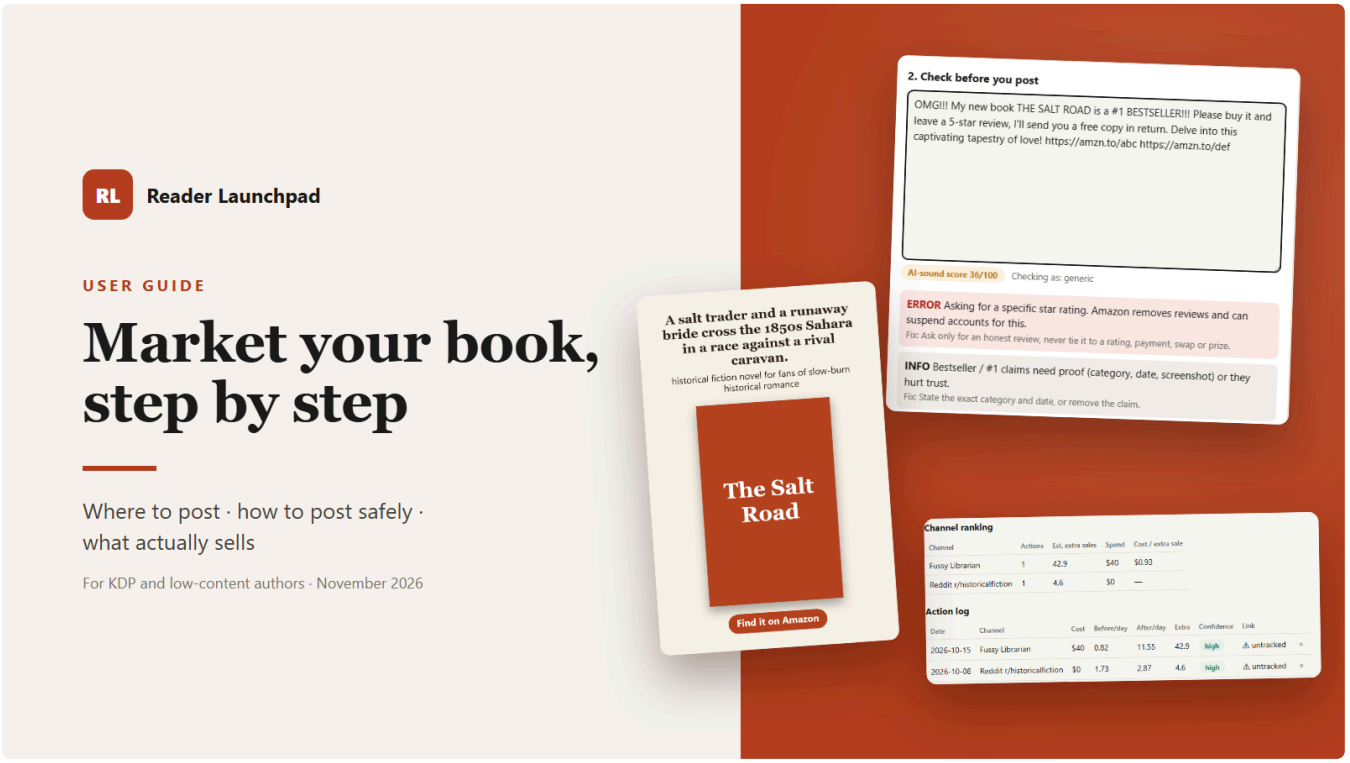
Reader Launchpad User Guide



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Introduction

Reader Launchpad is a book-marketing web app for KDP and low-content authors. It tells you **where to post**, checks each post **before** it goes out so it isn't removed, and shows **which channels actually sold books**.

All your data stays in your browser. There is no account to create and no API key to enter. To move your data to another computer, use the **Backup** tab.

Tab	What it does
Start here	A 5-step checklist for new users, shown above every tab
Books	Your book catalog (Front-End edition: up to 3 books)
Listing Audit	Scores your description, keywords and price on 11 checks and gives a prioritized fix list
Target Finder	Promo sites, subreddits, Goodreads groups, ARC and swap platforms that fit your book
Compose & Check	Writes post prompts and checks your post against each place's rules before you publish
Visual Pack	Makes Pinterest pins and quote cards in your browser
Campaigns	12 ready-made launch campaigns by genre (DFY upgrade)
Action Queue	A dated 6-week plan sized to your hours, with calendar export
ARC Team	Tracks advance readers and their review rate
Promo ROI	Break-even maths for paid promotions
Channel Results	Imports your KDP reports and shows which actions sold books
Backup, Upgrade, License	Move your data, add upgrades, manage your license keys

Tab	What it does
Agency	Client workspaces, white-label branding and client reports (Agency upgrade)

Getting started

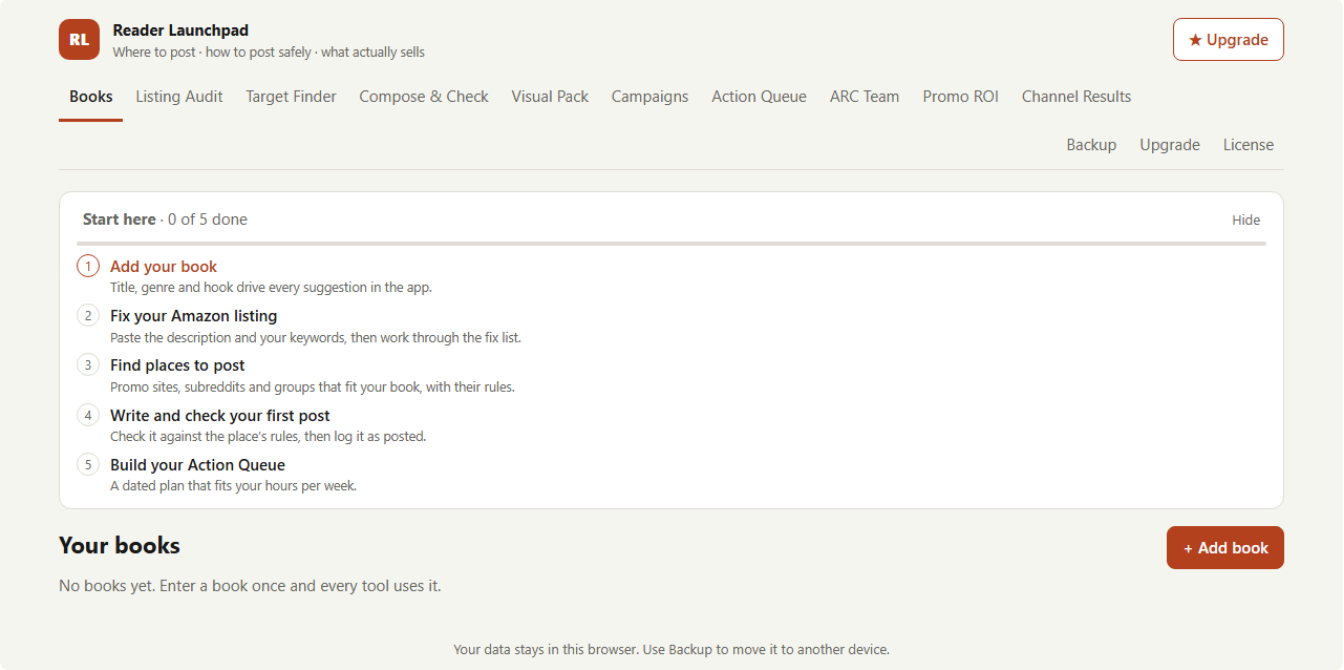
Reader Launchpad runs in any modern browser (Chrome, Edge, Firefox, Safari) on a computer. Nothing to install: open the app link from your access page and bookmark it.

- You need an internet connection once, to activate your license. After that the app works offline.
- Use the same browser each time. Your books and plans are saved in that browser, not in the cloud.
- Avoid private or incognito windows. They start empty and forget everything when closed.

The Start here checklist

After you activate, a **Start here** box sits above every tab. It walks you through the five first steps, and each one ticks itself off as you do it. Click **Hide** to fold it away once you know your way around.

1. **Add your book** on the Books tab.
2. **Fix your Amazon listing** on Listing Audit.
3. **Find places to post** on Target Finder.
4. **Write and check your first post** on Compose & Check.
5. **Build your Action Queue**, a dated plan that fits your hours per week.

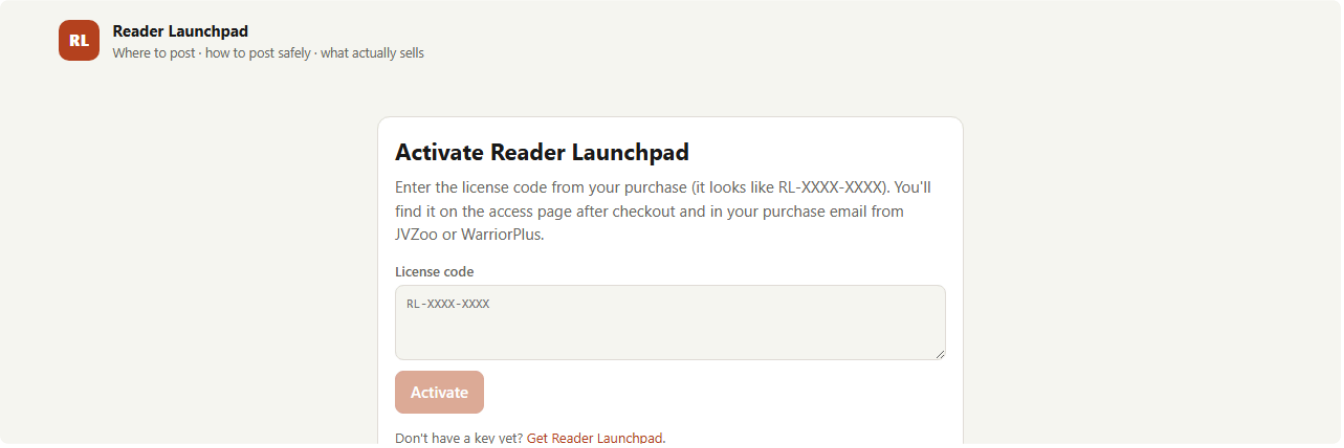


The Start here checklist, shown after activation.

