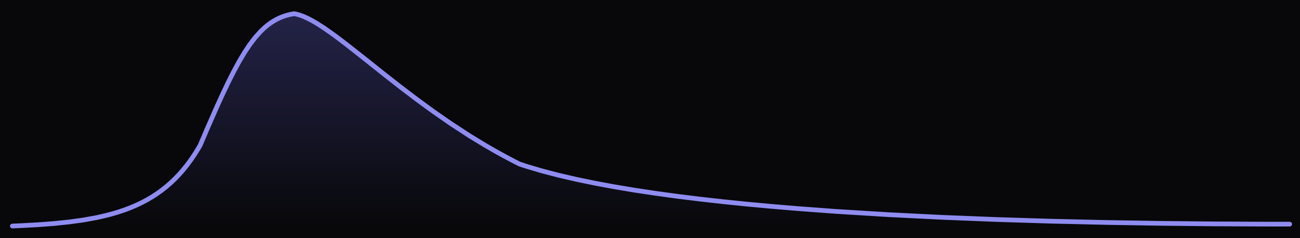
natman studio

The Launch Playbook

1,000 signups in the first 24 hours.

The real campaign behind Relevance AI's AI Ops Bootcamp launch, which closed its waitlist at 2,000+: what shipped, what worked, what was luck, and the system worth stealing from it.



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Why I wrote this

The launch behind the number.

In mid 2025 I ran the launch campaign for the AI Ops Bootcamp, a free education program from Relevance AI. The goal was 1,000 waitlist signups. We passed 1,000 within the first 24 hours of the launch assets going live, closed the waitlist at 2,000+ three weeks in, and filled the first cohort.

Here is the part I want to be upfront about: **I had never run a video-led launch before.** I had launched things in other shapes, social accounts, a blog, a program or two, but never a campaign built around produced video with a hard signup number attached. A lot of it was figured out as we went, some of it was luck, and the campaign still doubled its goal. That is exactly why it is worth writing up. If a debut campaign with run-and-gun assets can do this, the difference between a launch that succeeds and a launch that dies is not some secret: a small number of decisions made early, and the determination to just keep shipping.

This playbook walks through what we did week by week, what drove the signups, what was luck, what was repeatable, and the system I now use so the repeatable parts happen on purpose.

The campaign at a glance

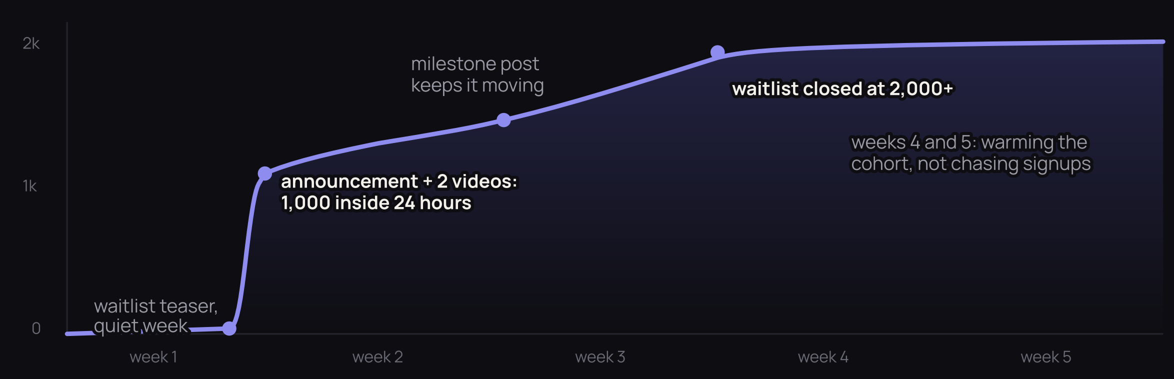
1,000 signup goal	**2,000+** where it finished	**24 hrs** to the first 1,000	**5 wks** campaign length
$0 paid spend	**1** primary channel: LinkedIn organic	**2** launch videos that drove the first 1,000	**Free** cohort bootcamp on AI Ops

> **One honest caveat before anything else.** We launched into a market that badly wanted this. Education on AI and agentic workflows was in heavy demand and almost nobody credible was teaching it. We were early. If demand had been average, I do not think we hit 2,000. What the campaign did was convert the demand that was already there instead of wasting it. That is the job of launch content. It cannot create demand from nothing, and it does not need to.

