

Seasonal product launch workflow

A worked example showing how Contempo turns a recurring business burden into a visible workflow, ranked friction, and one bounded recommendation.

Example setting

Handmade-goods microbusiness

Audit price

\$450 flat

Delivery

Within 3 business days

LIMITED HALLOWEEN DROP

Midnight Pumpkin Bats are live.

Halloween soaps are here for spooky-season sinks, gifts, party favors, and care packages. Choose a premium pumpkin bat for \$12, a small 4-pack for \$20, or a Halloween gift set for \$28.

Shop Halloween soaps

Explore scents



Real affiliated storefront shown for context. The analysis below is a sample—not a claim of completed audit results.

EVIDENCE BOUNDARY

Maid for Clean is an affiliated operating microbusiness with a public storefront and real product work. This document demonstrates the structure and judgment of a Contempo audit. Friction rankings, timing, and the recommended implementation remain hypotheses until validated through an owner interview and baseline observation.

01

EXECUTIVE SUMMARY

Protect the maker's attention.

The seasonal launch process appears to require the same product facts to be translated repeatedly into labels, listings, announcements, customer answers, and fulfillment notes. The first useful improvement is not autonomous marketing. It is one approved product record that safely feeds every downstream draft.

RECOMMENDED FIRST MOVE

Build a human-approved Product Launch Packet

Capture the product truth once, verify readiness, then prepare channel-specific materials from that controlled source.

The work as it likely happens.

Interview prompt: confirm who owns each step, where the record lives, and which exceptions create rework.

1

Make

Formula, scent, mold, batch, cure, and available quantity.

2

D

N
si
in
p
cl
w
a
SKU.

3

Present

Photography, label, product page, social copy, and announcement.

4

Sell

Questions, inventory changes, orders, exceptions, and follow-up.

What should be validated first.

FRICTION HYPOTHESIS	BUSINESS EFFECT	PRIORITY	EVIDENCE TO COLLECT
Product facts live across notes, labels, photos, and memory.	Repeated entry and inconsistent wording.	HIGH	Count sources consulted during one launch.
"Ready to publish" has no single visible definition.	Missing price, warning, image, inventory, or fulfillment detail creates delay.	HIGH	Record corrections and launch-day interruptions.
Each channel begins from a blank page.	Creative attention is spent reformatting established facts.	MEDIUM	Time one listing, one email, and one social draft.
Common questions are answered repeatedly.	Owner interruptions increase during active promotions.	MEDIUM	Tag incoming questions for two launch cycles.
Stock and exception language can drift from the storefront.	Customers may receive stale availability or fulfillment guidance.	HIGH	Compare public copy against current stock and policy.

The Product Launch Packet.

A

Approved product record

Name, SKU, price, inventory, description facts, ingredients, warnings, fulfillment, source images, and owner.

B

Readiness gate

A short checklist prevents publication until required facts, images, labels, and stock are confirmed.

C

Grounded draft set

Prepare listing copy, launch email, social drafts, FAQ answers, and internal fulfillment notes from the approved record.

D

Human release

The owner reviews claims, tone, price, images, inventory, and timing before anything reaches a customer.

ILLUSTRATIVE IMPLEMENTATION

**2–3 weeks · \$2,400 fixed
scope**

One product-record template, one readiness checklist, five draft outputs, owner approval step, testing with two products, documentation, and handoff.

SEPARATE OR EXCLUDED

- Storefront replacement or migration
- Automatic publishing without approval
- Recipe or regulatory decisions
- Paid platform fees and photography
- Order fulfillment or customer-service staffing

What the system may do —and what stays human.

System supports

- ✓ Check required fields
- ✓ Reuse approved facts
- ✓ Prepare channel-specific drafts
- ✓ Flag missing or conflicting information
- ✓ Package reviewed launch materials

Owner decides

- ✓ Formula, safety, and claims
- ✓ Price and available quantity
- ✓ Which images represent the product
- ✓ Final wording and launch timing
- ✓ Whether anything is published

Establish the baseline before promising improvement.

Preparation time

Minutes from approved product facts to review-ready launch materials.

Correction count

Changes caused by missing, stale, or conflicting product information.

Repeated questions

Customer questions answerable from maintained product knowledge.

Readiness rate

Launches reaching the chosen date with required materials complete.

Owner interruption

Unexpected launch tasks that displace making or fulfillment work.

Confidence

Owner-rated clarity about what is ready, missing, and approved.

No savings or performance result is claimed here. Collect one or two baseline launches, then compare the same measures after adoption.

The smallest sensible next step.

PROCEED WHEN

The owner launches products repeatedly, product facts can be maintained, and review time is available.

DELAY WHEN

Products, pricing, warnings, or fulfillment rules are still changing too quickly to form a dependable source.

SUCCESS MEANS

The owner can prepare a consistent launch from one approved record without surrendering control of claims, customer promises, or publication.