



After the YC *announcement*

A six-month visibility playbook for founders

YC gives you a reason to be noticed. This workbook helps you turn that moment into customer conversations, useful evidence, and an audience you still have after the announcement.

WHAT YOU WILL LEAVE WITH

- | | | |
|----|-----------------------------|---|
| 01 | A customer loop | Five conversations, two learning posts, and one demo in the first month. |
| 02 | A six-month sequence | Exact outputs for cohort, launch, evidence, and point-of-view phases. |
| 03 | A weekly system | One owner, one draft, one publish date, and a scorecard tied to movement. |



15-MINUTE SETUP

Choose the outcome before the content.

Start with the moment you are in, then complete the three prompts. Every later exercise uses these answers.

01

YOU JOINED A COHORT

Your audience is meeting the company before the product story is complete.

Your job: make the problem, the people, and the learning visible.

Best outcome: relevant customers, candidates, and peers begin following the journey.

02

YOU LAUNCHED

People can now inspect, try, or buy the product. Attention is concentrated around one public moment.

Your job: turn the launch claim into demonstrations, answers, and evidence.

Best outcome: initial interest becomes repeated discovery and conversations.

DO THIS BEFORE YOU POST AGAIN

Write one sentence for each prompt.

01 The person we most need to reach in the next 90 days is _____.

02 The problem we want them to associate with us is _____.

03 The proof we expect to earn while building is _____.



THE SIX-MONTH MAP

Make attention compound in four phases.

The content changes as the company earns new information. Keep the central problem stable; update the evidence.

0-2 WEEKS

ORIENT

Output: one message + two posts

Write who the product is for, the problem you want to own, and two posts that explain why it matters now.

3-6 WEEKS

DEMONSTRATE

Output: two demos + two answers

Show two narrow workflows. Answer the two objections or questions you hear most often.

7-12 WEEKS

PROVE

Output: three evidence posts

Collect five customer phrases. Turn the strongest patterns, use case, and lesson into three posts.

4-6 MONTHS

OWN

Output: one monthly point of view

Each month, use accumulated evidence to explain one assumption the market should reconsider.

One useful test

Put each output on your calendar now. If an output lacks evidence, schedule the customer conversation or demo capture that will create it.



BUILD A STORY SYSTEM

Complete three sentences. Reuse them for six months.

Replace each bracket with language your customer would recognize. Update the proof line whenever you learn something new.

PROBLEM

Write the problem sentence

[Buyer] still has to...

This becomes painful when...

The usual workaround fails because...

BUILD

Write the build sentence

We chose [decision] because...

We stopped doing [approach] after...

The tradeoff we accepted is...

PROOF

Write the evidence sentence

Users keep saying...

The workflow changed from... to...

We can now show...

YOUR REPEATABLE SENTENCE

We are learning that _____ because _____.

Circle one sentence above for your next post. Add one real example before publishing it.



IF YOU JUST JOINED YC

Use the first 30 days to create a customer loop.

Complete these actions before the cohort announcement stops being the main reason people visit your profile.

FIRST 30 DAYS

FIX THE FRONT DOOR

Make your profile headline and company page say who you help and what changes for them.

NAME 10 PEOPLE

List ten ideal users or buyers who can teach you how the problem appears in real work.

BOOK 5 CALLS

Ask five of them about the workflow, current workaround, trigger, and cost of doing nothing.

WEEKS 5-12

- Every Friday: copy one exact customer phrase into your evidence bank.
- Every two weeks: explain one product decision and the customer problem behind it.
- Once a month: show one workflow becoming simpler in a 30-90 second demonstration.
- After five conversations: publish one assumption you changed and the evidence that changed it.
- End each post with one specific invitation: compare workflows, test the product, or share how they handle the problem.

COHORT GUARDRAIL

Your first-month output: 5 calls, 2 learning posts, and 1 demo.

Use only things that happened: an exact phrase, a decision, a question, or a visible workflow. Label assumptions as assumptions.



IF YOU JUST LAUNCHED

Schedule this five-post follow-up sequence.

Copy these five slots into your calendar. Each post answers one question created by the announcement.

1

DAY 1-3

CONTEXT

Write: '[Change] makes [old approach] harder because [reason]. We built [product] for [buyer] who needs [outcome].'

2

DAY 4-7

WORKFLOW

Record one job from start to finish. Show the before, the key product action, and the changed result.

