

Ship It Real — Landing, Payment, Automation, Sale

Goal

Polished landing + live payment link + one real automation + one real customer transaction.

Materials

- Your MVP from Day 6
- Stripe / Easypaisa / Gumroad account
- Zapier or Make (free tier)
- Figma or Canva for the hero image
- Claude/GPT for design critique

Steps

- Design glow-up: one color, one font, one hero, one CTA. Get an AI design critique before finalizing.
- Wire the payment: pick the fastest checkout you can. Test with a Rs. 50 real charge to your own card.
- Add one automation: new payment -> thank-you email (or WhatsApp). Test end-to-end.
- Get the first sale: DM 10 warm people. Founder pricing. Real link. Land one.
- Post-purchase moment: a 30-second Loom, an Urdu voice note (Uplift AI), a handwritten emoji thank-you.

Deliverable

Live landing URL + payment screenshot + working automation screenshot + name of first paying customer.

Rubric

- Taste — does it look like a real company or like homework?
- Payment friction — how few clicks from CTA to paid?
- Automation quality — does it fire and feel human?
- First-sale magic — would YOU be delighted by the post-purchase moment?