Activate your license

The first time you open the app, it asks for your license code. You do this once per browser.

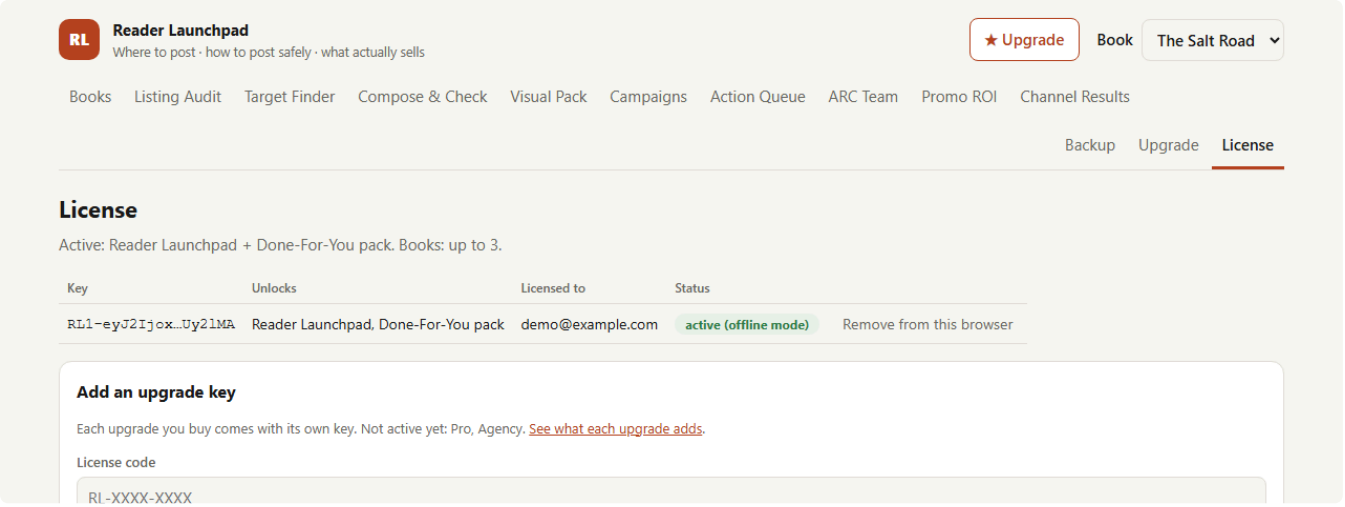
1. Find your code on the access page after checkout, or in your purchase email from JVZoo or WarriorPlus.
2. Copy the code. It looks like `RL-XXXX-XXXX`. Keys issued earlier are one long line starting with `RL1-`; copy all of it. Leave out spaces before or after.
3. Paste it into the **License code** box and click **Activate**.



The activation screen.

Each upgrade you buy (DFY, Pro, Agency) comes with its own code. Add those later on the **License** tab under **Add an upgrade key**; you never need to re-enter your first code. One key works on up to **3 devices**.

The License tab lists every key in this browser, what it unlocks and its status.



The License tab with an active key.

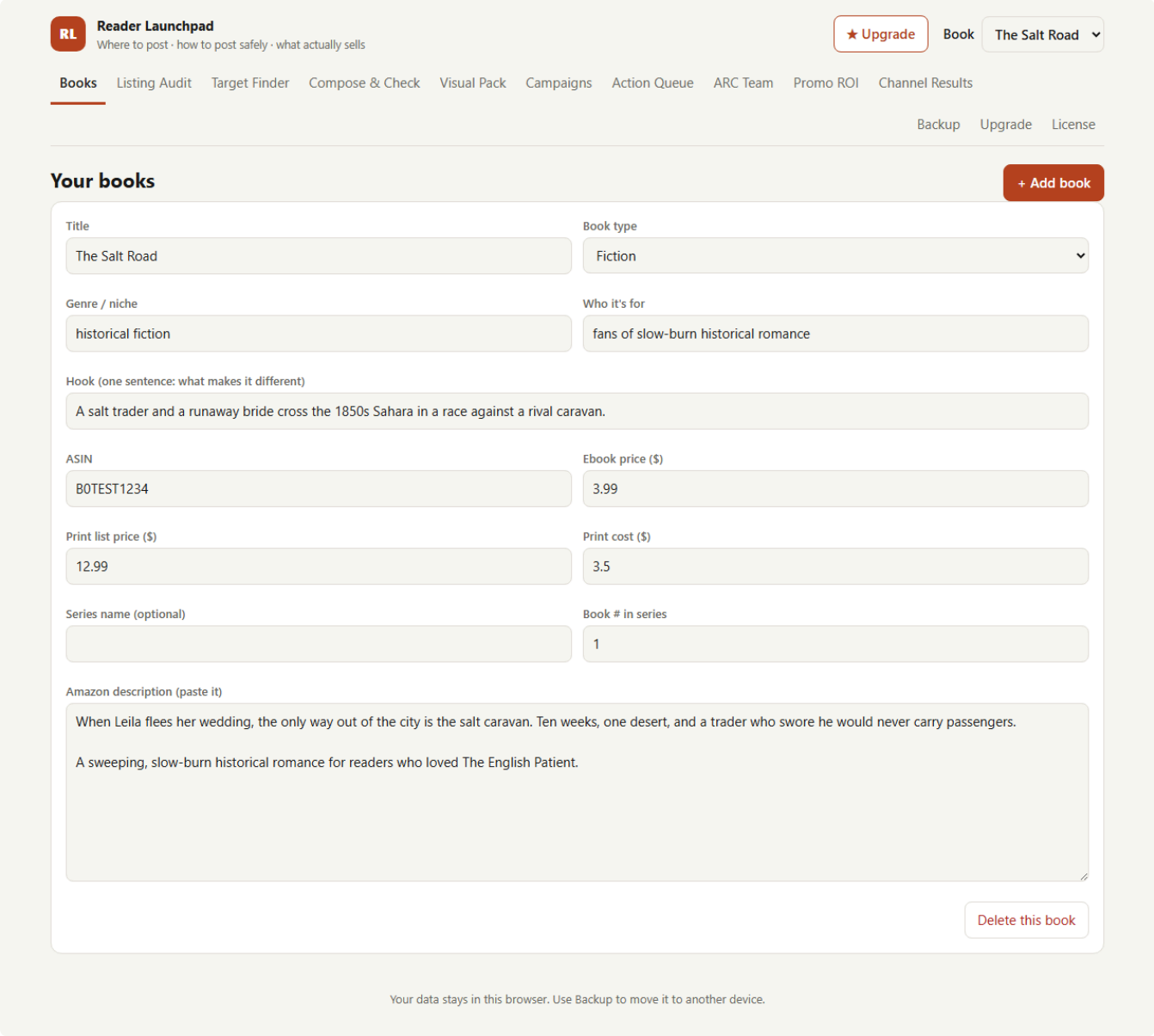
Using each tab

Work through the tabs from left to right: every tool reads the book you entered on the Books tab. The examples below use a sample novel, *The Salt Road*.

Books: enter your book once

1. Click **+ Add book**.
2. Fill in the title, book type, genre, who it is for and a one-sentence hook. These drive every suggestion in the app.
3. Add the ASIN, prices and print cost so the ROI and results tools can do the maths.
4. Paste your current Amazon description into the large box at the bottom.

Changes save automatically. If you have several books, switch between them with the **Book** menu in the top-right corner. The Front-End edition holds up to 3 books; Pro removes the limit.

