Day 2 Cliff Notes: Free Tool Flywheel Workshop

- Ship v1 fast
    - One problem → one core feature → one immediate outcome.
    - Complexity kills momentum. Nice-to-haves go to a later version.
- Use Buildy the right way
    - Start in Plan mode: define pages, inputs/outputs, and flow.
    - Generate, preview, and test the critical path (signup → use tool → result).
    - When editing, say “Do not change anything else” to avoid AI over-edits.
    - Use Restore to roll back bad iterations.
- Persuasive landing, honest proof
    - Headline = pain + promise. Subhead = who + what + fast outcome.
    - Repeat CTA multiple times on the page.
    - Remove any AI-fabricated testimonials; replace with real user quotes ASAP.
- Email capture and CRM
    - Capture emails at registration; connect your CRM key.
    - Tag users by usage milestones; send a value-first welcome email with quick-start tips.
- Light monetization (no paywall on core)
    - Add 1–2 highly relevant offers (affiliate or your own) in-app and via email.
    - Keep placements tasteful (nav, footer, or post-result).
- Domains, publish, QA
    - Use a clear .com. Connect in Buildy → Publish.
    - QA mobile first. Verify the entire flow works end-to-end.
- Distribution prep (for Day 3)
    - Draft short, contextual share messages for the exact threads/groups where you found the pain.
    - Emphasize: why you built it, what it does, free access, and the immediate outcome.
- Mindset and cadence
    - Expect hiccups; iterate quickly.
    - One meaningful improvement at a time beats big rewrites.
    - Momentum > perfection.