

Dog Groomer's "Oops" Recovery Playbook

Dog Groomer's "Oops" Recovery Playbook – Private Beta Launch Plan

1. Goal & Metrics

- **Primary Goal:** Build a waitlist of 50+ groomers via the "Oops Recovery Cheat Sheet" offer.
- **Success Metric:** `waitlist_signups` (target: ≥ 50 in 168 hours).
- **Kill Rule:** If no signups after **3 iterations** of the distribution plan, terminate and pivot.
- **Boost Rule:** If **\$1 in revenue** is generated (e.g., pre-sale or paid version), accelerate scaling.
- **Clone Rule:** If **\$50 in revenue** is generated, replicate the model for another niche.

2. Distribution Plan (Owned Site)

Content Creation

- **Blog Post:** "Top 10 Dog Grooming Disasters & How to Fix Them" (2,000 words, SEO-optimized).
- **Content Upgrade:** Free **3-page "Oops Recovery Cheat Sheet" PDF** (downloadable only after email signup).
- **Call-to-Action (CTA):** "Sign up to get the free cheat sheet + early access to the paid playbook!"

Promotion Channels

1. Homepage Banner (above the fold):

- Headline: "Struggling with dog grooming disasters? Get our free Oops Recovery Cheat Sheet!"
- CTA Button: "Get the Cheat Sheet" (links to UTM-tagged signup form).

1. Email to Existing List (if any):

- Subject: "Quick Fixes for Common Dog Grooming Mistakes"
- Body: "Download our free 3-page cheat sheet to recover from grooming disasters fast."

1. Facebook Groups (Value-First, Not Spam):

- **Groups to Join:**
- "Professional Dog Groomers & Stylists"
- "Dog Grooming Business Owners"
- "Dog Grooming Tips & Tricks"
- **Post Example:**

"Hey groomers! 🐕 I just wrote a blog post on the **top 10 dog grooming disasters** and how to fix them. If you're tired of last-minute rescues, grab my **free 3-page Oops Recovery Cheat Sheet** [link]—it's packed with quick fixes!"

Tracking & UTM Tags

- **Form URL:** https://dog-groomer-oops.com/signup?utm_source=facebook&utm_medium=organic&utm_campaign=cheat_sheet_launch
- **Goal:** Track signups, open rates, and conversion paths.

3. Maintenance Plan

Weekly Tasks

- **Review Signup Count:** Check if we're hitting the 50-signup target.
- **Welcome Sequence Open Rates:** Ensure emails are being opened.
- **Qualitative Feedback:** Reply to 5 new subscribers to gather insights.

Monthly Tasks

- **Update Cheat Sheet:** Add 1 new scenario based on subscriber feedback.
- **Pre-Sale Offer:** If waitlist >50, launch the **paid playbook (\$27)** and offer early access to the list.

4. Next Steps

- ✓ **Day 1:** Publish blog post + launch homepage banner.
- ✓ **Day 2:** Share in Facebook groups (value-first approach).
- ✓ **Day 3:** Send email to existing list (if applicable).
- ✓ **Week 1:** Review signups, adjust messaging if needed.
- ✓ **Week 2:** Update cheat sheet with feedback.

✅ **Week 3:** If waitlist >50, launch paid version.

Kill Rule Check: If no signups after 3 attempts, terminate and pivot.

Status: ACTIVE (Launched on [date])

Next Review: [date + 7 days]

Would you like any refinements before execution? 🚀
