LAUNCH KIT · EXAMPLE BUSINESS (FICTIONAL)

Maple Rye Morning Bun

Goldfinch & Rye · launch week plan, ad angles, three posts, the email, the checklist



WHAT THIS IS

Everything needed to launch one menu item in one week with a 2,400-follower account, a 900-person list and $100. Every word is written; every image is made. Paste, schedule, bake.

WHAT IT IS BUILT ON

One true thing from the brief: the regulars asked for it. Every piece says some version of that, because it is the only claim a neighborhood believes without checking.

1 · THE PLAN ON A PAGE

Seven days, seven moves

WHEN	WHERE	WHAT
Tue · T-4	Instagram + Facebook	Post 1, the announcement. Pin it to the top of the profile.
Wed · T-3	Email, 7:10 am	Launch email to the list (900). Two subject lines, split 50/50.
Thu · T-2	Instagram + Facebook	Post 2, the crumb shot. Start the $100 boost (three angles, page 3), Thursday 6 am to Saturday noon.
Fri · T-1	Stories	Re-share Post 1 with a countdown sticker and "tomorrow".
Sat · launch	Feed 6:45 am, then Stories	Post 3, first 50 get a free drip coffee. A Story at 7:00, 8:00, when the 50 are gone, when the buns are gone.
Sat–Sun	Stories	Re-share every customer photo that tags the shop, same day.
Tue · T+3	Instagram + Facebook	Thank-you post with the real number: how many buns went out the door.

THE ONE IDEA EVERYTHING HANGS ON

This is not a product launch. It is the shop giving in. The regulars tested it for a month, said "when is it permanent," and won. Say that, in every piece, in a different way each time.

Why Tuesday, Thursday, Saturday

Three feed posts in a week is enough to be seen twice by most followers without feeling like a campaign. Tuesday morning and Thursday lunch are the two highest-reach slots for local food accounts; Saturday 6:45 lands before the first coffee.

Why the email goes Wednesday

Far enough from Saturday to plan around, close enough to remember. A 7:10 am send reaches people while they are deciding where to get breakfast, and gives the Thursday boost a warm audience.

2 · THREE AD ANGLES FOR THE $100 BOOST

Let the neighborhood pick the message

The regulars made us do it

ANGLE A · SOCIAL PROOF

PRIMARY TEXT For a month we have been quietly testing a rye sourdough morning bun on Saturday regulars. They stopped saying "nice" and started saying "when is it permanent." Saturday. It is permanent Saturday.

HEADLINE The Maple Rye Morning Bun is here to stay

DESCRIPTION Rye sourdough, maple glaze, toasted pecans. $5.50, or six for $28.

BUTTON Get directions

Rye sourdough meets cinnamon roll

ANGLE B · THE PRODUCT

PRIMARY TEXT It starts as our rye sourdough. It ends up swirled with cinnamon, glazed with maple and finished with toasted pecans. Somewhere in the middle it stops being bread and we stopped arguing about what to call it. Morning bun. Saturday.

HEADLINE Maple Rye Morning Bun, new from Saturday

DESCRIPTION Baked at 6. Gone when they're gone.

BUTTON Learn more

First 50, free coffee

ANGLE C · LAUNCH-DAY URGENCY

PRIMARY TEXT Saturday we launch the Maple Rye Morning Bun. The first 50 people to buy one get a free drip coffee to go with it. Doors at 7. Bring a friend; the box of six is $28.

HEADLINE First 50 Saturday: free coffee with your bun

DESCRIPTION One shop. One Saturday. Fifty coffees.

