

SAMPLE LAUNCH PACK

Mossbridge Garden Supply

A complete, invented example of the deliverable shape a buyer receives: grounded brief, plan, platform-native drafts, visible claim holds, and a human decision gate.

READ THIS FIRST

SYNTHETIC DEMONSTRATION

Mossbridge is fictional. Every business fact, content line and review mark in this specimen is invented. This document proves the product format and approval mechanics only. It is not evidence of customer results.

PRODUCT	Launch Pack - one fixed-scope marketing week
COMMERCIAL TERMS	Held for private release
START LINE	A complete client brief
FIRST VALUE	First approval deck inside 72 hours
REVISION LOOP	Two revision rounds included
PUBLICATION	Client controlled - click2market does not auto-post

WHAT IS INSIDE

- Research brief and positioning decision
- Week-one plan and posting calendar
- Five platform-native draft pieces
- Human approval ledger and visible hold reasons
- Source register and client handoff checklist

01 - RESEARCH BRIEF

The brief fixes the working truth before drafting starts. Unanswered questions stay visible rather than becoming confident guesses.

POSITIONING	Repairable hand tools, described plainly to people who value maintenance and care guidance.
AUDIENCE	Allotment holders and serious home growers, 40+, who replace cheap tools too often and resent it.
OFFER	A focused range of repairable hand tools with simple care guidance and a documented warranty once supplied.
PRIMARY GOAL	Make the craft and repair story concrete without inventing durability or environmental claims.

CONTENT PILLARS

- The object - craft, steel, balance and warranty
- The ritual - seasons, soil, patience and care
- The proof - repairs and documented product evidence

CLAIM-SAFETY WATCH

CLAIM	DECISION	WHY
Lasts a lifetime	HELD	Needs a documented warranty and product evidence.
Eco-friendly	HELD	Too broad without a defined lifecycle basis and substantiation.
Sharpened twice	APPROVABLE	Use only after the client confirms the production record.

OPEN QUESTIONS

- What written warranty can be quoted exactly?
- Which tool-making steps are recorded and repeatable?
- Which channels can the approver review inside 24 hours?

02 - WEEK-ONE PLAN

One idea per piece, one job per channel. The calendar is a proposed handoff - the client controls final publication.

DAY	CHANNEL	PIECE	JOB	GATE
MON	Instagram	Reel	Craft process	APPROVED
TUE	Instagram	Carousel	Buyer education	APPROVED
WED	Instagram	Caption	Product feel	REVISION
THU	LinkedIn	Founder post	Wholesale lesson	HELD
FRI	Email	Spring bench note	Seasonal utility	HELD

APPROVAL RULE

NOTHING IS READY TO PUBLISH UNTIL EVERY PIECE CLEARS THE HUMAN GATE.

TWO-ROUND REVISION LOOP

ROUND 1	Client consolidates corrections and factual changes in one response.
ROUND 2	Final polish against the corrected brief. New scope is quoted separately.
CLOCK STAYS FIXED	The recorded 72-hour due time does not move after the complete brief is saved. New scope is quoted separately.

03 - CONTENT PACK, PIECES 1 TO 3

Draft copy is shown at approval-deck length. Final production includes the platform-ready body, notes and asset brief.

01 - REEL

INSTAGRAM

Script (15 seconds): A good edge should disappear into the work. Show the blade meeting the stone, turn it once, then let a human hand make the final pass. End card: Designed with routine maintenance in mind.

Shot direction: Three macro shots, natural bench sound, no speed claim, warranty line omitted until verified.

STATUS: APPROVED

02 - CAROUSEL

INSTAGRAM

Five-frame outline: 1. A failed tool can interrupt a mid-season job. 2. Notice the balance before the first hour. 3. Check the edge before the first job. 4. Repair information belongs beside the product. 5. Use buy-once language only when the warranty and repair path support it.

Caption close: Save this before the spring tool check.

STATUS: APPROVED

03 - CAPTION

INSTAGRAM

The trowel your hands stop noticing. Balanced, ash-handled, and quietly over-built. The first draft called it the only trowel you would ever need. The human gate removed that promise and kept the useful part: a tool designed to feel settled in the hand. Ask us for the care sheet before you decide.

STATUS: REVISION

Human mark: Soften the hook and ask the client to verify the material detail.

04 - CONTENT PACK, PIECES 4 TO 5

04 - FOUNDER POST	LINKEDIN
Our first wholesale order taught us that a bigger purchase order can still be the wrong order. A buyer asked us to change a handle specification to meet a shelf price. The spreadsheet worked. The tool did not. We declined the change, wrote down why, and built the sales sheet around the specification we could defend. The lesson was not that premium always wins. It was that a clear no protects the product story better than a vague yes.	
STATUS: HELD	

Hold reason: The client must verify the order story before approval; no customer or value is named.

05 - THE SPRING BENCH NOTE	EMAIL
Subject: A tool for a lifetime of springs. Preheader: Three jobs for this weekend and the care step most tool drawers miss. Before you buy another tool, clean the ones you already own. Brush off dry soil, check the edge, and oil bare steel before it goes back in the shed. Then choose this weekend's one useful job. Held draft line: A tool for a lifetime of springs.	
STATUS: HELD	

Hold reason: "A tool for a lifetime of springs" needs documented warranty evidence. It remains visible and does not ship.

05 - HUMAN GATE AND HANDOFF

GATE TALLY

APPROVED	2 pieces
REVISION QUEUED	1 piece - soften hook and verify material
HELD	2 pieces - unverified founder story and lifetime claim
PUBLISH AUTHORITY	Client only

CLIENT HANDOFF CHECKLIST

- Confirm business facts, offer details and dates
- Resolve or remove every held claim
- Return one consolidated revision note
- Approve final words and asset directions
- Publish from client-controlled accounts

SOURCE REGISTER

SOURCE	STATUS	SUPPORTED CLAIMS
Synthetic Mossbridge brief	DEMO ONLY	Positioning, audience, offer and content direction. No real customer facts.
Documented warranty	NOT PROVIDED	Lifetime durability claim remains held.
Production record	CLIENT TO VERIFY	Double-sharpening process claim is conditional.
Human approval ledger	SAMPLE	Two approved, one revision, two held in this specimen.

THIS SAMPLE SHOWS THE SHAPE. YOUR PACK USES YOUR VERIFIED FACTS, YOUR SOURCES AND A HUMAN DECISION GATE.