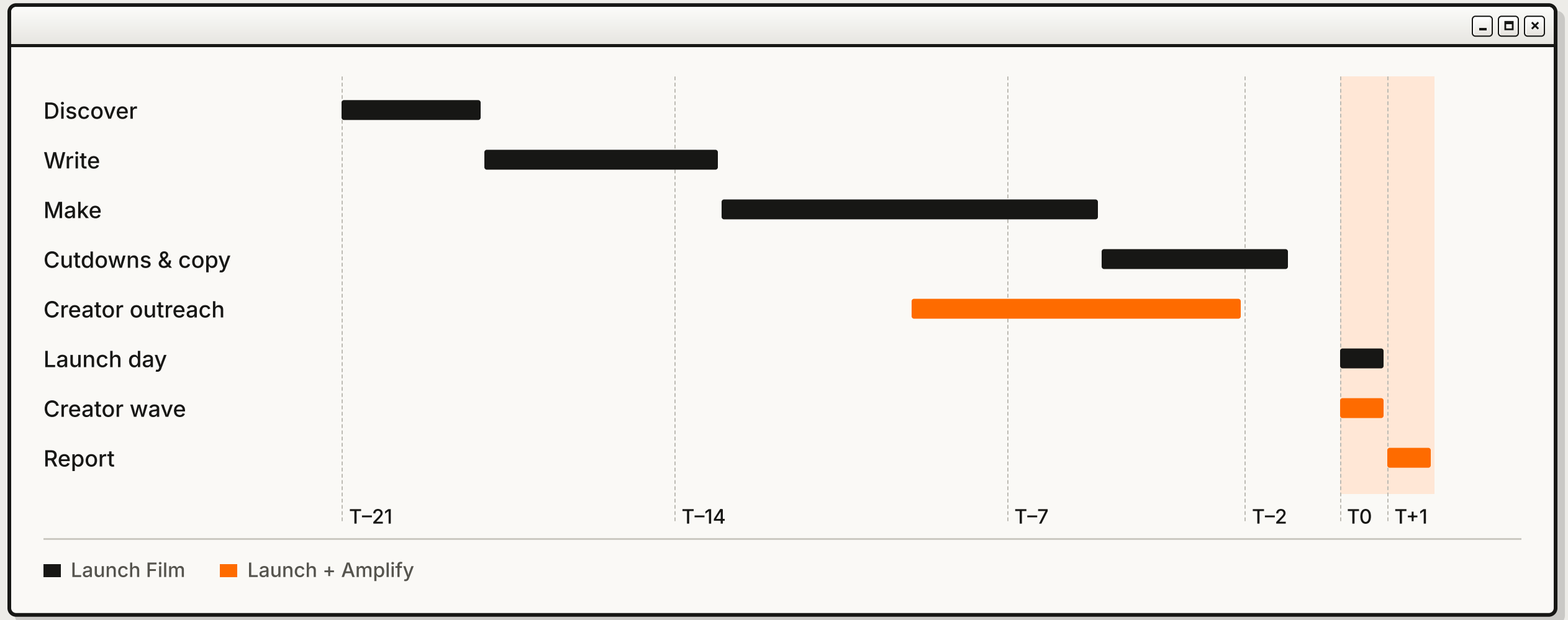


Launch Film

Launch + Amplify

Planned back from *your date*.

Typically three weeks. Tighter dates run the same steps.

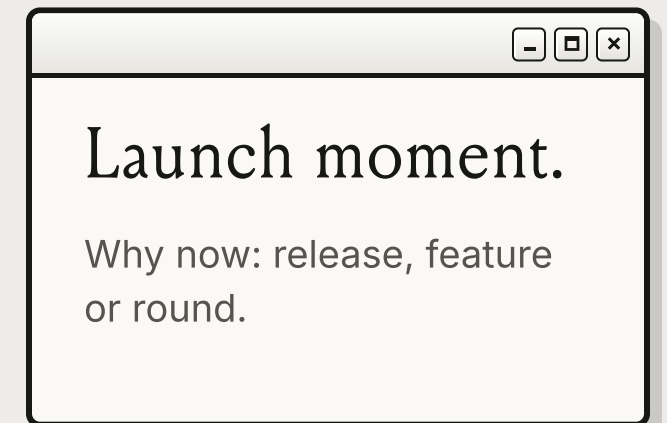
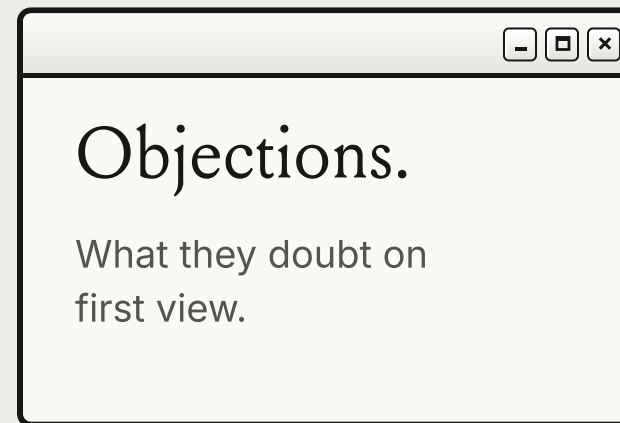
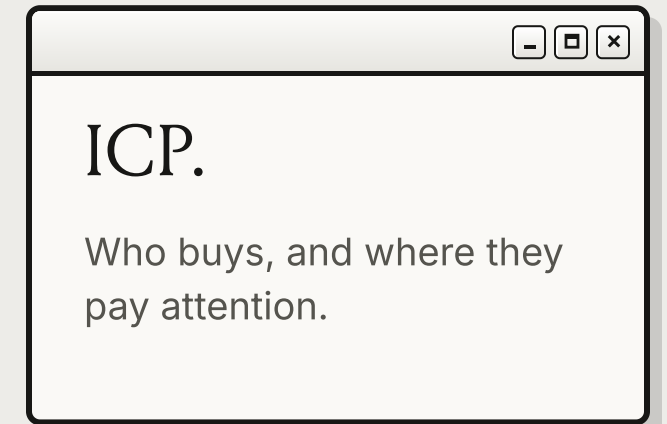
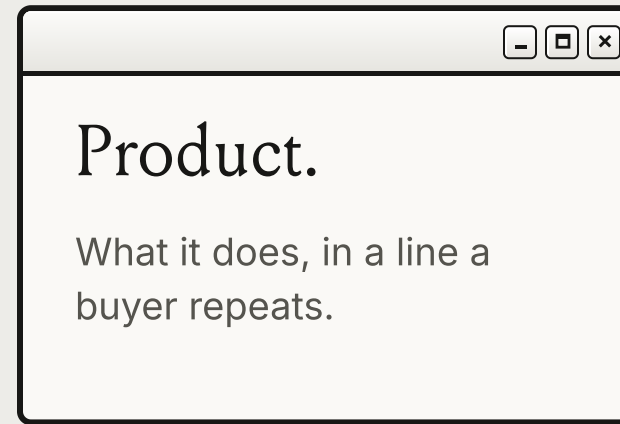


