

DIGITAL HUB

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DTC Brand Launch Studio

A first-catalog launch table: positioning, PDP, emails, shot list, and a T-14 run-of-show.

This PDF is a sample. The Mile Eight filled example and the blank templates open in Joined after checkout.

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What's in the pack

DTC Brand Launch Studio | sample

1 Positioning and offer canvas

Category, enemy, only-ness, proof, and who it is not for.

2 PDP and collection outlines

Above-the-fold job, proof, price, and risk reversal.

3 Launch email set

Waitlist live, 48 hours out, T-0. Three emails, not a novel.

4 Shot list and brief pack

Every shot maps to a PDP block or it gets cut.

5 T-14 run-of-show

Named captain, no-go meeting, day-after review.

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Worked example: Mile Eight

Fictional brand. Four filled lines. The rest is in Joined.

Category

Direct-to-runner merino base layers, not gym fashion.

Enemy

The \$22 dry-fit tee that fails at mile 8. Also cotton.

Only-ness

Cut and named for the mile where cheap fabric quits.

H1

Stay unbothered from the first repeat to mile 8.

Waitlist subject

Mile Eight opens Nov 12 -- a shirt that lasts the long run

Drop

Core Tee \$128. 300 units. Waitlist 48 hours first.

Preview. Full files open in Joined after checkout.

How you get the files

Not a public download of the working files

- 1 Check out on Whop with the email you use on Whop.
- 2 Open Joined. Access stays there while your account is active.
- 3 Open the Mile Eight example, then copy the blank templates.
- 4 Use them for your brand or a client brand. Do not resell the raw files.

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