Who it was for: GTM, operators, founders, and career-movers. The ask was an email address.

If yours is a product launch: this was a program launch that ran long. A typical AI product launch compresses the same shape into two or three weeks: tease, launch week, distribute and follow-through. The spike behaves the same way, the timeline is just tighter.

How the signups arrived.



Cumulative waitlist signups, approximate, reconstructed from the campaign calendar and milestone posts. The shape is the lesson: one steep day, then compounding.

WK 1

Waitlist opens.

A short teaser five days out. Then the announcement from the company page, reposted by me and by Chelsea (the GTM lead fronting the program). Two produced videos went with it → 1,000 signups inside 24 hours.

WK 2

The milestone post.

The 1,000 milestone shipped as its own content while the win was warm. Then an educational carousel: new signups → same question → answer it publicly → the wave keeps going.

WK 3

Waitlist closes early.

Closed at 2,000+ with a thank-you post. Not the plan, demand forced it, but a closed waitlist is scarcity you did not have to fake. Same week: an in-person SF event, and the first practitioner interview clips.

WK 4-5

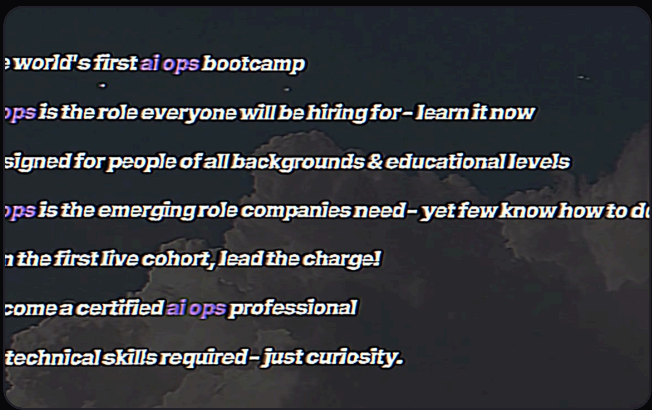
Warming the cohort.

Waitlist closed → content changes jobs. A blog for depth, more interview teasers, a mindset carousel. Cohort selected and announced, week one shipped. The last two weeks existed so 2,000 strangers showed up to day one still excited.

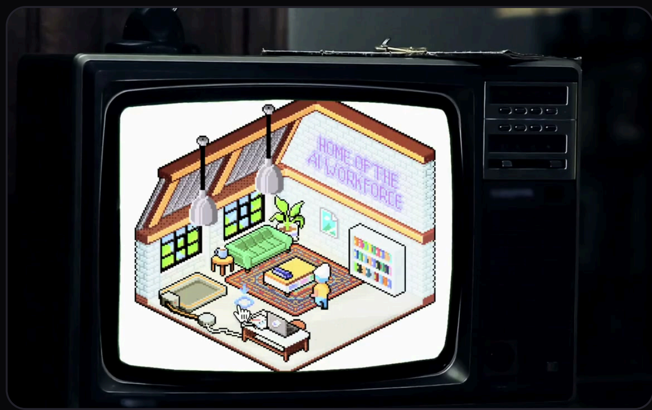
The receipts

From the actual campaign.