Chapter III

Discover

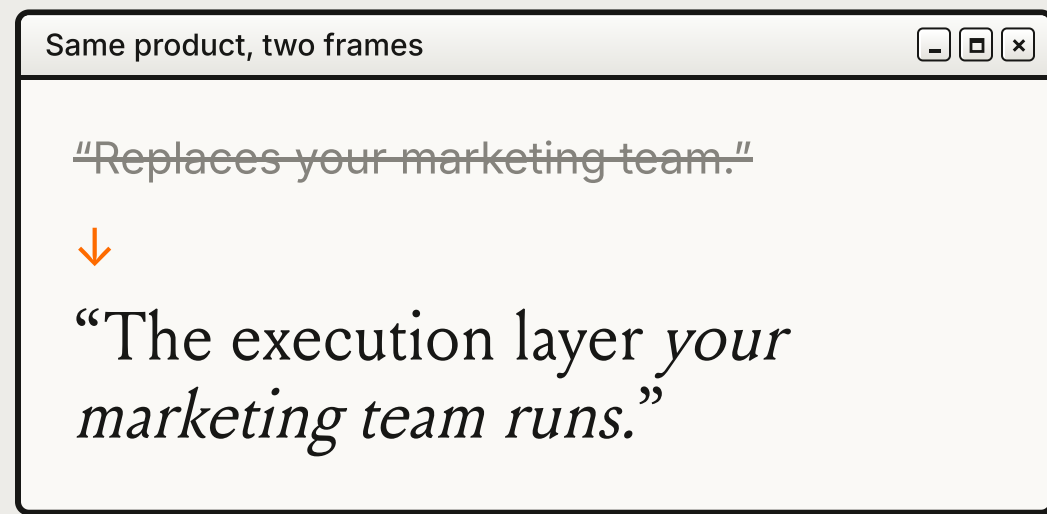


Four inputs *before the script.*



Pick the frame *before the script.*

The category you launch into is the one buyers file you under for the next year.



Pick a category your buyer wants to own.

Not one that sounds like it replaces them.

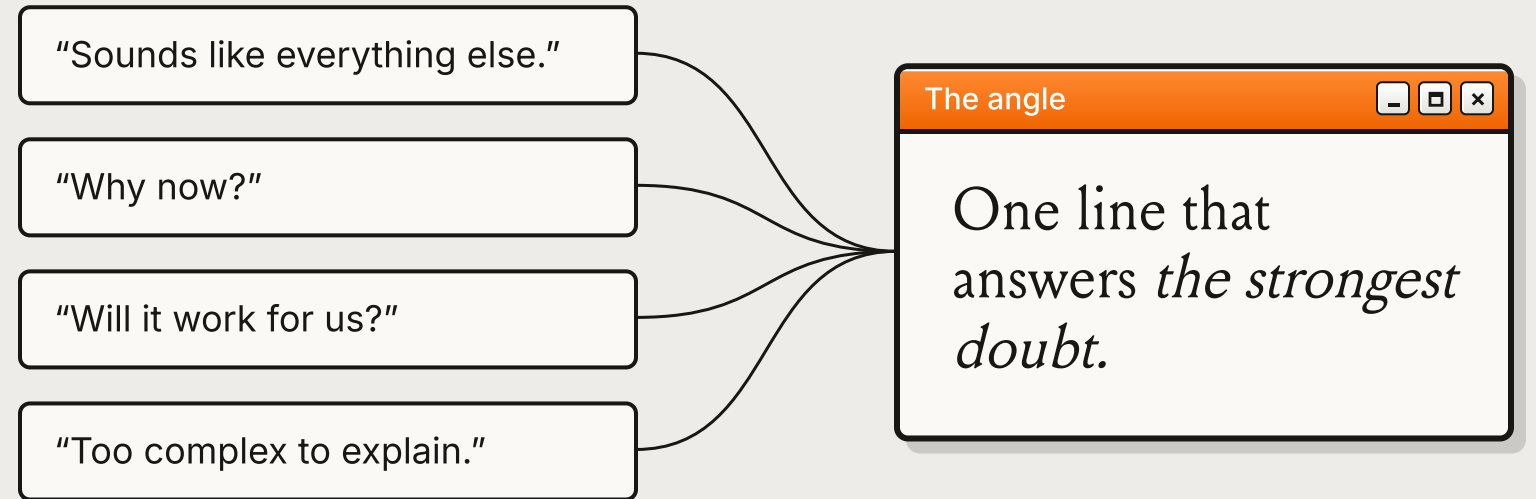
Claim a first.

"The first X that Y" gives people a line to repeat.

Test it in the comments.

If buyers can't say it back, it isn't the frame.