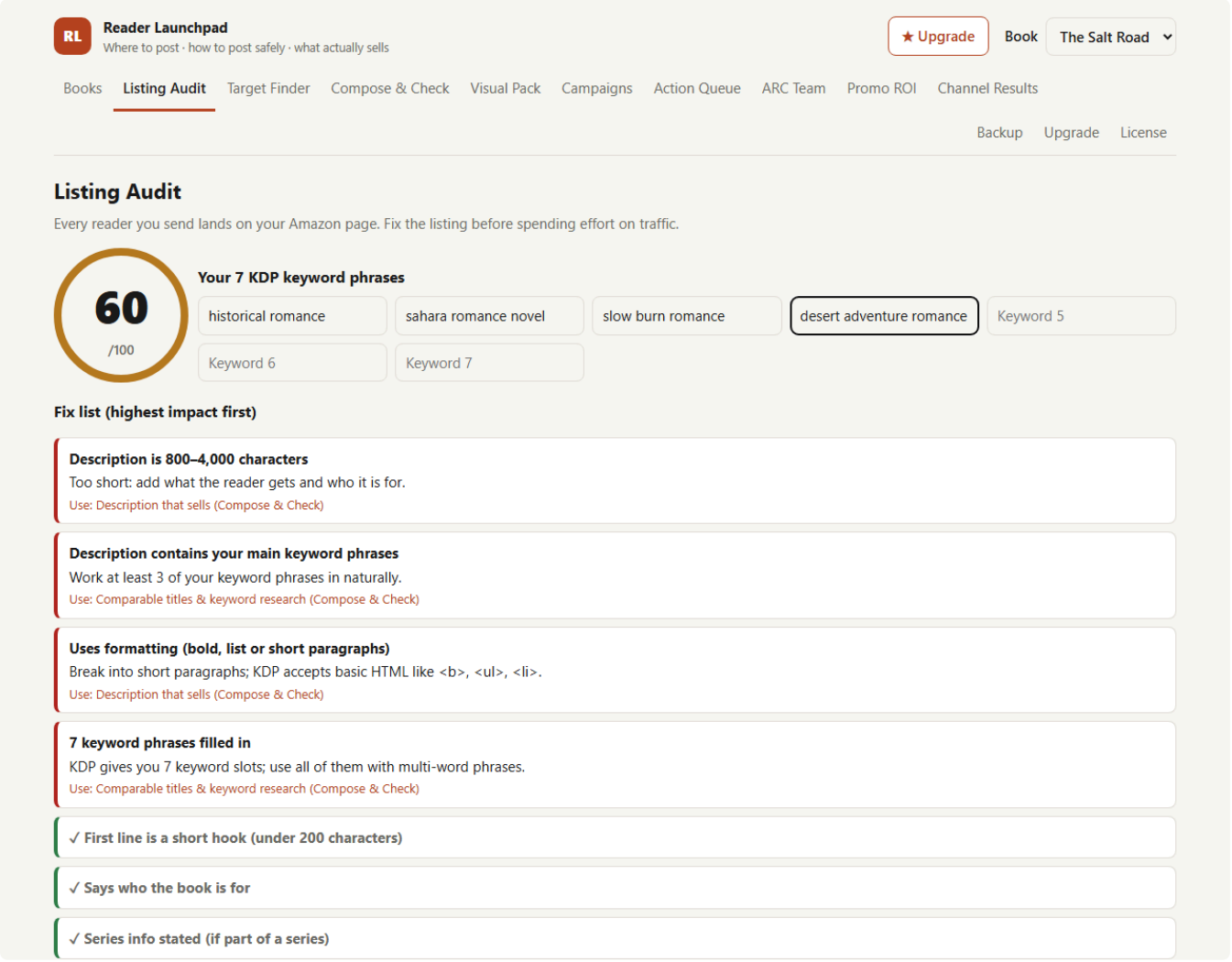


The Books tab with a book filled in.

Listing Audit: fix the page readers land on

Every reader you send lands on your Amazon page, so fix it first. The audit scores your listing out of 100 on 11 checks.

1. Type your 7 KDP keyword phrases into the boxes.
2. Read the **Fix list**. Red items are problems, highest impact first; green ticks already pass.
3. Each red item links to a ready-made prompt in Compose & Check that helps you fix it.

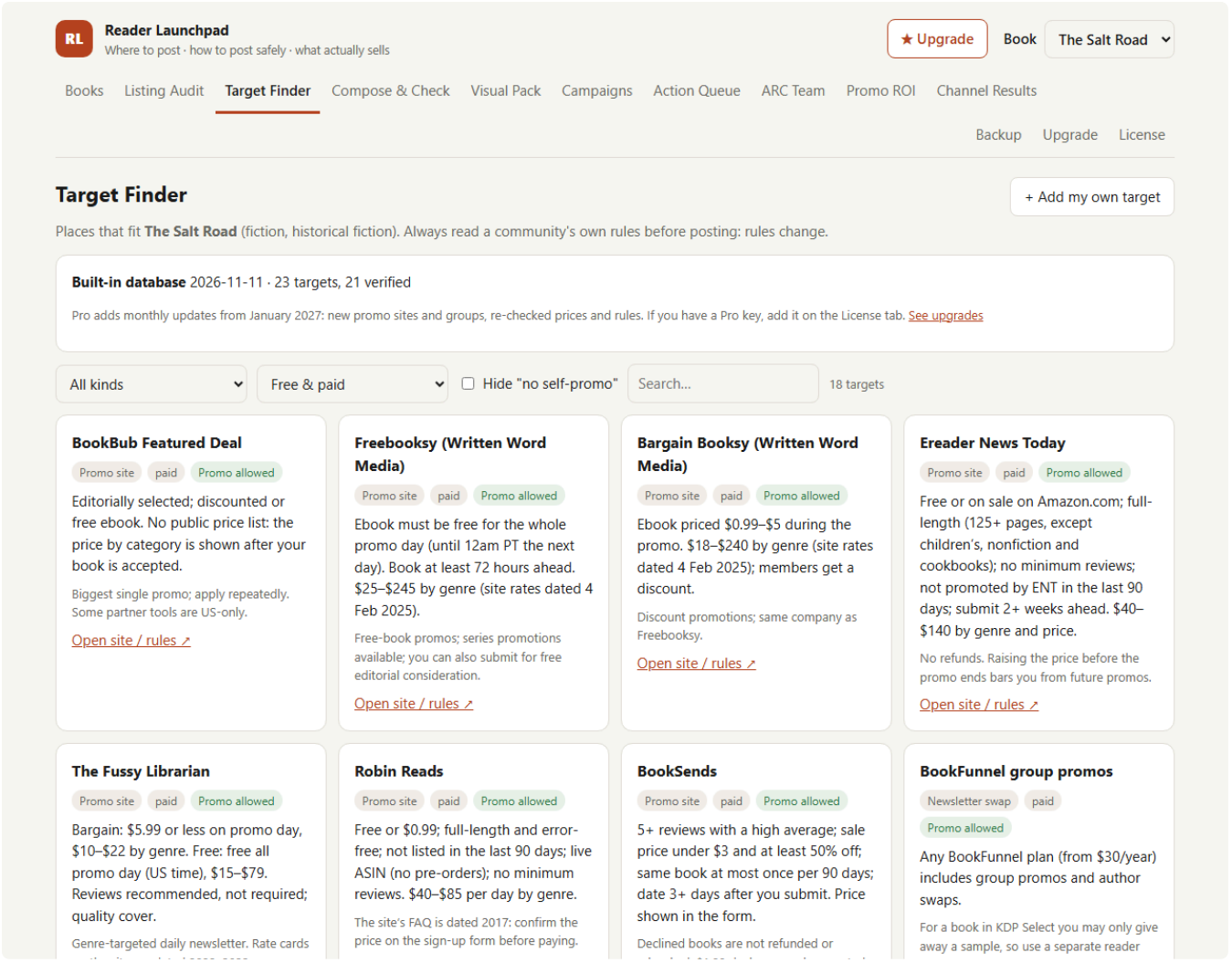


Listing Audit: the score, keyword boxes and the fix list.

Target Finder: find places to post

Target Finder lists promo sites, newsletters, ARC platforms, subreddits, Goodreads and Facebook groups that fit your book type and genre.

- Filter by kind, by free or paid, or search by name. Tick **Hide "no self-promo"** to see only places that allow promotion.
- Each card shows the price, the rules and badges such as **Promo allowed**, **Promo thread only** or **No AI posts**.
- Click **Open site / rules** and read the community's current rules before posting: rules change.
- Click **+ Add my own target** to save a group or site you already use.



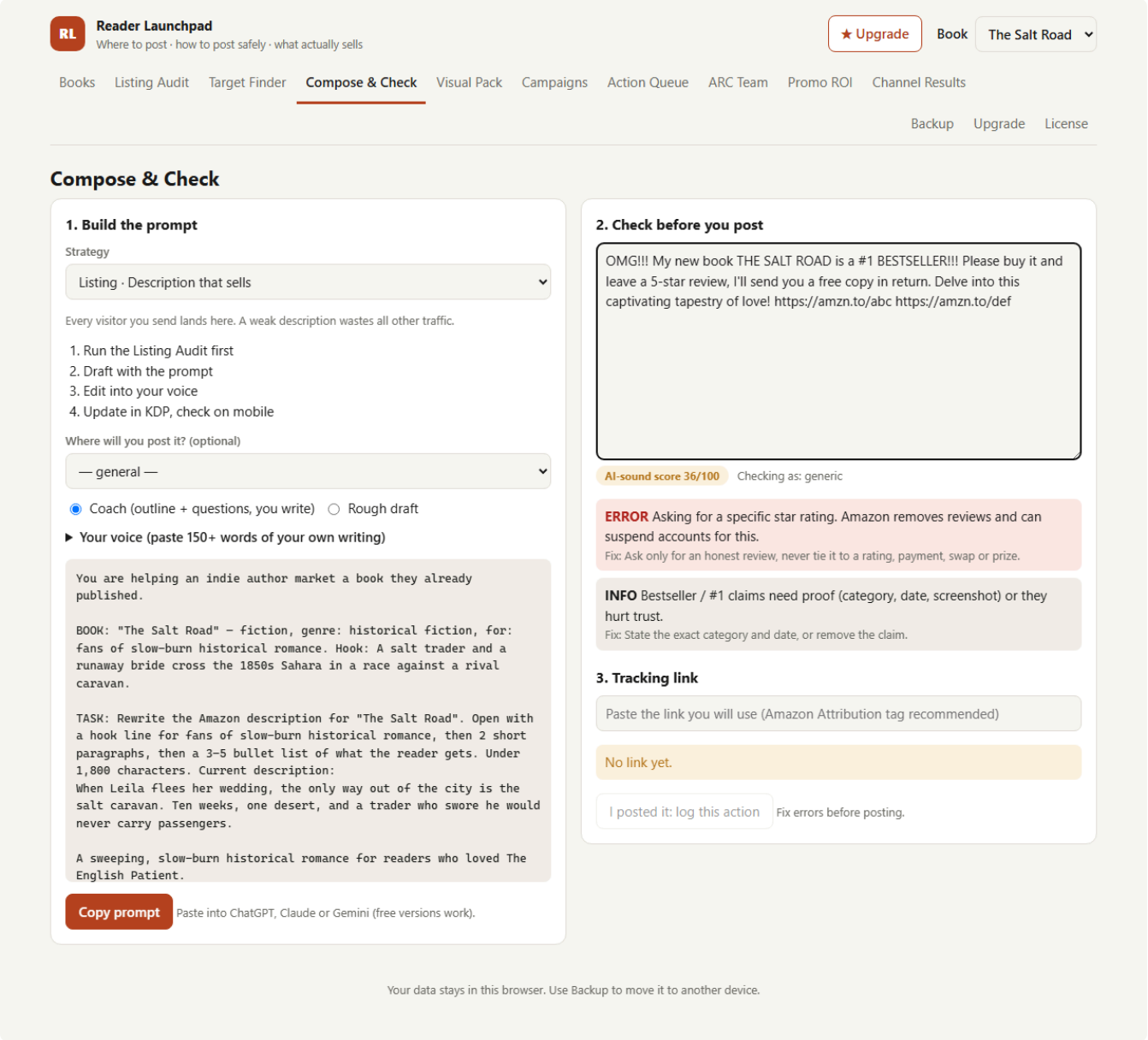
Target Finder cards with their rules and badges.