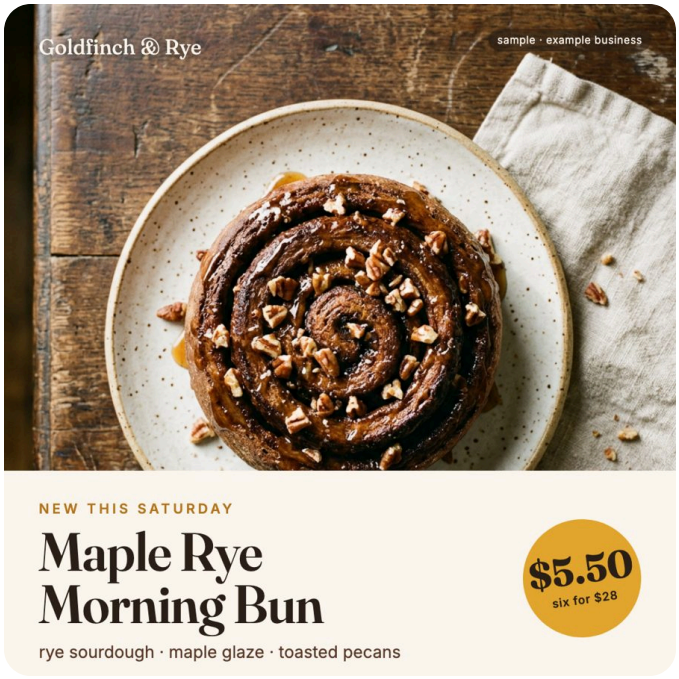
BUTTON Get directions

Boost settings, exactly

Objective: engagement. **Location:** 5 miles around the shop. **Age:** 22–65. **Interests:** bakeries, coffee, farmers markets. **Schedule:** Thursday 6 am to Saturday noon. **Budget:** $30 on each angle for the first 24 hours; Friday morning, move the remaining $10 and anything unspent onto the angle with the lowest cost per engagement. Use Post 2's image for A and B, Post 3's image for C.

3 · POST 1 · TUESDAY 7:30 AM · INSTAGRAM + FACEBOOK

The announcement



CAPTION

We tried to keep it a weekend secret. The weekend had other plans.

The Maple Rye Morning Bun: our rye sourdough, rolled with cinnamon, glazed with maple, finished with toasted pecans. Tested on Saturday regulars for a month until "nice" turned into "when is it permanent."

Saturday. Permanent. $5.50 each, six for $28.

#morningbun #ryesourdough #neighborhoodbakery #maple #saturdaymorning

Why it works

The first line is a small joke that only makes sense once you read the second. People who stop to figure it out have already read the post. The price goes in the caption, not the image, so the image stays pinned without going stale if the price changes.

Do this too

Pin it. Reply to every comment within the hour, by name, in the shop's voice. If anyone asks "is it gluten free," answer plainly: no, it is rye. Honest no's build the kind of trust a Saturday line is made of.

ALT TEXT (PASTE INTO THE ACCESSIBILITY FIELD)

Overhead photo of a large swirled rye morning bun with maple glaze and toasted pecans on a speckled plate. Text reads: New this Saturday, Maple Rye Morning Bun, $5.50, six for $28.

FIRST COMMENT, INSTAGRAM (KEEPS THE CAPTION CLEAN)

Yes, it is the one from the Saturday counter. Yes, the pecans are optional if you ask. No, we will not tell you how many we baked.

4 · POST 2 · THURSDAY 12:15 PM · INSTAGRAM + FACEBOOK · BOOSTED

The crumb



CAPTION

The inside, since you asked. Rye gives it the chew. Maple gives it the shine. The pecans are for the people who read the whole caption.

Saturday, from 7. We bake them at 6 and we do not bake more.

#crumbshot #ryesourdough #morningbun #bakery

Why no text on this image

This is the one that gets boosted to strangers. A food photo with nothing written on it reads as a friend's photo, not an ad, and stops the thumb longer. The words live in the caption and the ad copy.

"We do not bake more"

A true scarcity line beats a fake one. If the owner would rather bake a second batch on launch day, cut the line; never write a limit the shop will not keep.

ALT TEXT

Close-up of a maple rye morning bun torn open, showing the soft layered crumb and cinnamon swirl, with pecan crumbs on parchment paper.

FIRST COMMENT, INSTAGRAM

Saturday, doors at 7. Boxes of six are $28 and they travel well, which is the only sentence in this launch we would put money on.

5 · POST 3 · SATURDAY 6:45 AM · INSTAGRAM + FACEBOOK, THEN STORIES

Launch day



CAPTION

They are out of the oven. The first 50 people to buy a Maple Rye Morning Bun this morning get a drip coffee on us. We will post when the 50 are gone, so you know whether to run.

Doors at 7. Box of six is $28 if you are the hero of your household today.

#launchday #morningbun #freecoffee #neighborhoodbakery

Stories schedule

7:00 doors, a phone video of the case. **8:00** the tally so far ("31 of 50"). **When the 50 are gone**, say so. **When the buns are gone**, a photo of the empty tray. Empty trays are the best ad a bakery has.

Promise kept

"We will post when the 50 are gone" is a promise. Keep it to the minute. The people who ran and missed it will forgive the miss if the shop told the truth about it.

ALT TEXT

A maple rye morning bun on a small plate next to a mug of black coffee on a wooden café table in low morning sun. A card reads: Saturday, doors at 7, first 50 get a free drip coffee.

STORY TEXT WHEN THE 50 ARE GONE

That's 50. Thank you for running. Buns are still here (for now). Coffee is back to its usual very reasonable price.