Objections in. *One angle out.*

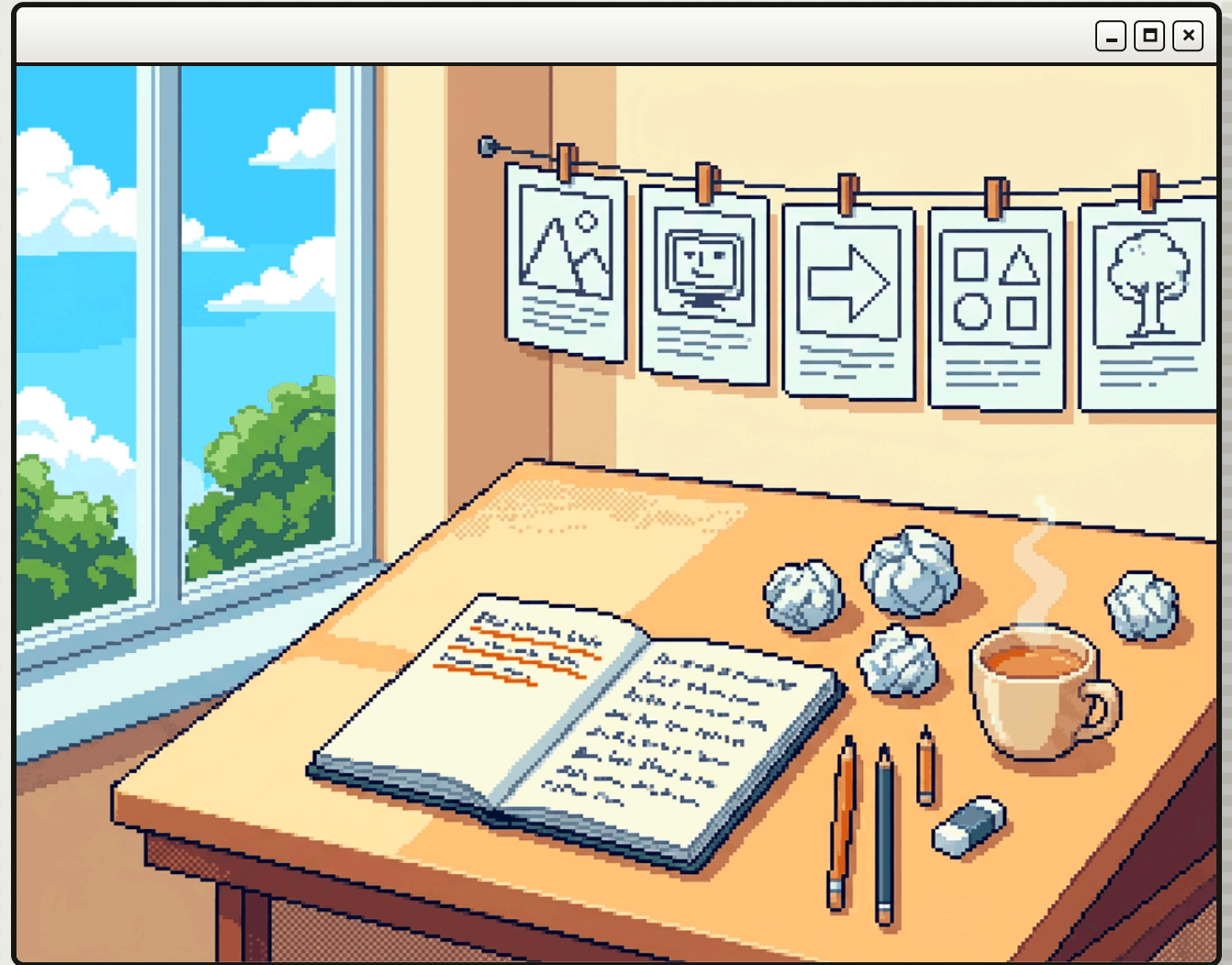


Example: 10x

"Every AI app builder sounds the same." → *Shopify for apps.*

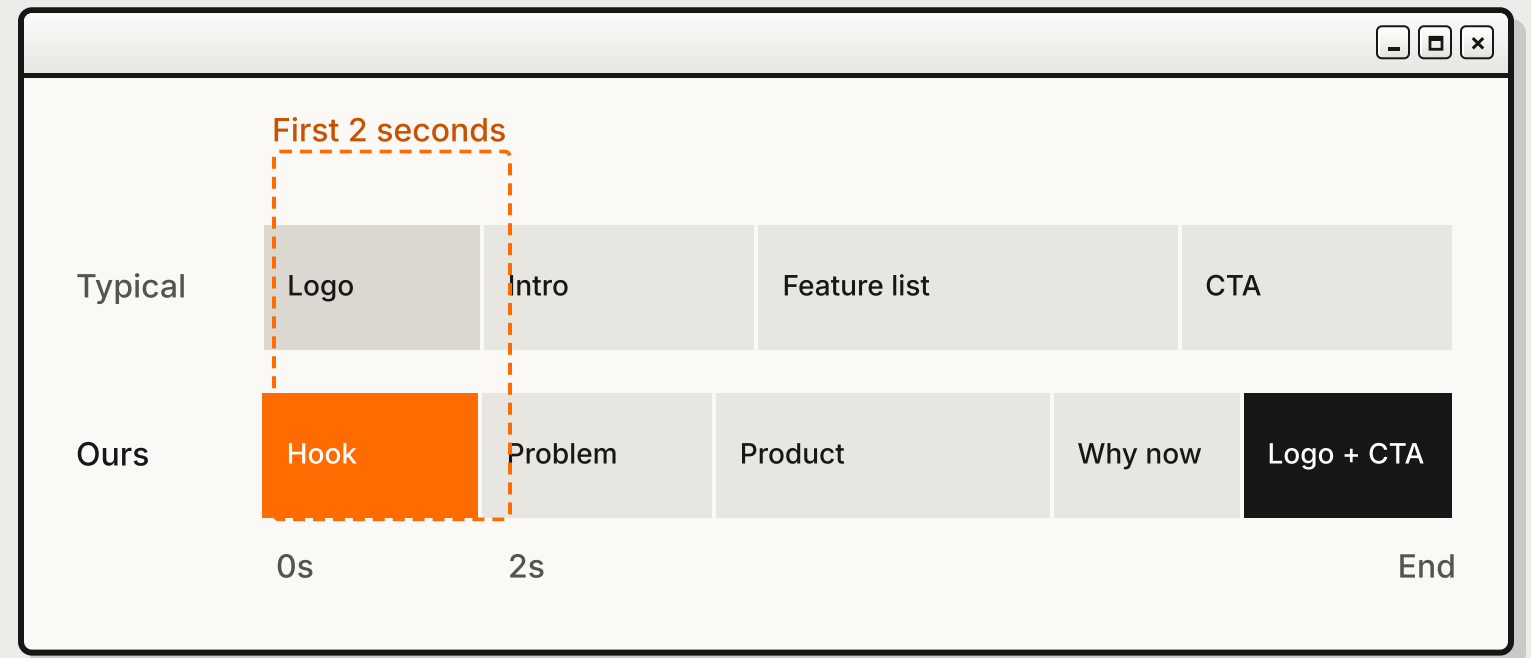
Chapter IV

Write



Hook first, *logo last.*

Two seconds decide the scroll. Open on a face or the product moving, never a title card.



Four ways *to open*.

Founder-led line

“Building apps in 2026 is like *dropshipping in 2016*.”

10x

Old way, new way

Paperwork, follow-ups, drawings by hand. Then the AI workforce takes over.

Mina AI

Day in the life

One workday, dispatch to invoice. The product shows up where the work happens.

OpsVara

Problem in one line

Founders with no time for marketing and no idea where buyers talk.

Arqia

Every beat on paper *before a frame.*

Three hooks written, one chosen with you



Script locked



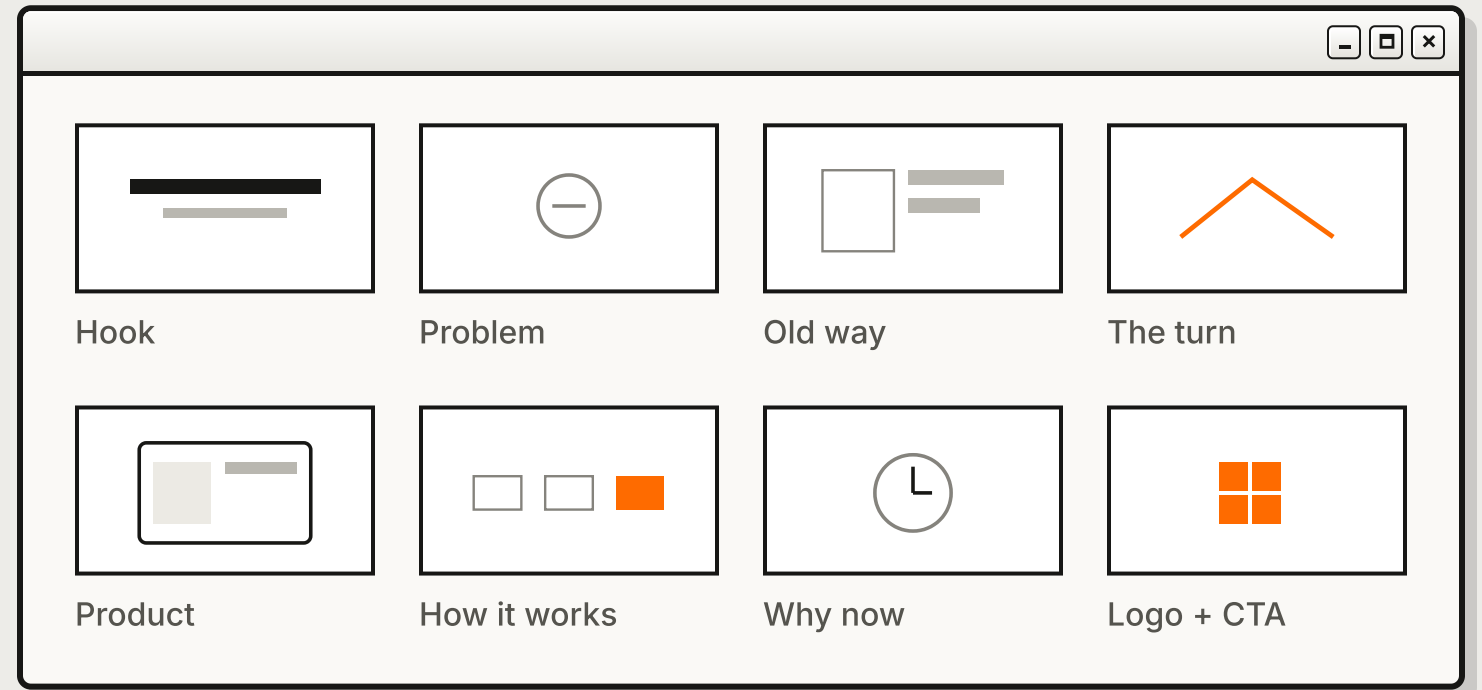
Voice direction



Storyboard, scene by scene



Every frame planned in Figma before a single clip
is made.