Compose & Check: write a post that won't be removed

This tab has three steps.

1. **Build the prompt.** Pick a strategy (for example *Description that sells*) and where you will post. **Coach** mode gives you an outline and questions so you write it yourself; **Rough draft** asks the AI for a draft. Coach is forced for places that ban AI posts. Click **Copy prompt** and paste it into ChatGPT, Claude or Gemini (free versions work).
2. **Check before you post.** Paste your final text. The checker flags errors such as asking for a star rating, too many links, banned self-promotion, unproven "#1 bestseller" claims and phrases that sound AI-written. Fix every **ERROR** before posting.
3. **Tracking link.** Paste the link you will use (an Amazon Attribution link is best), then click **I posted it: log this action** so Channel Results can measure it.

Tip: open **Your voice** and paste 150+ words of your own writing. Prompts then ask the AI to match your style.



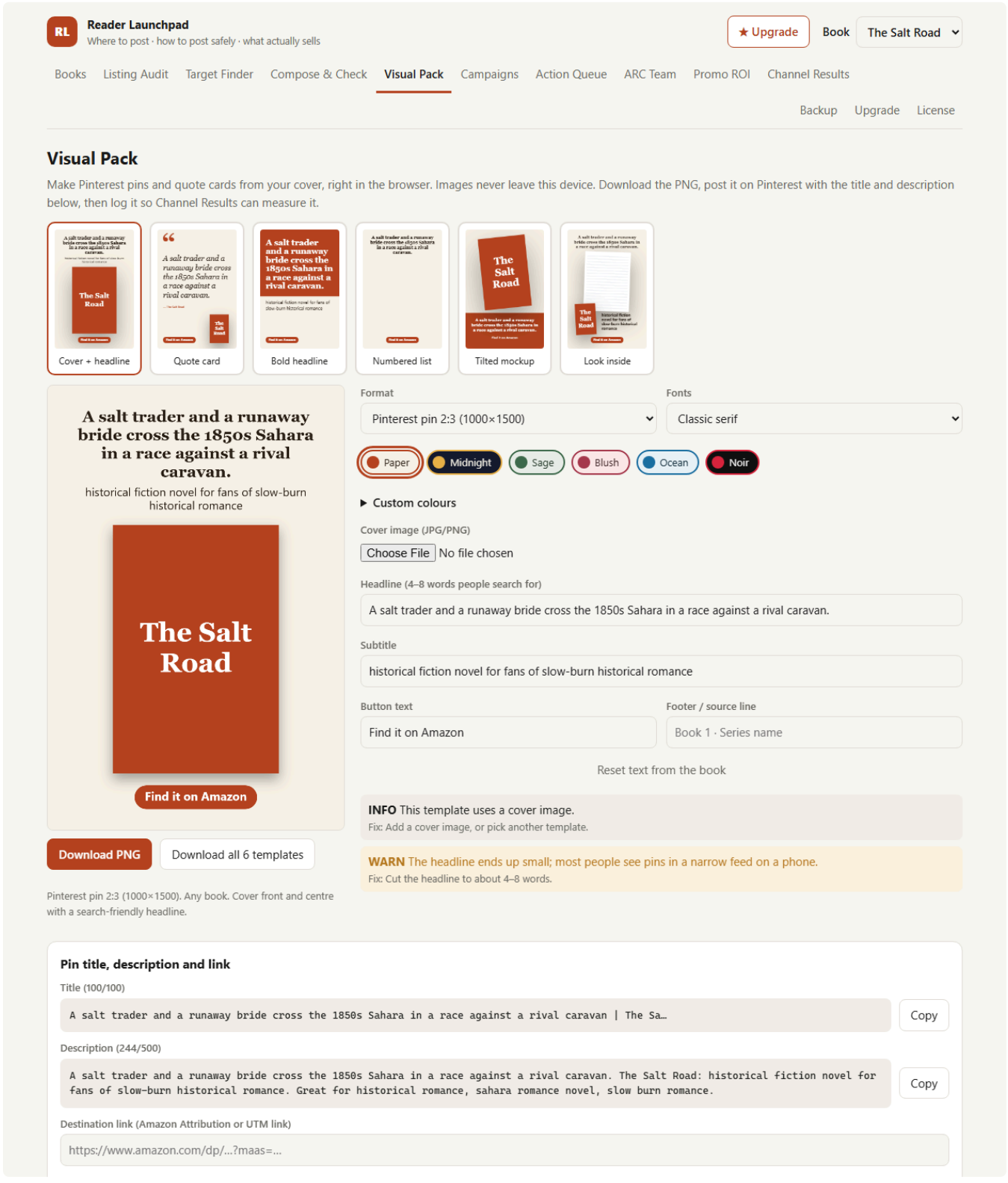
The checker catches a review-for-a-free-copy request and an unproven bestseller claim.

Visual Pack: make Pinterest pins

Visual Pack makes pins and quote cards from your cover, right in the browser. Images never leave your computer.

1. Pick a template, a format (Pinterest pin 2:3, square 1:1 or story 9:16), a colour palette and fonts.
2. Upload your cover image (JPG or PNG) and edit the headline, subtitle and button text.
3. Read the warnings on the right: low contrast, cut-off text, text too small for a phone feed or a blurry cover. Follow each **Fix** line.
4. Click **Download PNG**. Copy the ready-made pin title and description below the preview.
5. After posting on Pinterest, click **I posted this pin: log it**.

The Front-End edition has 3 templates; the DFY upgrade unlocks all 6 and **Download all 6 templates**.