6 · EMAIL · WEDNESDAY 7:10 AM · MAILCHIMP, 900 SUBSCRIBERS

The regulars won

Subject A: The regulars won. Maple Rye Morning Bun, Saturday.
Subject B: We gave in. New bun Saturday (and free coffee for the first 50)
Preview text: Rye sourdough, maple glaze, toasted pecans. Permanent as of Saturday.

Good morning,

For about a month, a rye sourdough morning bun has been showing up on the counter on Saturdays without a sign. We were testing it. You were not supposed to notice.

You noticed. Enough of you asked when it would be permanent that it is now permanent. Starting this Saturday, the **Maple Rye Morning Bun** is on the menu every day we are open.

What it is: our rye sourdough, rolled with cinnamon, glazed with maple, finished with toasted pecans. $5.50 each, or a box of six for $28.

Saturday only: the first 50 people who buy one get a drip coffee with it, on us. Doors open at 7. We bake them at 6 and we do not bake a second batch, so earlier is better.

See you Saturday,
Goldfinch & Rye

Get directions

P.S. If you were one of the people who asked: thank you. This was your idea.

Split test

Send A to half, B to the other half, winner by opens after 2 hours is Mailchimp's default; leave it on. Subject A is the shop's voice; B is the offer. Whichever wins tells you what this list opens for next time.

Paste-ready

`email.html` is a 600-px table layout with the announcement image, the button and the footer merge tags Mailchimp needs. Drop it into a "Code your own" block; swap the directions link for the shop's Google Maps URL.

7 · LAUNCH DAY AND AFTER

The checklist, and what "worked" looks like

Saturday

- [ ] Post 3 is up at 6:45, before doors
- [ ] A tally sheet by the register for the 50 coffees; whoever is on register owns it
- [ ] A hand-written "ask us about the Maple Rye Morning Bun" card on the pastry case
- [ ] Stories at 7:00, 8:00, when the 50 are gone, when the buns are gone
- [ ] Re-share every tagged customer photo the same day
- [ ] By Sunday night, count: buns sold, boxes sold, coffees given, new followers

Before Saturday

- [ ] Menu board and till updated with the item and both prices
- [ ] Boxes of six on hand (at least 20)
- [ ] Everyone on shift Saturday has read the caption, so the story told at the counter matches the one online
- [ ] Directions link in the email points at the live Google Maps listing
- [ ] Boost scheduled Thursday 6 am with the three angles and $30 each

What to measure

120–180

Buns on Saturday, against a normal Saturday pastry count, plus 10–15 boxes. That is an honest target for a 2,400-follower shop with a 900-person list; a bigger number is a good week, not a failed plan if it is smaller.

Opens

Email open rate above the last three sends; clicks on "Get directions" are the people who were planning to come. Keep the winning subject line's style for the next launch.

$ / result

Boost: which angle had the lowest cost per engagement by Friday morning. That angle is the default voice for the next thing the shop launches.

One number

Tuesday's thank-you post says how many buns went out the door Saturday and Sunday. Say the real number even if it is smaller than hoped. People like a shop that counts out loud.

8 · WHAT WE DID WITH YOUR PHOTOS

Your phone photo, our pass, and the reshoot

You sent three photos under the kitchen fluorescents. Here is what one of them looked like, what a ten-minute pass does to it (white balance, crop, a little warmth, sharpening), and the shot we produced for the posts when a pass was not enough. On a real launch we always try the pass first; your own photo is the most honest one.



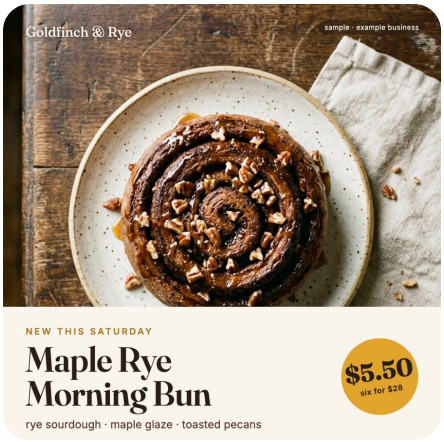
1 · AS SENT

Overhead tube light, green cast, steel counter, a tub in frame. Fine for the group chat, not for the feed.



2 · OUR PASS

Same photo. Neutral whites, tighter crop, warmth back in the glaze, a touch of sharpening. Usable for a Story or the email.



3 · THE RESHOOT

For the pinned announcement and the boosted post we produced a window-light shot. If you can shoot by the front window at 9 am, you do not need us for this part.

How to take the photo yourself next time

Front window, morning, lights off. Plate on the wooden table, not the steel counter. Phone straight down or at eye level with the bun, never in between. Tap to focus on the glaze. Take ten, pick one. Send it to us uncropped; we crop.