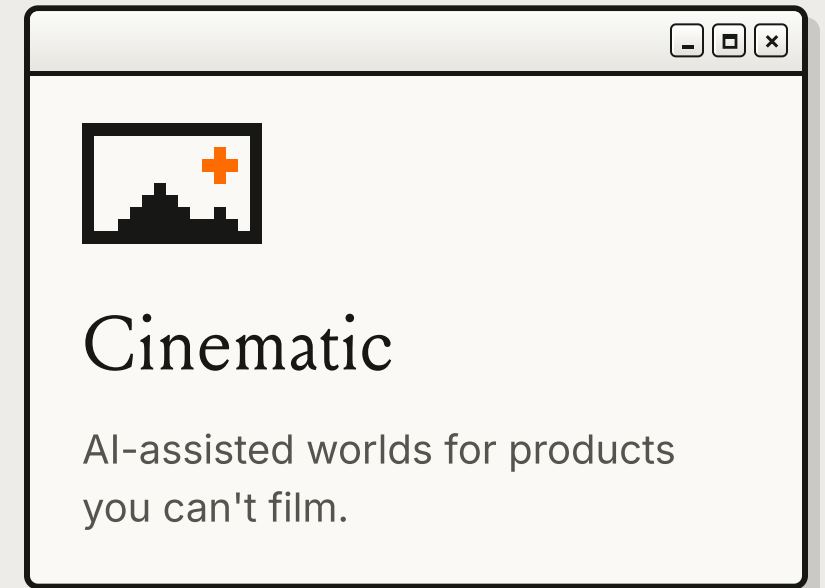
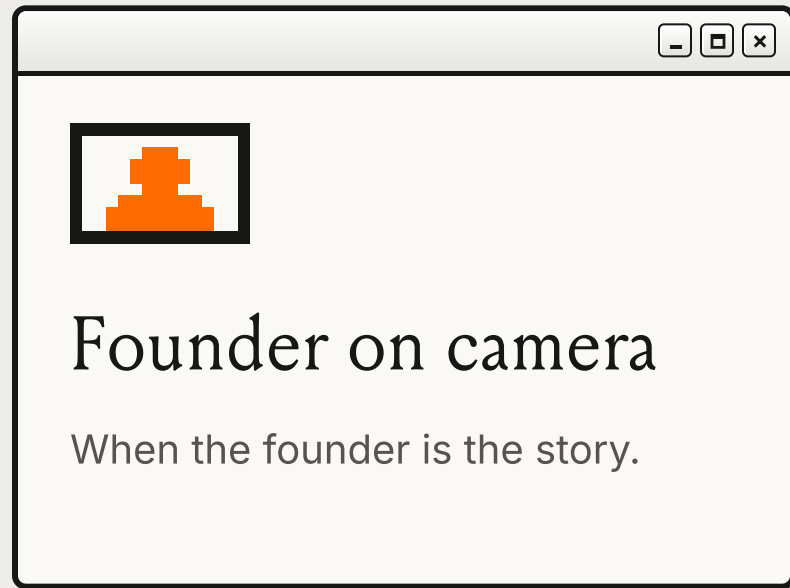


Chapter V

Make



Three styles, *one brand*.



One film, *cut* *for every feed.*

Delivered together. Launch day is
posting, not producing.

☒ Master film

☒ Cutdowns: 16:9, 1:1, 9:16

☒ Post copy for X

☒ Post copy for LinkedIn

☒ Launch-day run of show

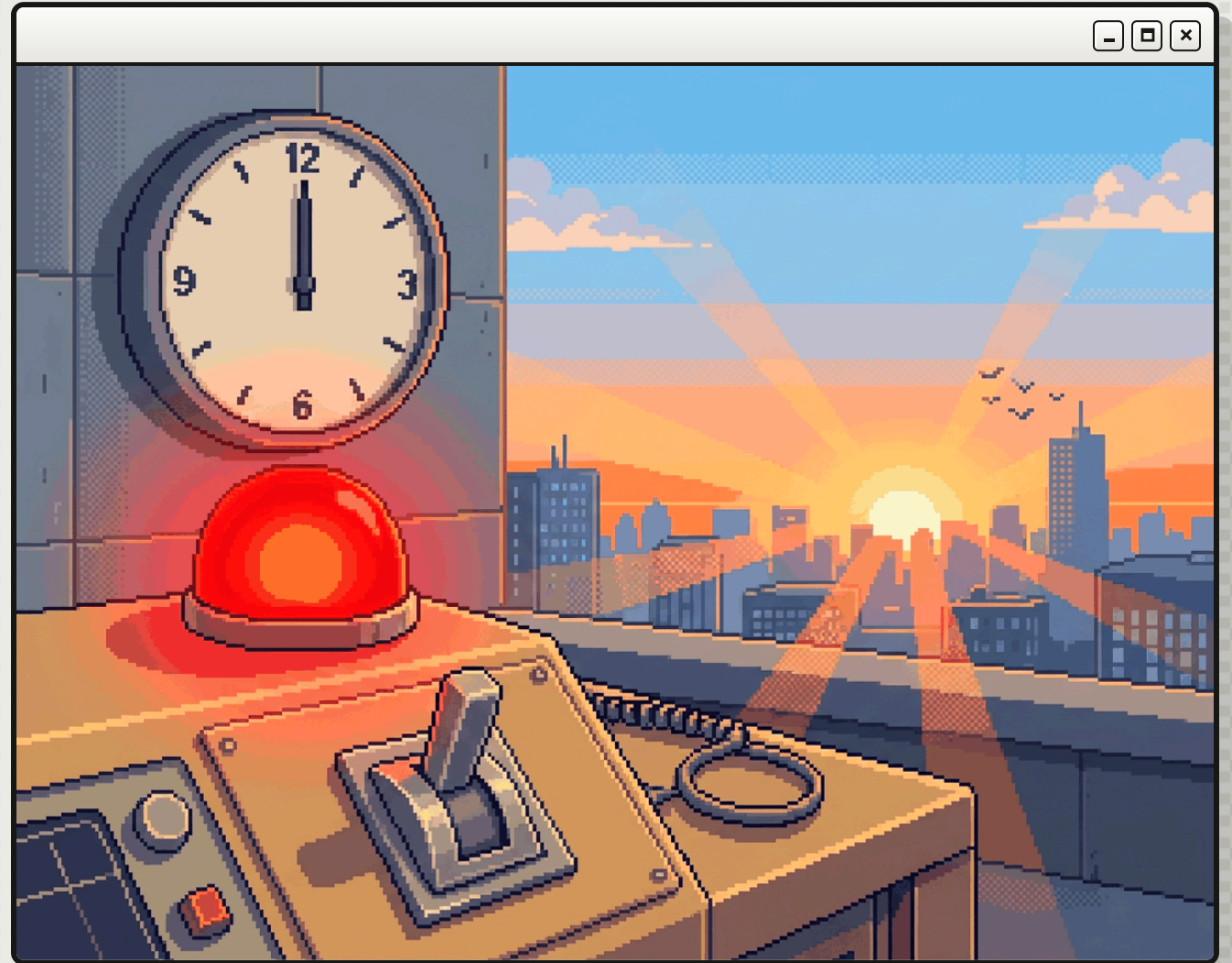
16:9

1:1

9:16

Chapter VI

Launch *day*



Pick the day *before the date.*

A great film on a crowded morning still loses. The slot is part of the plan.

A weekday, your ICP's morning.

Weekends and late afternoons bury launches.

Off the crowded days.

