

THE FINAL TAPE

Product Hunt Launch Guide

Condensed checklist — pre-launch prep, launch day timeline, maker comment template

Platform rules

- ☐ Free to launch; personal accounts only (no company accounts)
- ☐ Self-hunt your product — no hunter advantage
- ☐ Never ask for upvotes — ask people to visit, try, and comment
- ☐ Submit at 12:01 AM Pacific for the full 24-hour window
- ☐ Respond fast — first-hour engagement is weighted heavily

Pre-launch checklist (4 weeks)

- ☐ Complete social profiles (personal + brand) — 4–6 weeks before
- ☐ PH personal account: 30 days authentic engagement on other launches
- ☐ Lock launch date: Tue/Wed/Thu when fully prepared
- ☐ Record 60–90s demo video; design 4–5 gallery images
- ☐ Draft tagline (≤60 chars), description, maker comment (150–250 words)
- ☐ Pre-write FAQ replies and supporter outreach (no upvote asks)
- ☐ Brief 20–50 supporters privately before launch day

Launch day (key hours, PT)

- ☐ 12:01 AM — Submit product (self-hunt)
- ☐ 12:02 AM — Post maker first comment; pin it
- ☐ 12:05 AM — Email waitlist / supporters
- ☐ 12:15 AM — X personal launch thread
- ☐ 7:00 AM — LinkedIn personal launch post
- ☐ All day — Reply to every PH comment within ~10 min (first 4 hrs critical)

Asset specs

Asset	Requirement
Tagline	≤60 characters
Description	Problem → solution → CTA
Gallery images	4–5: hero, problem, features, proof, pricing
Demo video	60–90 seconds, mobile-friendly

Maker comment

150–250 words, founder story, post within 5 min

Maker first comment — example (AI journal angle)

Hey Product Hunt 🙌

I'm Istvan, solo founder of The Final Tape.

I built this because I was tired of journals that celebrate P&L colors but never tell you where you're leaking money.

So I built AI Council — 8 specialists that forensically audit your history and rank preventable leaks in actual dollars.

I'd love feedback: does the Kill List make your biggest leak obvious in the first 60 seconds?

Try it free at thefinaltape.com

— Istvan

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