Solo_Starter Kit For
Digital Launch

Hyzon Dust

Solo Starter Kit for Digital Launches

Everything you need to go from "just an idea" to launched – even if you have no audience, no product, and no money.

1.   Day 1 Launch Plan

Get something online and shareable within 24 hours.

STEP 1: Define your offer (30 mins)
• What problem are you solving?
• Who needs it the most right now?
• What format will you deliver it in? (PDF, call, tool, etc.)

STEP 2: Create a one-liner (15 mins)
• Format: "I help [who] do [what] without [pain]"

STEP 3: Build a landing page (2 hours)
• Use Carrd, Typedream, or Framer (free templates available)
• Include headline, 3 bullets, email capture or CTA

STEP 4: Post your story publicly (1 hour)
• Share your "why" + link on Twitter, LinkedIn, Reddit

STEP 5: Invite 5 people personally (15 mins)
• DM friends, old coworkers, or relevant followers

2.   One-Person Business Stack (Free Tools)

Use these tools to run everything solo:

• Website: Carrd or Framer (free for 1 page)
• CRM + Emails: MailerLite or Brevo (free plans)
• Payments: Gumroad or Stripe
• Scheduling: TidyCal or Calendly (free tier)
• Invoicing: Wave or Bonsai (free tier)
• Automations: Zapier (basic) or Make (advanced)
• Chat widget: Tawk.to or Crisp (free)

All of these have no-cost plans and are solo-entrepreneur friendly.

3.   High-Converting Headlines & Hooks

Use these formulas for your landing page, tweets, or ads:

1. "What if [target user] could [desirable result] without [common pain]?"
2. "The [niche] playbook I wish I had when I started"
3. "I built this to solve [your own frustration] – free for early users"
4. "Tired of [problem]? Try this free [tool/framework/template]"
5. "If you're a [role], save this." + [visual or checklist]

4.   Positioning Map Exercise

To figure out your brand's unique angle in a crowded market:

STEP 1: List 3 direct competitors
STEP 2: Create 2 axis labels (e.g., price vs value, simple vs complex)
STEP 3: Plot each competitor
STEP 4: Find your open corner – that's your positioning edge
STEP 5: Write a sentence: "Unlike others, I focus on [x] for [audience]"

5.   Where to Promote (Free Communities)

Start promoting here without spending a dollar:

• Indie Hackers – Launches, milestones, tools
• r/SideProject – Share build progress + landing pages
• Twitter/X – Hashtags: #BuildInPublic, #IndieDev
• Product Hunt Discussions – Ask, engage, link
• Facebook: SaaS Growth Hacks, Build Sell 30
• Slack: Trends.vc, OnlineGeniuses

Engage first, post value, then soft-promote.

6.   Bonus: Simple Branding Kit

Start looking polished in minutes:

• 3 logo templates (Canva) – Add your name and go
• Color palettes – Try Coolors.co or a free palette generator
• 2 Font pairings – Use Google Fonts: Inter + Merriweather or Poppins + Lora
• Social cover templates (LinkedIn, Twitter) – Canva, free

Pro tip: Keep it clean. 2 colors max. 1-2 fonts. No fluff.

Found Us : https://hyzondust.com

Contact Us : support@hyzondust.com