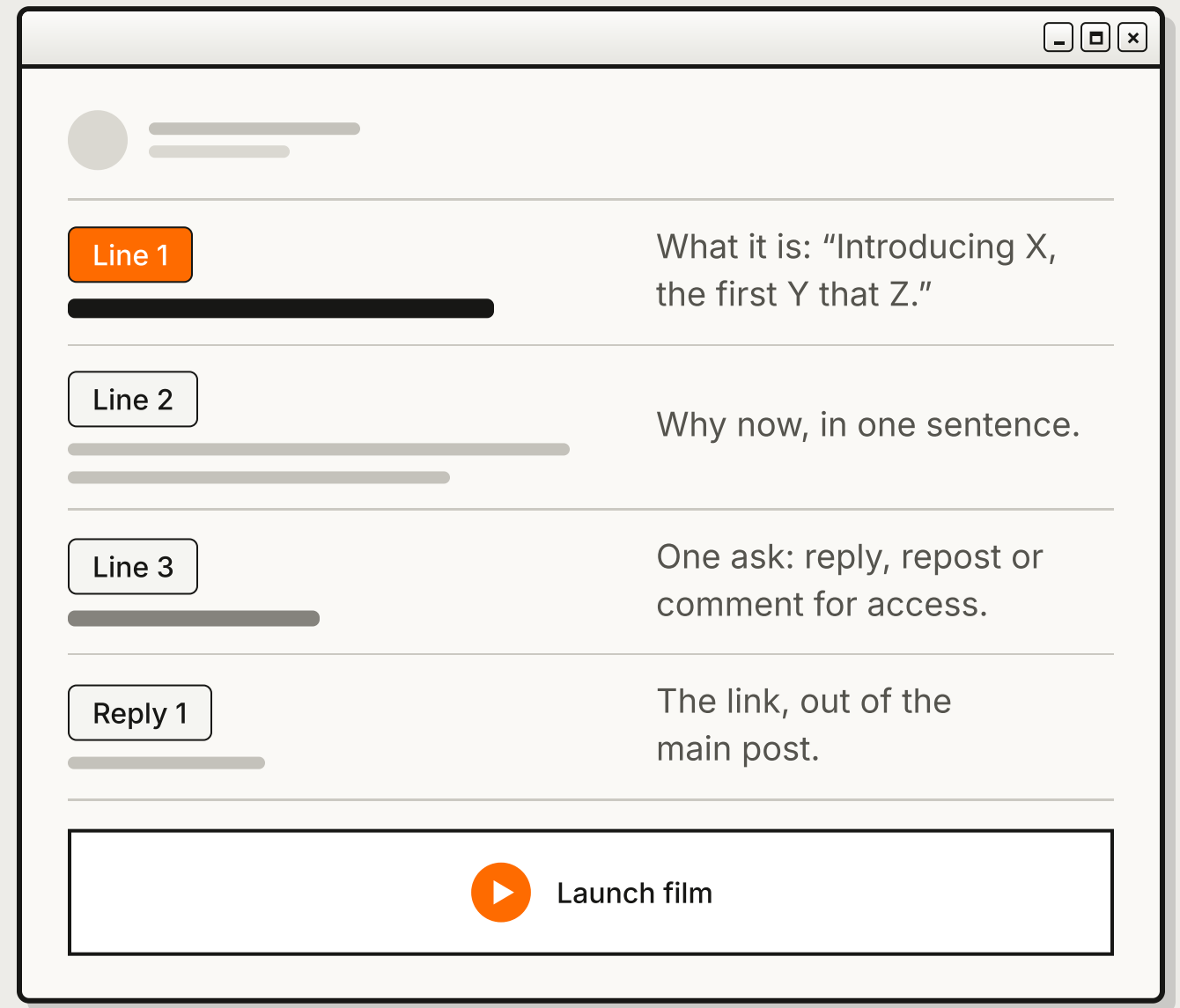
We check the week's launch calendar before we lock the date.

Signed off at T-I.

Cuts, copy and timing approved the day before. Nothing is made on the day.

The post does *half the work.*

Three lines and one ask. Written separately
for X and LinkedIn.



The first hour, *to the minute.*

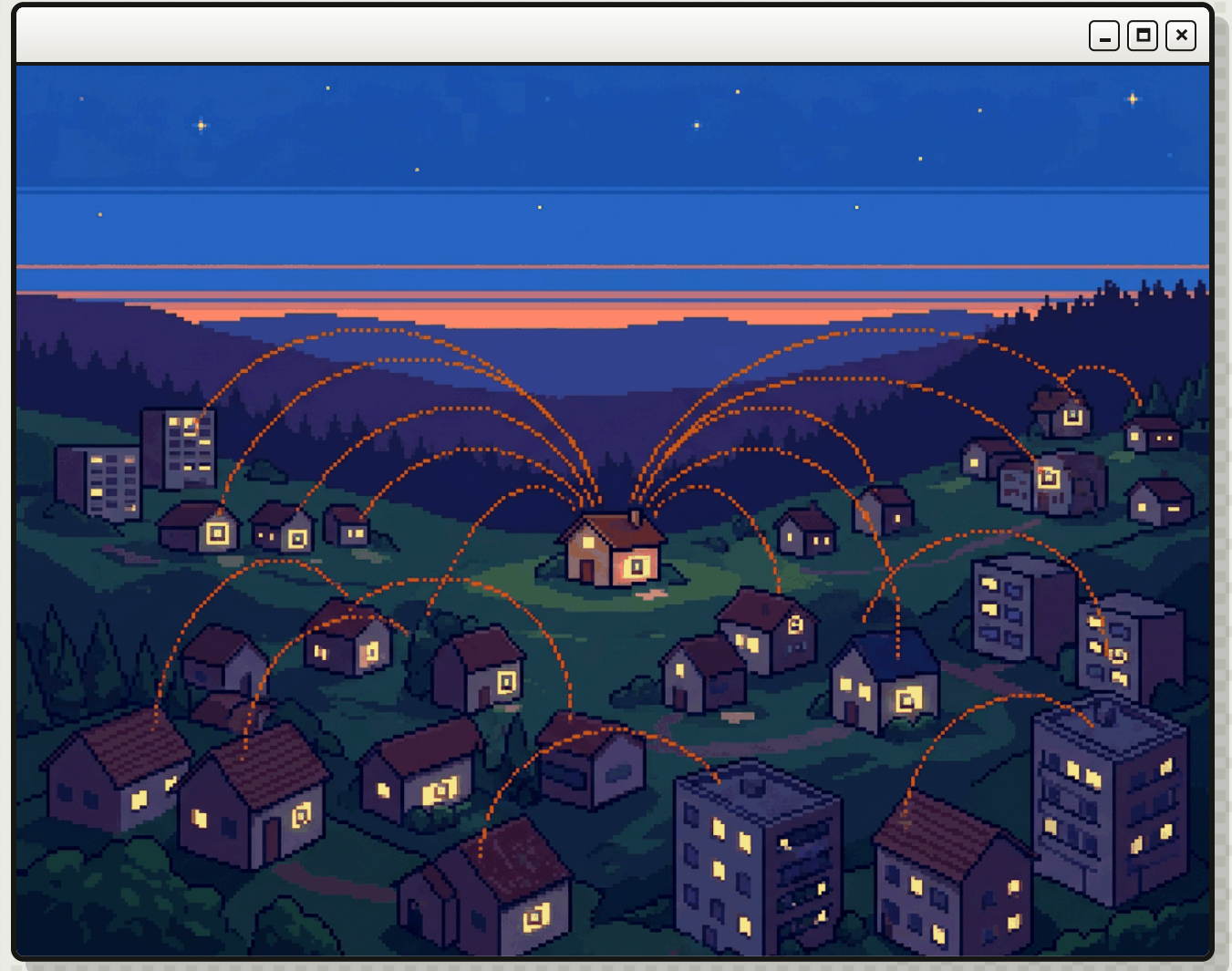
Warm network first, creators after. The first hour decides how far the post travels.