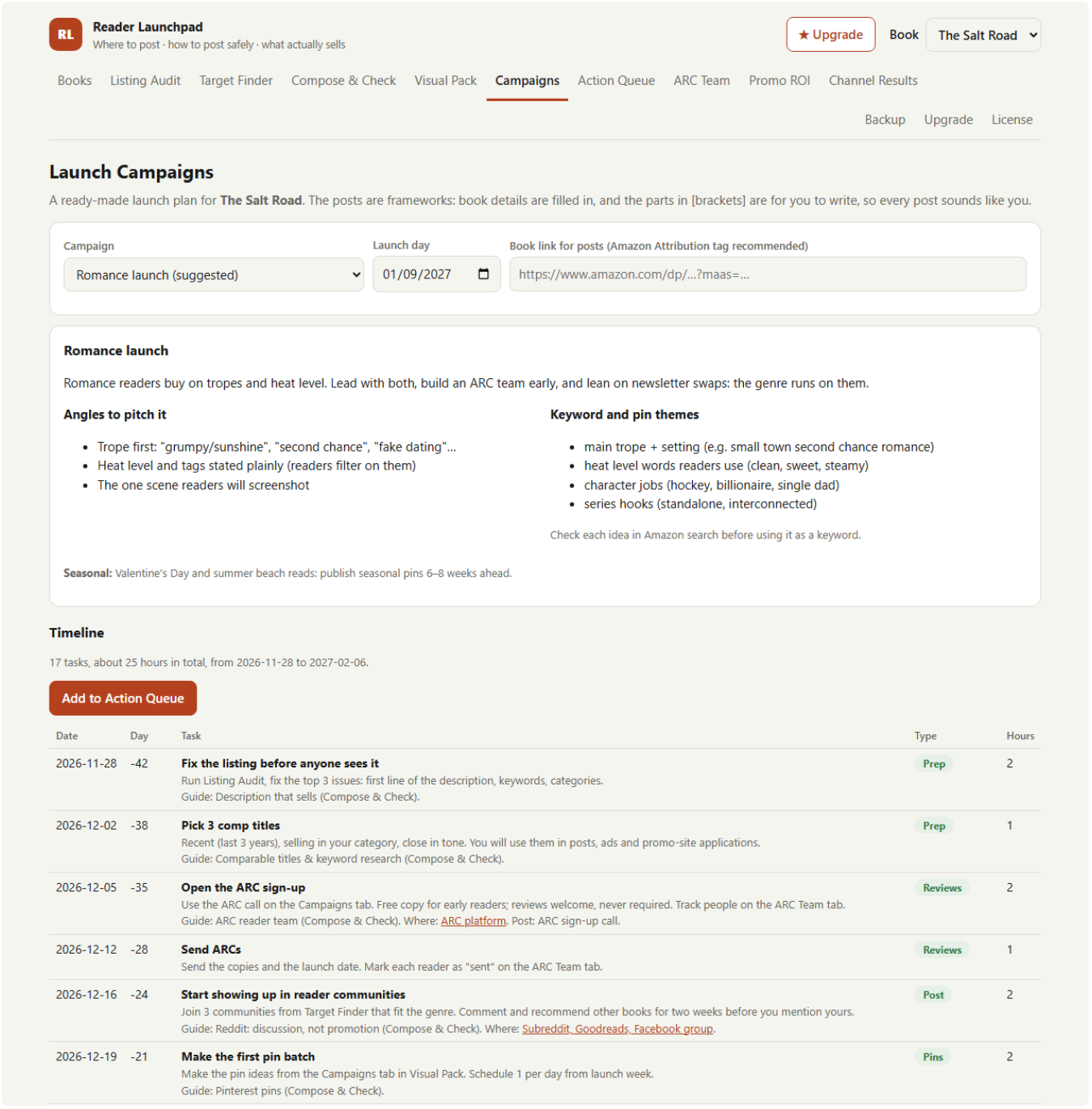


Visual Pack: template picker, live preview and quality checks.

Campaigns (DFY): a ready-made launch plan

Campaigns gives 12 launch plans by genre, from romance and thriller to journals and activity books. Each runs from 6 weeks before launch to 4 weeks after.

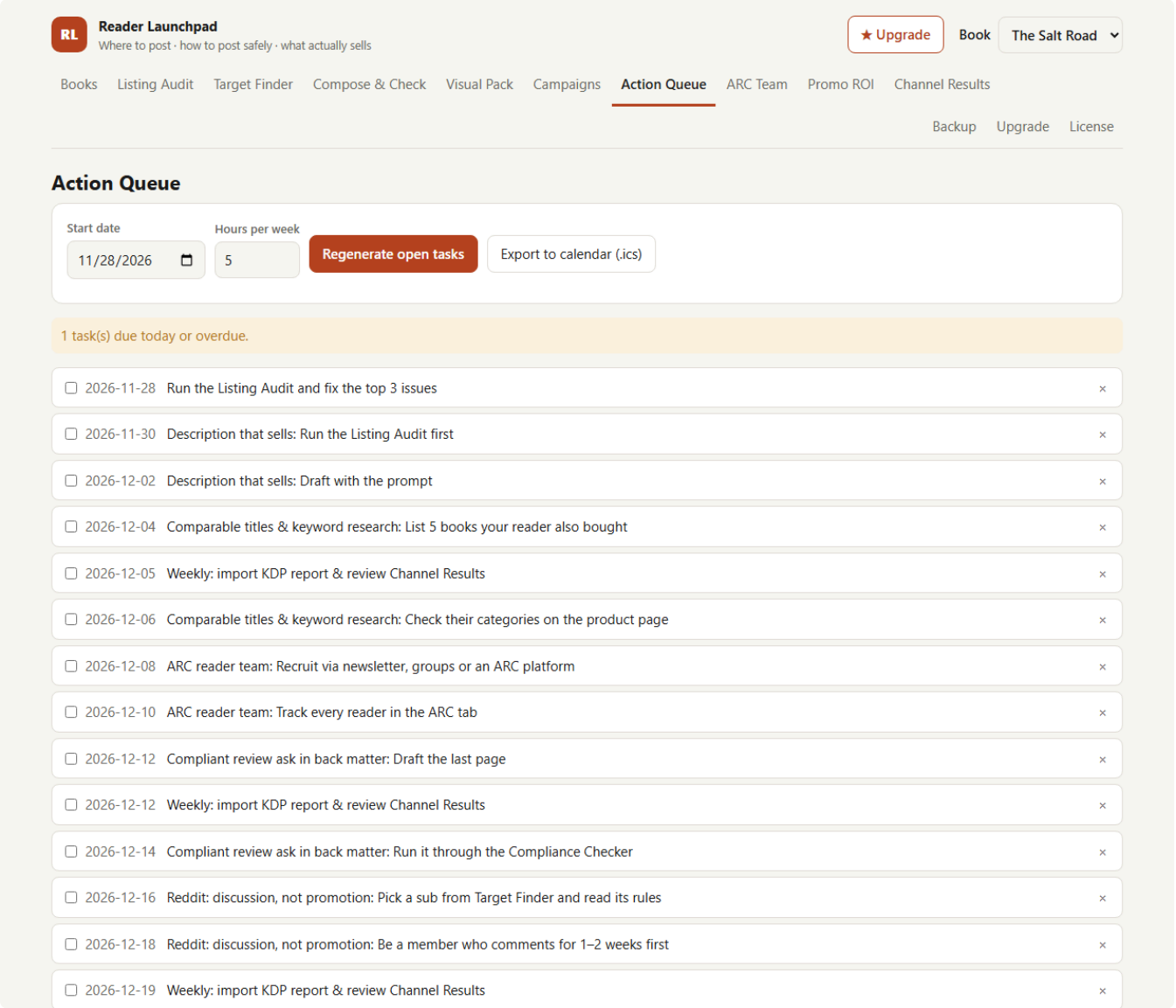
1. Choose a campaign (the app suggests one for your genre), set your **Launch day** and paste your book link.
2. Read the angles to pitch, keyword themes and the dated timeline of tasks.
3. Click **Add to Action Queue** to put every task on your calendar. Running it again replaces open tasks and never re-adds finished ones.
4. Use the **Posts** templates. Write your own words wherever you see `[brackets]`, then click **Copy**.
5. **Make it in Visual Pack** opens a pin idea ready to design.



A romance launch campaign with its dated timeline.

Action Queue: your dated plan

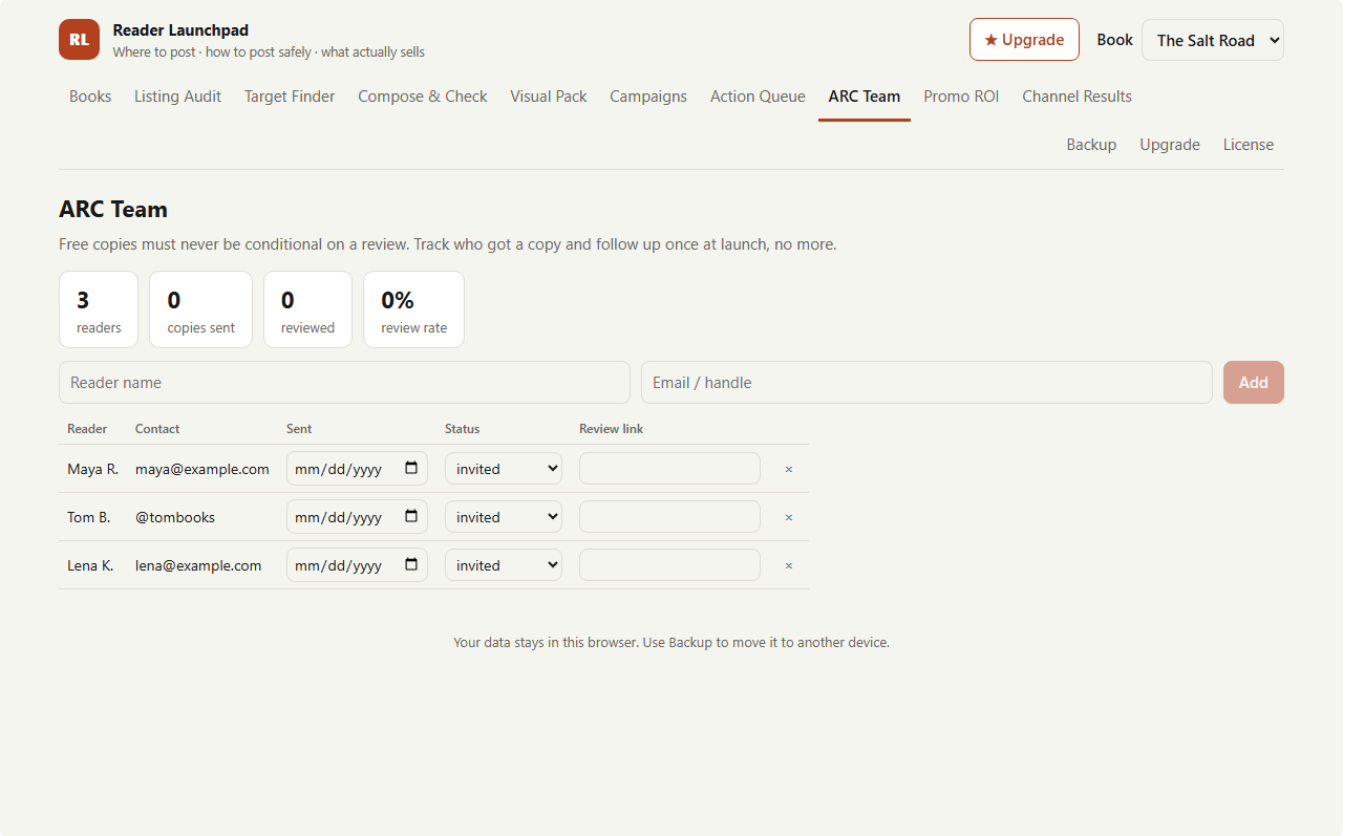
1. Set a **Start date** and the **Hours per week** you can spare.
2. Click **Generate 6-week plan**. Tasks are spread over six weeks to fit your hours.
3. Tick each task as you finish it. Add your own with the **Add a task** box at the bottom.
4. Click **Export to calendar (.ics)** to load the plan into Google Calendar, Outlook or Apple Calendar.