3

WEEK 2

OBJECTION

Choose the most common question from comments or calls. Answer it with a screenshot, example, or boundary.

4

WEEKS 3-4

PEOPLE

Assign three angles: founder explains why, builder explains how, customer-facing teammate explains where it fits.

5

WEEKS 5-12

EVIDENCE

Publish one repeated use case, customer phrase, product decision, or result every two weeks.

**A launch is a claim.
A sequence turns it into
understanding.**

Before publishing, add one artifact: a screenshot, quote, number, workflow, or decision.



MONTHS 4-6

Turn four pieces of evidence into one point of view.

Complete the ladder in order. Do not move to the next line until you can cite something from your own work.

THE EVIDENCE LADDER

01 OBSERVATION

Write one thing you saw or heard: We keep seeing...

02 PATTERN

Add two more examples: Across [number] conversations...

03 EXPLANATION

Name the cause: We think this happens because...

04 POINT OF VIEW

State the implication: The market assumes X. Our evidence suggests Y...

MONTHLY REVIEW

- Paste three exact customer phrases into your evidence bank.
- Count the workflows or objections that appeared more than once.
- Write one product or positioning decision those patterns changed.
- Publish one point-of-view post using steps 01-04 above.



RUN IT IN 45 MINUTES A WEEK

Leave the meeting with one scheduled post.

Open a blank document, set a timer for each step, and use work already happening: calls, demos, support, product reviews, and internal debate.

10 MIN

CAPTURE

Paste one question, one decision, and one piece of evidence into the document. Keep the original wording.

10 MIN

CHOOSE

Score each input 1-3 for buyer relevance and available proof. Choose the highest total.

15 MIN

SHAPE

Draft: one claim, one example, one implication, and one specific invitation for the reader.

10 MIN

SCHEDULE

Choose the credible author, add the artifact, set the publish date, and name the person who approves it.

WHO SHOULD SAY WHAT

FOUNDER

Assign: problem, market change, and company belief

PRODUCT / ENGINEERING

Assign: decisions, tradeoffs, demonstrations, and technical learning

GTM / CUSTOMER

Assign: buyer language, objections, use cases, and outcomes

COMPANY PAGE

Assign: canonical announcements, proof, and reference material

Output: one owner, one draft, one date.

Repeat next week using a new piece of evidence from the work.



MEASURE THE RIGHT THING

Did visibility create useful movement?

Treat reach as a signal. The real test is whether the right people notice, respond, remember, and move closer.

01**RIGHT PEOPLE**

Record this month: relevant buyers reached ____ / profile visits ____

02**QUALITY SIGNALS**

Record this month: substantive replies ____ / saves ____ / references ____

03**CONVERSATIONS**

Record this month: customer calls ____ / candidates ____ / introductions ____

04**REUSABLE PROOF**

Record this month: quotes ____ / demos ____ / outcomes ____ / decisions ____

30-DAY CHECK

Choose one action: KEEP the narrative if relevant conversations and proof increased. CHANGE the angle if reach grew but the right people did not respond. CAPTURE more evidence if you have opinions but nothing new to show.



BUILD YOUR RUNWAY

Complete this page before the next post.

Use short, concrete answers. Revisit the plan once a month as the company earns new evidence.

THE PERSON WE NEED TO REACH

Role, situation, and company type

THE PROBLEM WE WANT TO OWN

One problem in the customer's language

OUR THREE STORY THREADS

Problem / Build / Proof

EVIDENCE WE CAN SHOW NOW

Demo, decision, customer language, or result

EVIDENCE WE NEED NEXT

What we must learn or earn in the next 30 days

OUR WEEKLY CAPTURE SOURCE

Calls, product review, support, sales, or team notes

**Build something great.
Make sure the market knows.**

Invisible Keyboard turns company expertise into consistent distribution, without making founders run another content function.



A REAL LAUNCH STORY

From zero distribution to *Product of the Day* in three months.

He was shipping a product people wanted, but distribution kept becoming a second job. Five days after onboarding, the first post went live.

238,416

LINKEDIN IMPRESSIONS IN 90 DAYS

223,119

AFTER THE FIRST POST WITH US

360K

VIEWS ON A SINGLE TWEET

#1

PRODUCT OF THE DAY

See what the system looks like *when it is run end to end.*

Read the full launch story, then reply to the person who sent this if you want the same operating rhythm around your launch.

[READ THE LAUNCH STORY](#)