■ Launch + Amplify



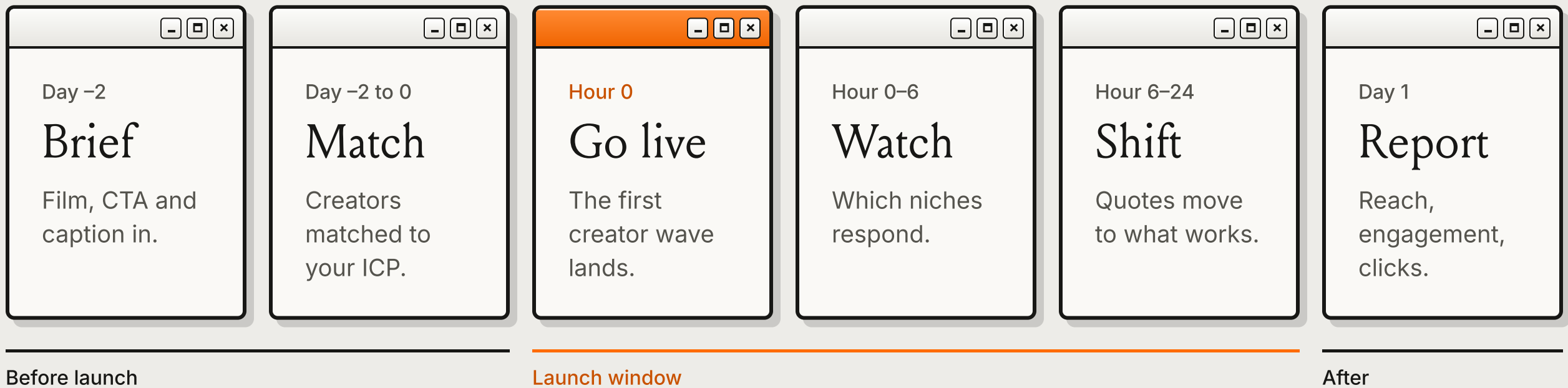
Chapter VII

Amplify



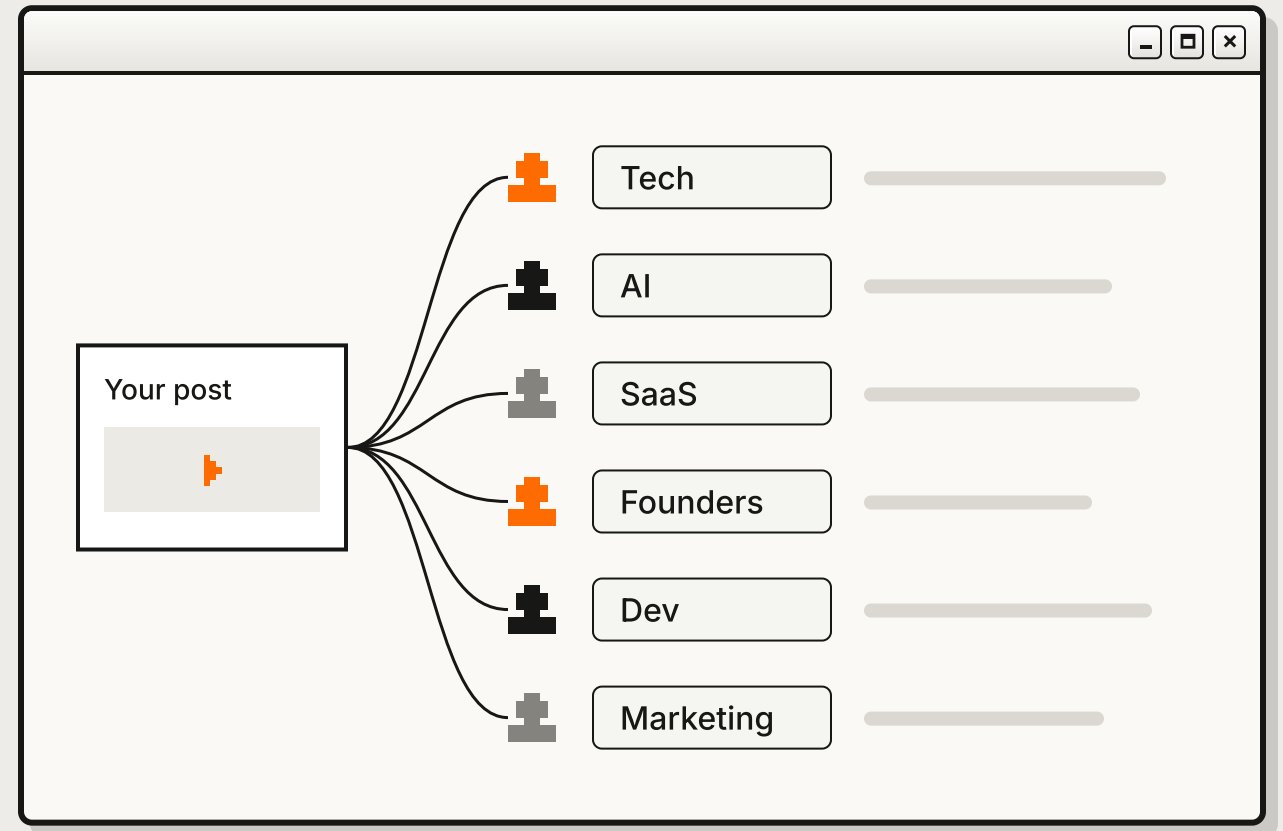
The first 24 hours, *planned*.

Sized to an impressions target we agree upfront.



Reach your buyers *already trust.*

Every creator gets the film and their own angle. No two quote-posts read the same.



After launch, *the film keeps working.*

Launch day is the start of the film's life,
not the end.

The next-day report

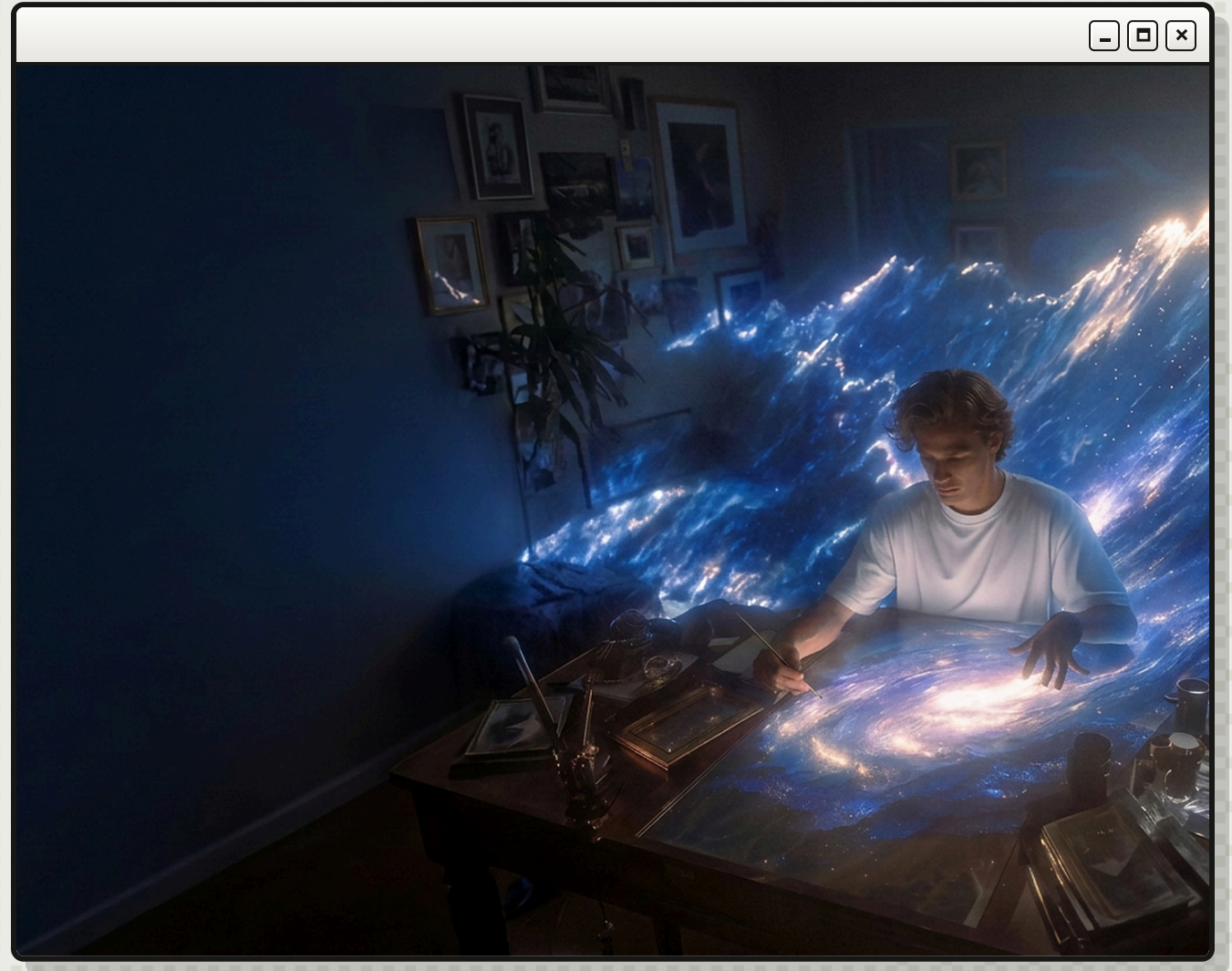
- ✓ Reach and engagement
- ✓ Clicks to your site
- ✓ Which creators moved it
- ✓ What to post next