A generated 6-week plan.

ARC Team: track advance readers

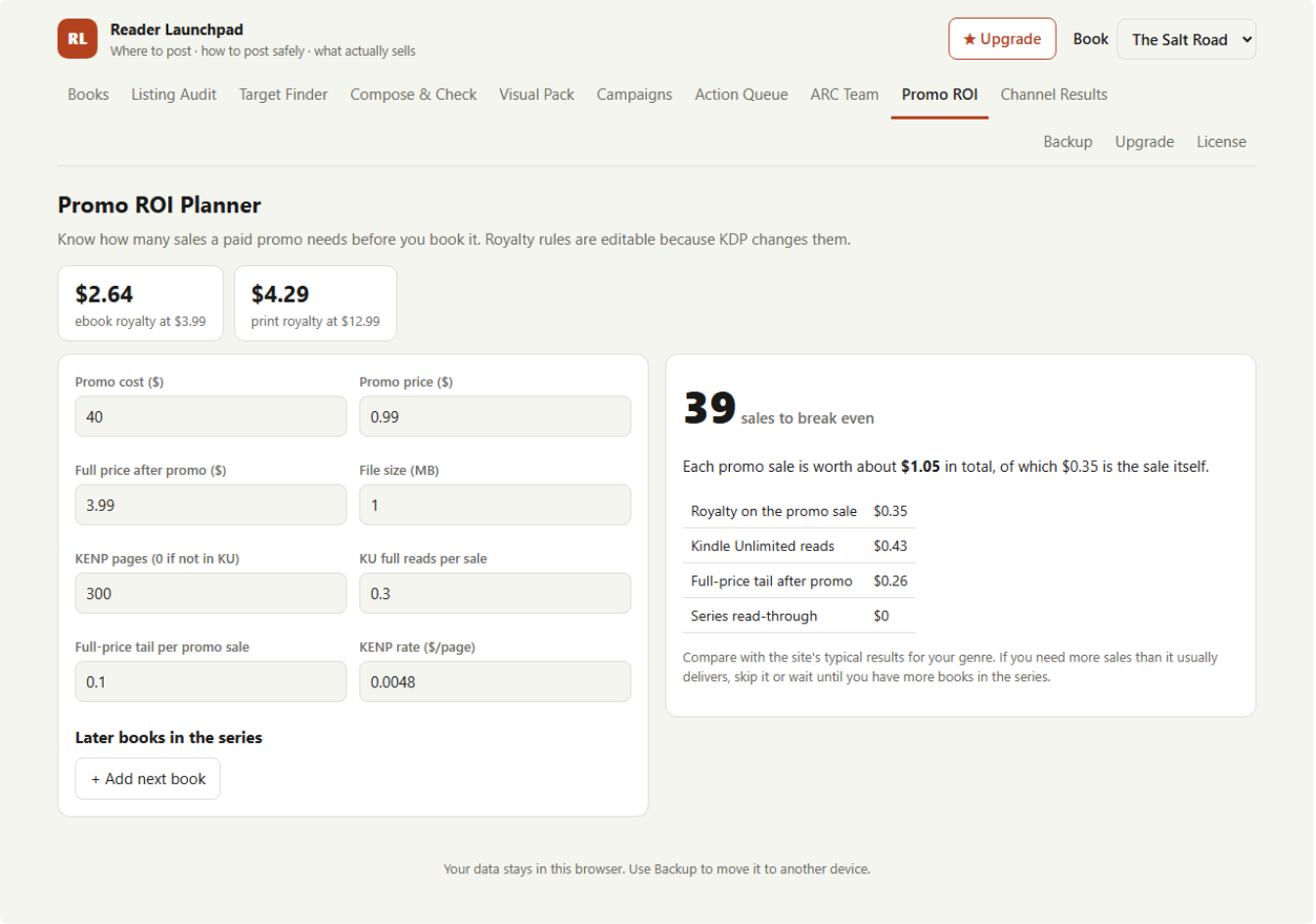
Type a reader's name and email or handle, then click **Add**. Mark when you send their copy and when they review; the boxes at the top show your review rate. Free copies must never depend on a review: follow up once at launch, no more.



The ARC Team tracker with three readers.

Promo ROI: check a paid promo before you book it

Enter the promo cost and price, and adjust the Kindle Unlimited and series figures if they apply. The right-hand panel shows how many sales you need to **break even** and what each promo sale is worth in total. Compare that number with what the site usually delivers for your genre.

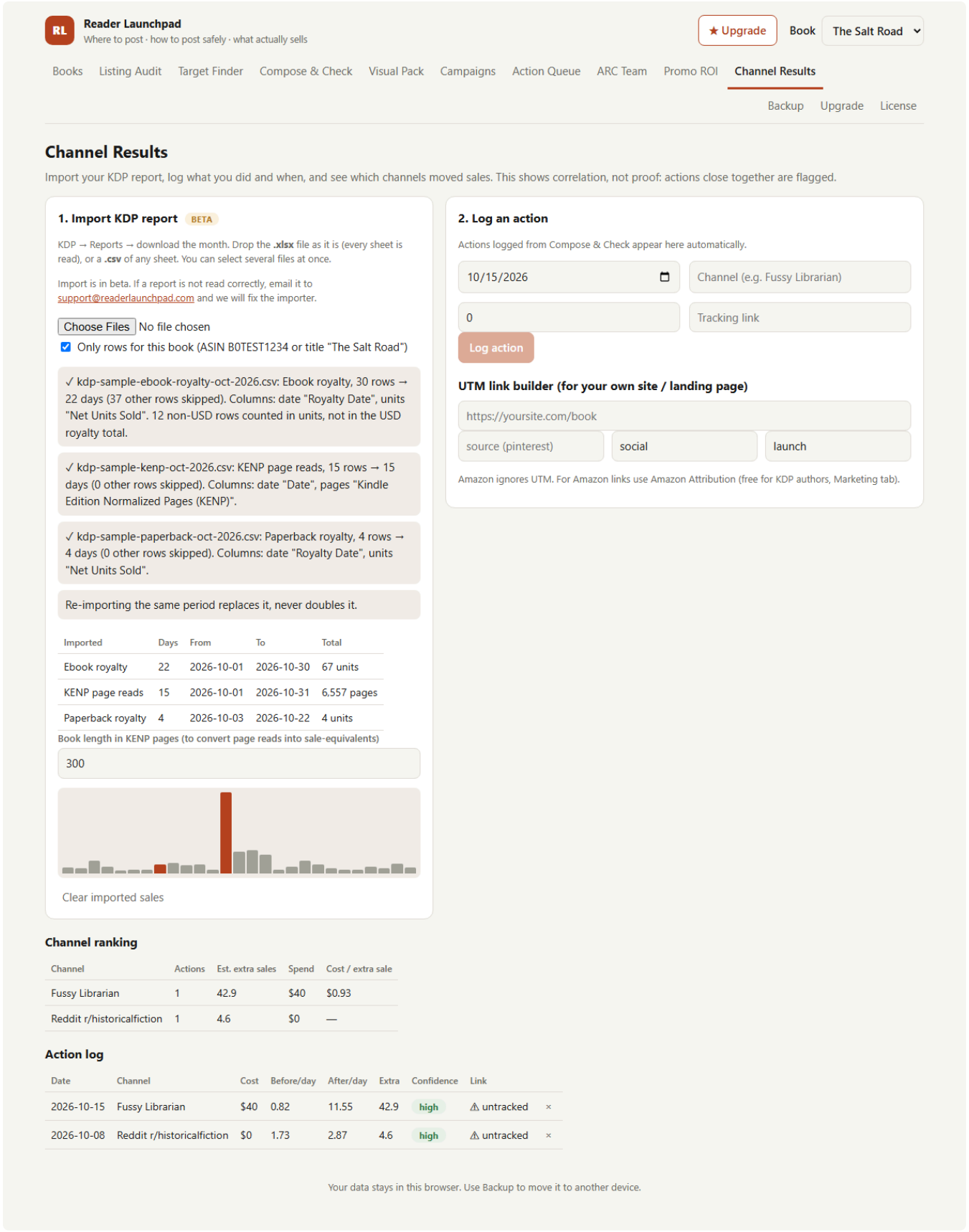


Promo ROI: a $40 promo at $0.99 needs 39 sales to break even.

Channel Results: see what actually sold books

1. In KDP, go to **Reports** and download the month. Click **Choose Files** and select the .xlsx file as is, or one or more .csv files. Importing the same period again replaces it; it never doubles.
2. Under **Log an action**, enter the date, channel and cost of anything you did that is not logged yet. Posts logged from Compose & Check and Visual Pack appear automatically.
3. Read **Channel ranking** and the **Action log**: extra sales per action, cost per extra sale and a confidence level.

