

CAMPAIGN PLAYBOOK

Harbor Notes: a focused four-week launch

4 weeks

Campaign plan

\$1,200

Illustrative budget

Week	Content	Purpose
1	Problem-led post + landing-page draft	Test whether the use case is clear
2	Before/after example + newsletter	Show the actual output
3	Workflow walkthrough + FAQ	Answer objections
4	Recap + revised landing page	Review evidence and next steps

Positioning and promise

For independent consultants who need to turn notes into the next client deliverable, Harbor Notes creates an editable starting point: a summary and an action list. Lead with the output people can inspect. Do not claim it listens to meetings, connects to private apps, or saves a quantified amount of time.

Draft 1: LinkedIn introduction

The meeting ends. The next deliverable still needs a clear starting point. Harbor Notes turns typed notes into an editable summary and action list, so you can check the facts and decide what happens next. Explore a sample workflow before trying your own notes.

Draft 2: newsletter section

From rough notes to a useful first draft. This week, explore a fictional consulting handoff: the original notes, a concise summary, and a list of actions with unknown owners clearly marked. The example is prepared in advance and free to view. Your own output depends on the context you provide.

Budget and operating constraints

- \$400: prepare and edit the demo assets.
- \$300: design and accessibility checks for the landing page.
- \$300: optional distribution experiment, only after the owner approves the channel and spend.
- \$200: reserve for revisions. Total allocation is \$1,200; no money has been spent.

Measurement without invented results

Measure visits to the example, example-to-signup conversion, and completed first tasks. Establish a baseline before setting a target. Compare only one message change at a time, keep the traffic source consistent, and review the sample size before drawing conclusions. Do not install tracking or send campaigns without the owner's approval.

Release review

- Product owner verifies every capability claim.
- Editor checks the copy, links, and example disclosure.
- Designer checks phone layout and text contrast.
- Campaign owner approves publication, recipients, and any paid distribution.