Where it runs next

- ✓ Pinned on your profile
- ✓ Hero of your website
- ✓ In sales follow-ups
- ✓ In your investor update
- ✓ Re-cut for LinkedIn and ads

Chapter VIII

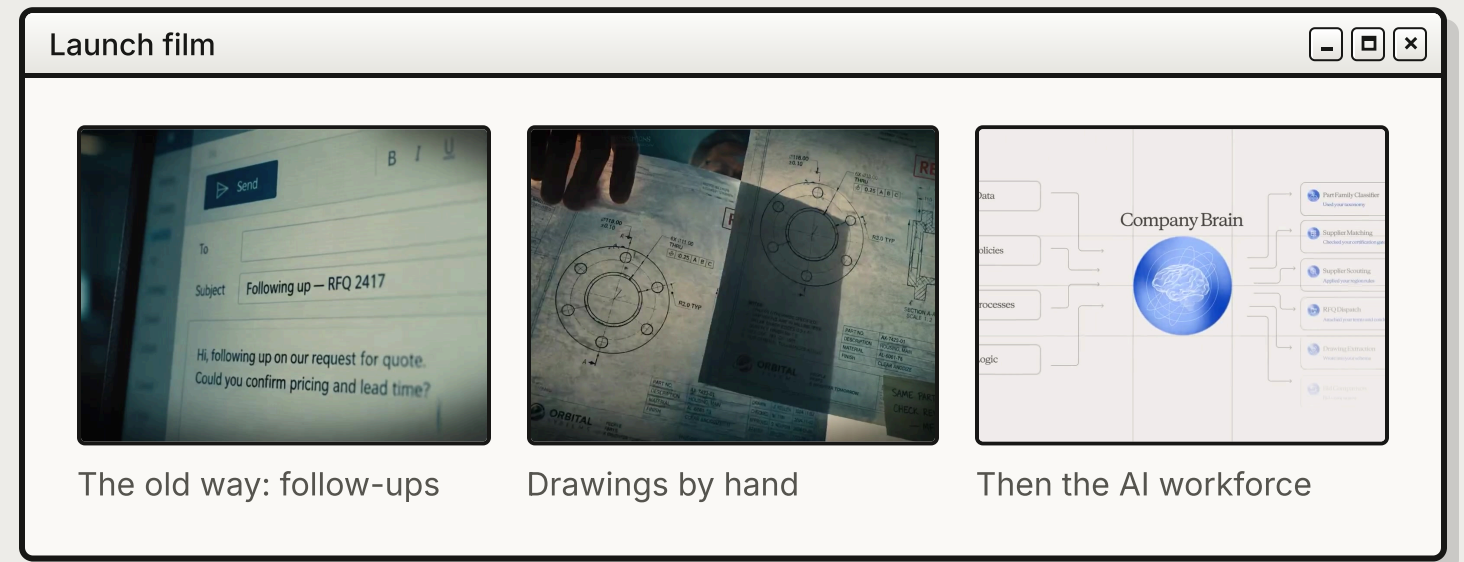
Proof



Mina AI

A brand and launch film *in two weeks.*

AI workers for manufacturing procurement.
The film opens on the old way, then hands
the work to the AI workforce.



✓ Logo and brand kit

✓ 105-second launch film

✓ 30-second cut

✓ Social cutdowns

✓ Print and sales assets

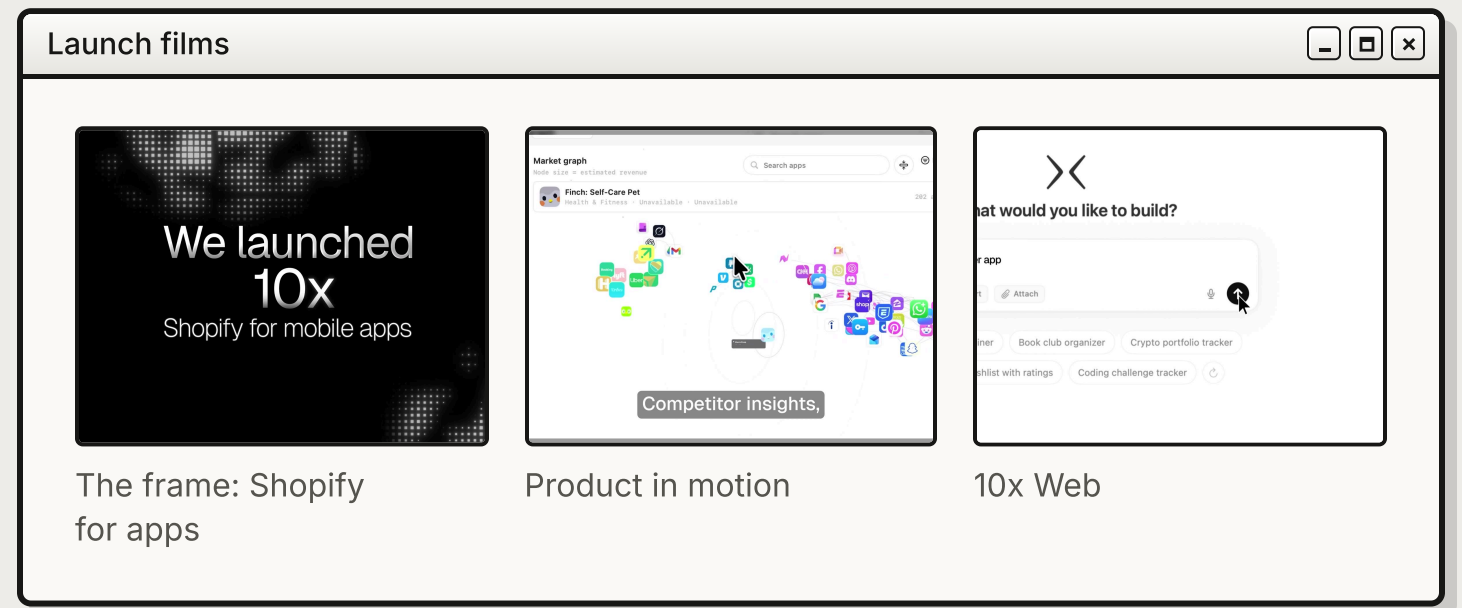
“That's absolutely *perfect*. Thank you so sooo much. I love it.”

Sara AlMahri
CEO, Mina AI

IOX

Three launch films *in four months.*

An AI app builder in a crowded category.
We framed it as Shopify for apps, then
launched it three times.