The results show correlation, not proof. Actions close together in time get a lower confidence. For Amazon links, use Amazon Attribution (free for KDP authors); Amazon ignores UTM tags.

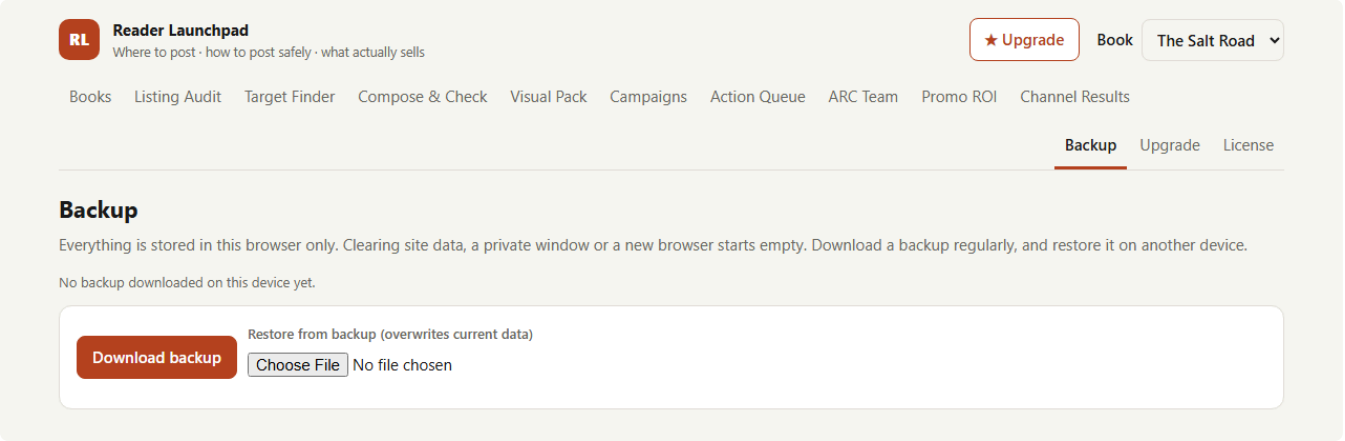


Channel Results: imported KDP sales, the daily chart and channel ranking.

Backup: keep your data safe

Everything is stored in this browser only. Clearing site data, a private window or a new browser starts empty.

- Click **Download backup** regularly, for example once a week.
- On a new computer, use **Restore from backup** and pick that file. This overwrites the data already in that browser.



The Backup tab.

Agency: market books for clients

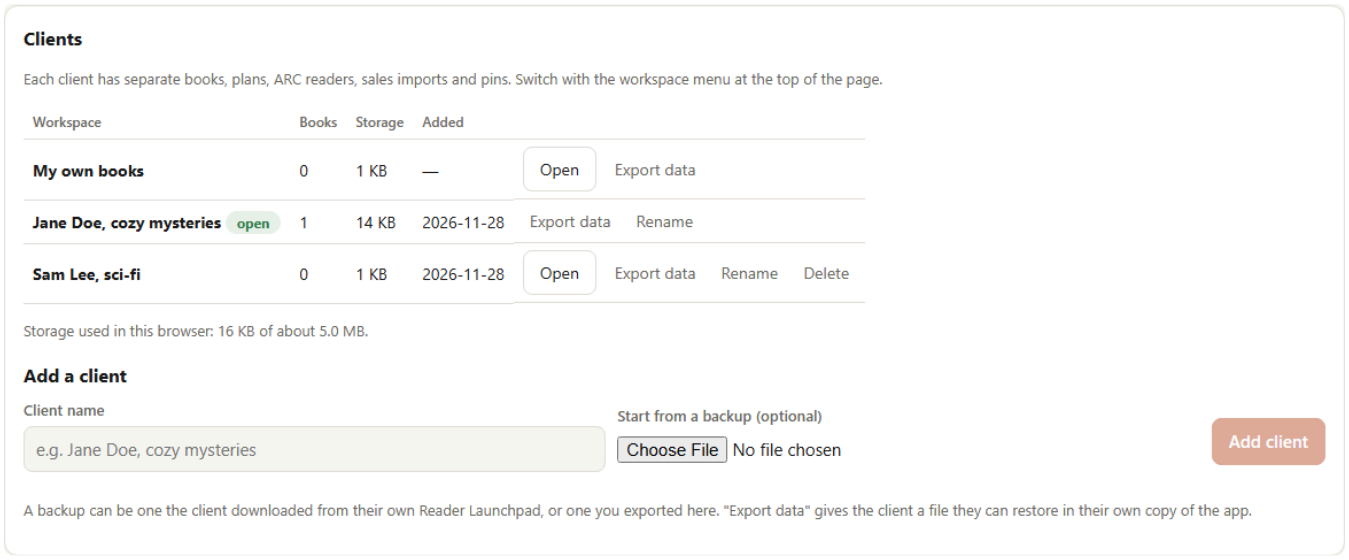
The Agency tab appears only after you add an Agency key. It lets you run book marketing for several authors from one copy of the app: one workspace per client, your own branding and a report you can send.

Client workspaces

Each client gets separate books, plans, ARC readers, sales imports and pins. Your own books stay in **My own books**.

1. Under **Add a client**, type the client's name and click **Add client**. To bring in a client's existing data, first pick their backup file under **Start from a backup**.
2. Switch clients with the **Workspace** menu at the top of the page, or click **Open** in the client list. Every tab then works on that client only.
3. **Export data** gives the client a normal backup file they can restore in their own copy of Reader Launchpad. **Rename** and **Delete** manage the list; delete cannot be undone, so export first.

All clients share this browser's storage, about 5 MB. The line under the list shows how much is used. When it nears full, export finished clients and delete them.

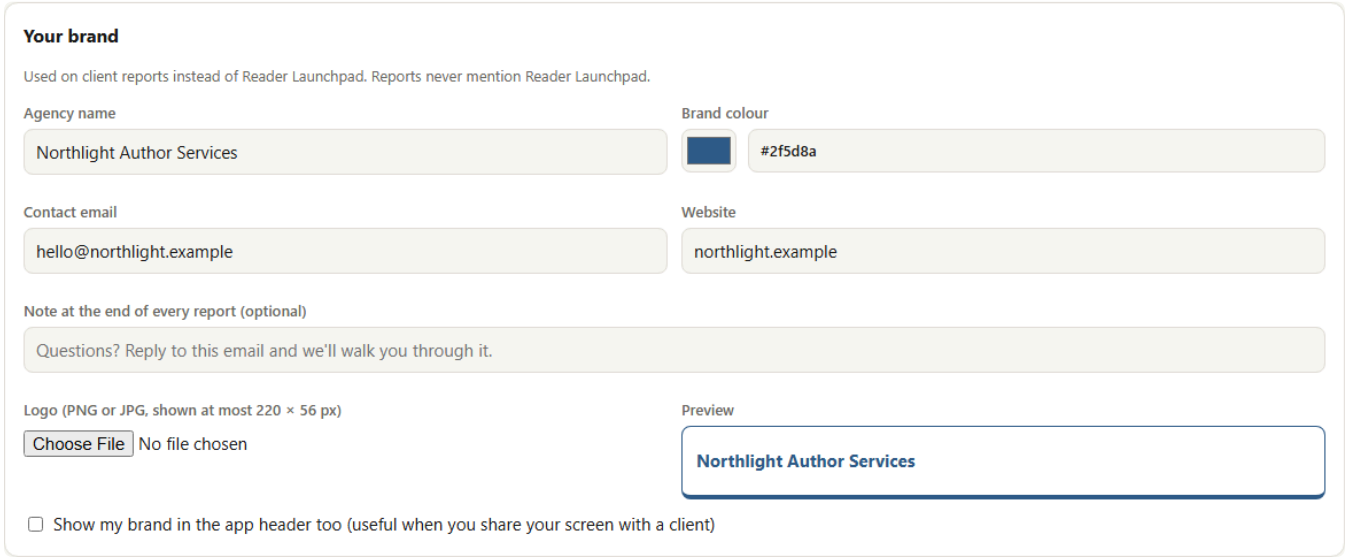


The client list: your own books plus two client workspaces.

Your brand (white-label)

Fill in your agency name, brand colour, contact email, website and an optional note for the end of every report. Upload a logo (PNG or JPG; it is shown at most 220 × 56 px). Client reports use this brand and never mention Reader Launchpad.

Tick **Show my brand in the app header too** if you share your screen with clients. This also hides the Upgrade button.