IOX

Apr 2026 · 472K views

IOX.app

May 2026 · 199K views

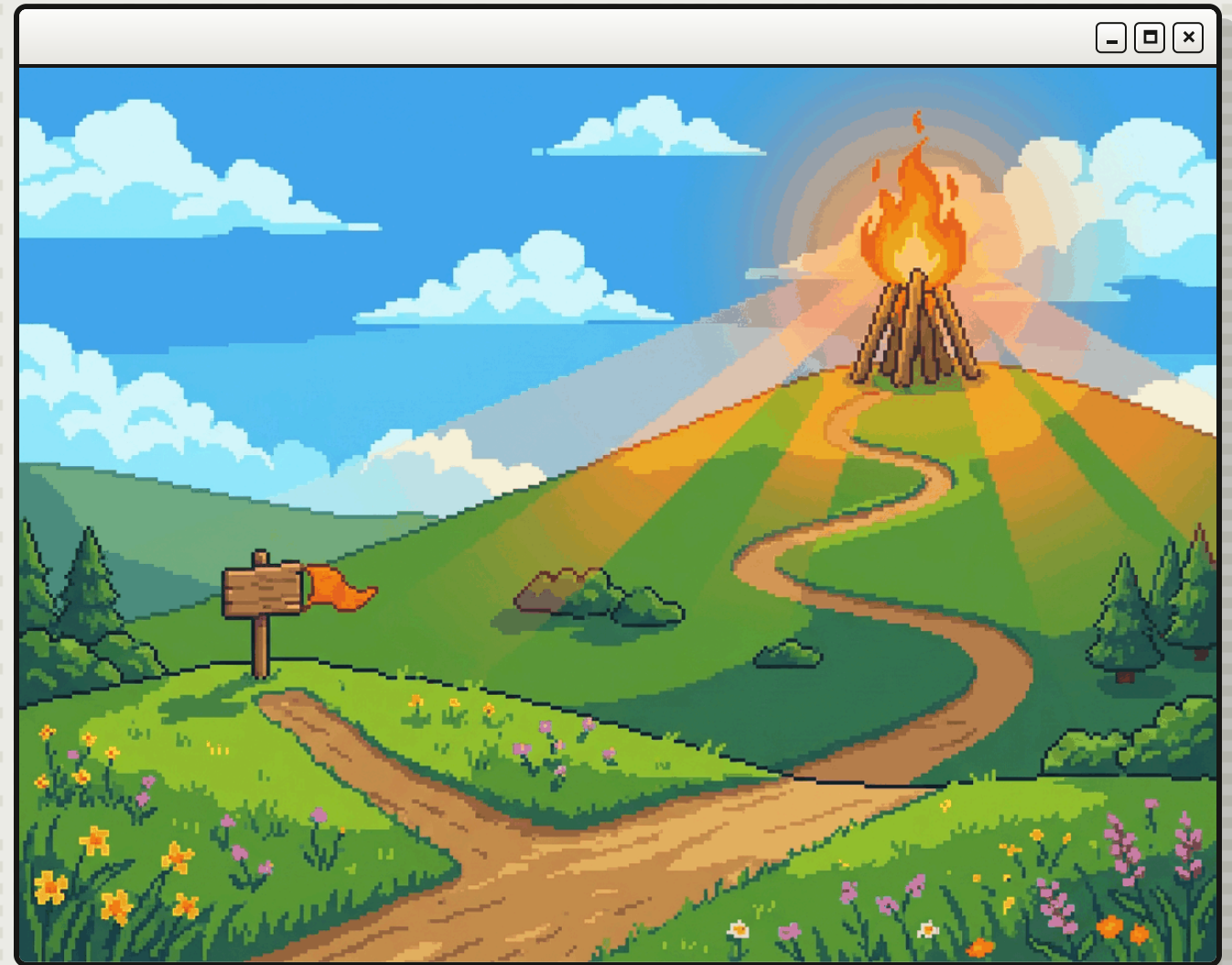
IOX Web

Aug 2026 · 120K views

Public view counts on X, from the founder's launch posts.

Chapter IX

Two ways *to launch*



Two ways *to launch*.

Quote after a 30-minute call.

Launch Film

- ✓ Positioning brief
- ✓ Hook and angle options
- ✓ Script, VO direction, storyboard
- ✓ Design, motion, sound
- ✓ Master film + cutdowns
- ✓ Post copy for X and LinkedIn
- ✓ Launch-day run of show

Launch + *Amplify*

- ✓ Everything in Launch Film
- ✓ Creator shortlist matched to your ICP
- ✓ Outreach and ready-to-share assets
- ✓ Creator wave on X and LinkedIn
- ✓ First-hour engagement plan
- ✓ Post-launch report

Questions founders *ask first*.

How long does it take?

Typically three weeks from kickoff, planned back from your date.

Do you use AI?

For shots and worlds that can't be filmed. Story, script and edit stay with our team.

What if the date slips?

The plan moves with it. Cuts and copy are ready before launch day.

Do I need to be on camera?

No. Product in motion and cinematic films work without a founder on screen.

Who posts?

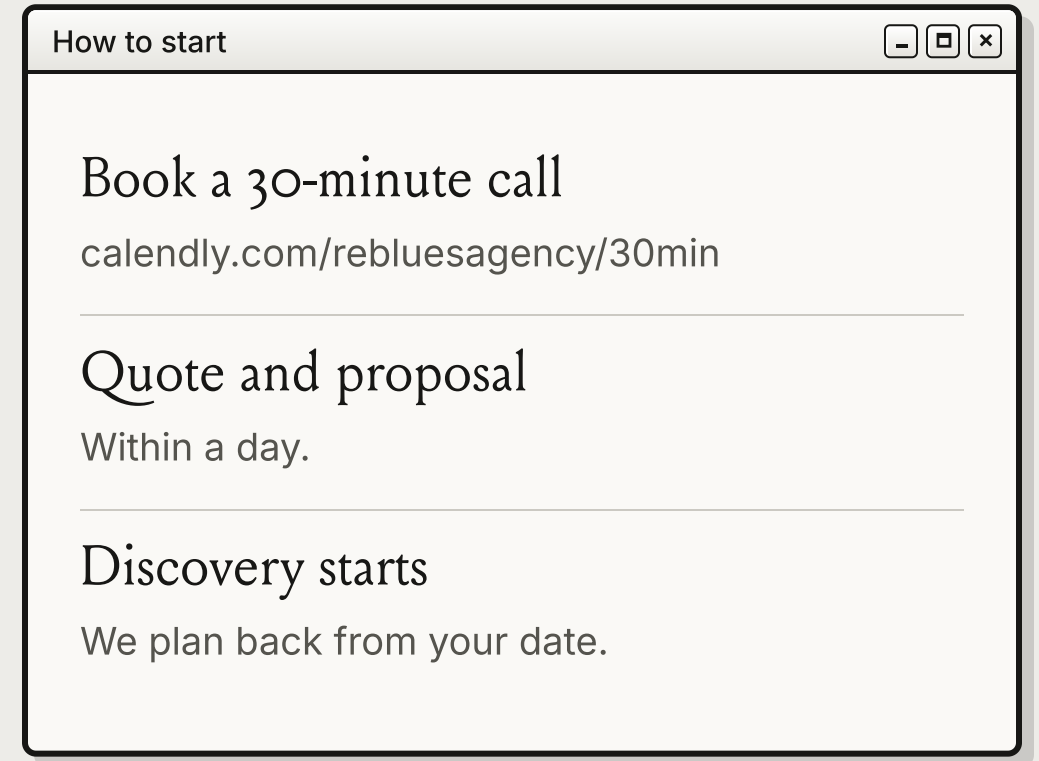
You do, from your accounts. We write the copy and run the first hour with you.

Can you promise it goes viral?

No one honestly can. We give it the strongest start: hook, post, first hour.

Five things *from your side*.

- 1 A launch date
- 2 Product access
- 3 Your brand kit
- 4 One decision-maker
- 5 Your team on launch day



You launch once. *Make the first hour count.*

Book a 30-minute call

calendly.com/rebluesagency/30min

Website

reblueslaunch.com