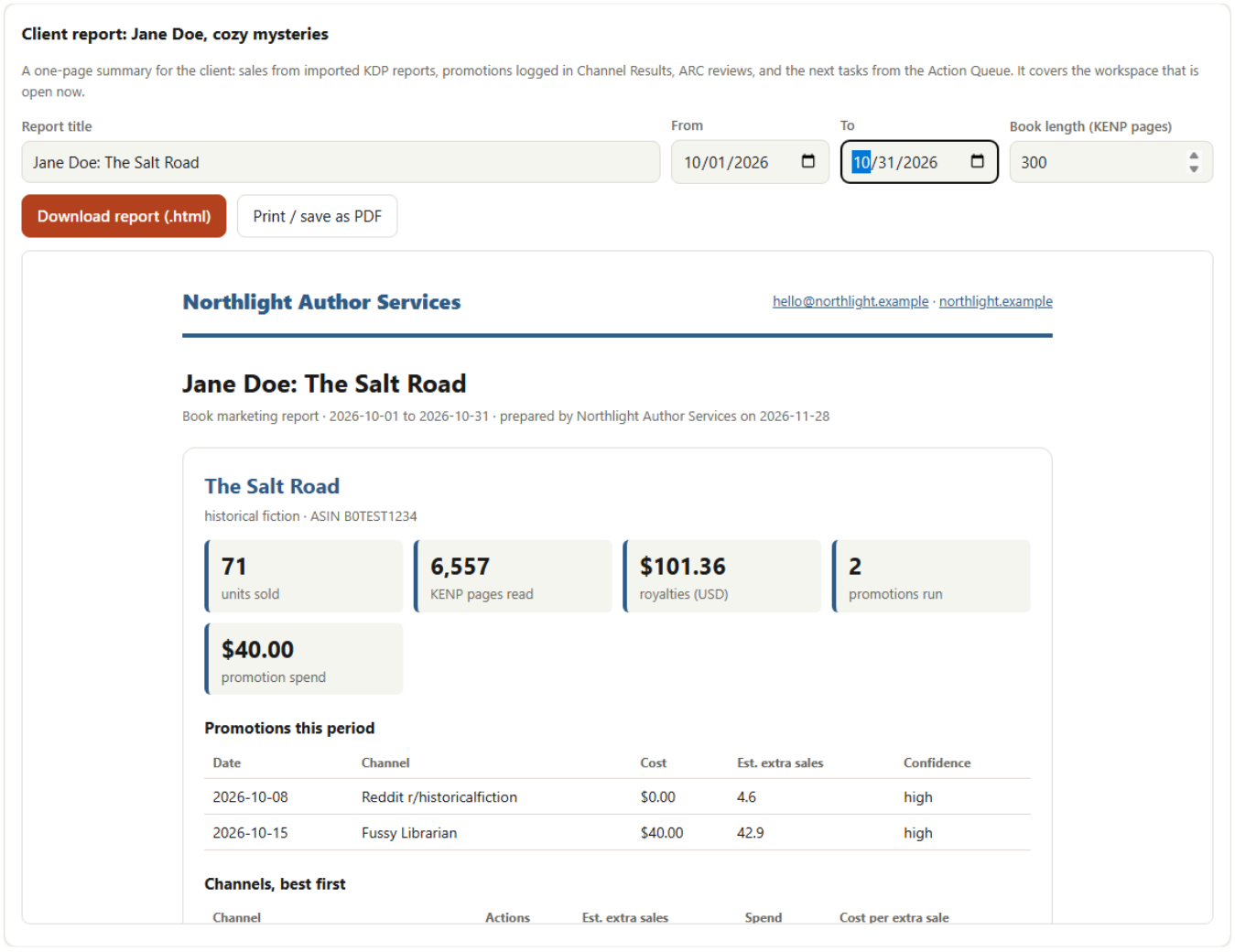
Brand settings with a live preview.

Client report

The report is a one-page summary for the open workspace: sales from imported KDP reports, promotions and their estimated extra sales, spend, ARC reviews and the next tasks from the Action Queue.

1. Open the client's workspace.

2. Set the report title and the **From** and **To** dates, for example the last month. If the client has several books, tick the ones to include.
3. Check the preview, then click **Download report (.html)** to email it, or **Print / save as PDF**.



A branded client report for October.

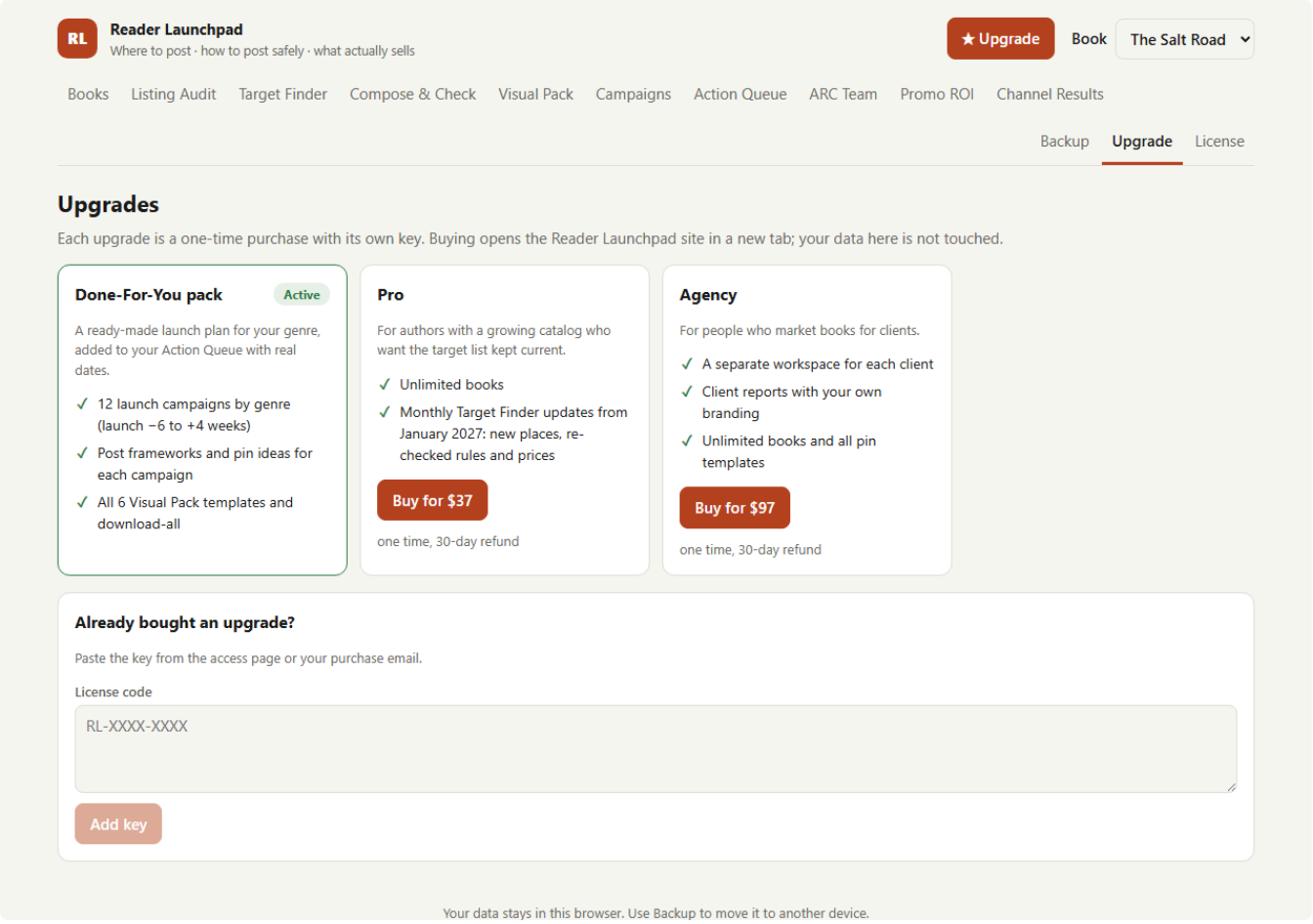
Upgrades

Each upgrade is a one-time purchase with its own key and a 30-day refund. Open the **Upgrade** tab, or click ★ **Upgrade** in the header, to see what each adds. Buying opens the Reader Launchpad site in a new tab; your data in the app is not touched.

Upgrade	Adds	Best for
Done-For-You (DFY)	12 genre launch campaigns, post frameworks and pin ideas, all 6 Visual Pack templates and download-all	Authors planning a launch

Upgrade	Adds	Best for
Pro ($37)	Unlimited books; monthly Target Finder updates from January 2027 with re-checked rules and prices	Authors with a growing catalog
Agency ($97)	A separate workspace per client, client reports with your own branding, unlimited books, all pin templates	People who market books for clients

After buying, paste the new key under **Already bought an upgrade?** and click **Add key**. The upgrade's card then shows **Active**.



The Upgrade tab: DFY active, Pro and Agency available.

FAQ and troubleshooting

My books and plans disappeared. You are probably in a different browser, a private window, or site data was cleared. Open the app in your usual browser. If the data is gone, restore your latest file on the **Backup** tab.

The app says my license code is invalid. Copy the code again from your purchase email or access page, with no spaces before or after. Codes look like `RL-XXXX-XXXX`; older keys are one long line starting with `RL1-`.

I want to use the app on a new computer. Download a backup on the old one, activate your key on the new one, then restore the backup. A key works on up to 3 devices. Removing a key from a browser does not free its device slot; contact support with your purchase receipt to move it.

Can I use it without internet? Yes. Activation needs the internet once. After that the app works offline and re-checks your key every few days when you are online.

Channel Results did not read my KDP report. Upload the .xlsx exactly as KDP gives it, or the .csv of each sheet. Keep **Only rows for this book** ticked and make sure the book's ASIN or title matches. Import is in beta: email the report to support and it will be fixed.

Which AI tool do I need? Any chat AI works, including the free versions of ChatGPT, Claude and Gemini. The app builds the prompt; you paste it there. Always run the final text through **Check before you post**.

Support

Email support@readerlaunchpad.com with your purchase email and a screenshot of the problem. For a report that did not import, attach the file.