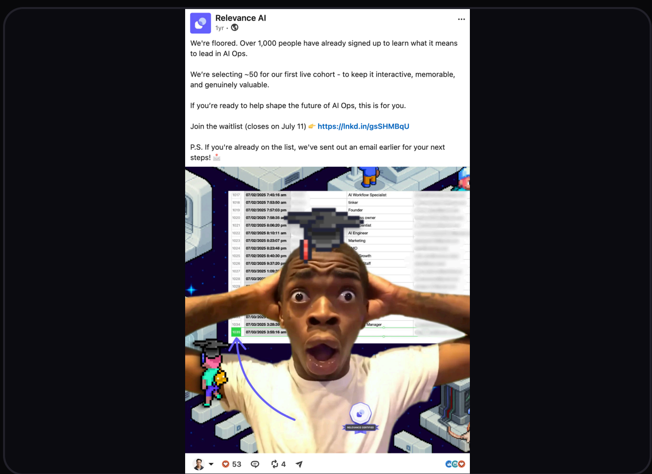
Real artifacts, lightly cropped. This is what a working campaign looks like from the inside, improvisation included.



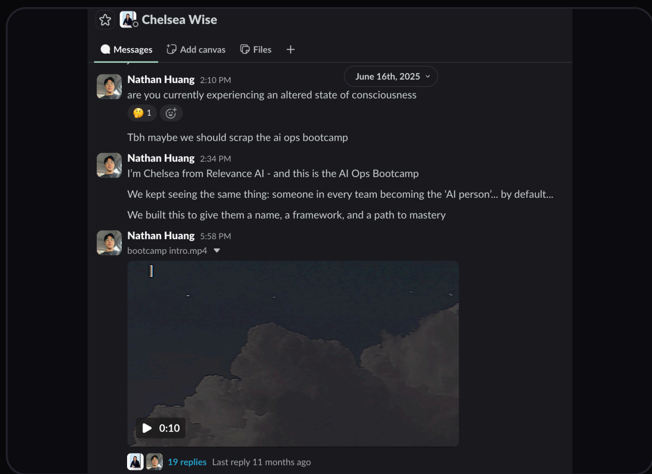
From the hero film: the manifesto frame that carried the announcement.



From the teaser: the pixel-art world that made a B2B program feel like something else.



The milestone post, meme and all. Celebration is content if you ship it warm.



The actual working thread, including the moment we almost scrapped the whole thing.

Both launch films live in full at natman.studio/work →

What drove the signups

1. Two launch videos, shipped in week one. The announcement carried real produced video, scripted and edited to make the program feel like something serious people would run, in a feed full of text posts and screenshots. That contrast mattered more at the time. More B2B launches use real video now, but a scripted, produced piece still beats a rushed screen recording.

2. LinkedIn organic, concentrated. Nearly all of the first 1,000 came from LinkedIn, mostly through the company page, plus a few personal reposts from me and Chelsea. We reposted to X and YouTube too, worth a few thousand impressions, but LinkedIn did the converting. One channel, where the audience already was, hit repeatedly for three weeks.

3. Credibility that already existed, made visible. Chelsea had lectured masters students and holds a PhD. The audience could not have known that unless the content showed it. Most companies sit on this kind of proof internally and never point a camera at it. A big part of launch

The honest split

What was luck, and what you can copy.

Playbooks that blur these are how people copy the wrong thing.

THE LUCK

- Timing. We were early to a topic people were hungry for.
- You cannot manufacture that, but you can notice it: if your product touches a question your market is currently desperate about, your launch is worth more right now than it will be in a year.

THE REPEATABLE

- A waitlist teaser before the announcement, so it arrives primed
- Real video assets ready for announcement day, when attention peaks
- The milestone post: early traction turned into content within days
- Closing the waitlist publicly instead of letting it fade
- Post-close content that keeps signups warm until delivery
- Personal reposts from the faces of the program
- Shareable acceptance artifacts: personalised certifications that became other people's posts

None of the right column requires a big audience, a budget, or experience. It requires deciding the assets exist before the day, and shipping on a cadence for five weeks.

What I would do differently

Plan the asset stack upfront. Our assets were largely vibe-posted: made close to the day, shaped by instinct. It worked, partly because instinct is a real skill and partly because demand was forgiving. But run-and-gun has a ceiling. Next time, every asset exists before the waitlist opens, and launch week energy goes into engaging and steering, none of it into production.

Put the founders on camera. The program leaned on Chelsea's credibility, and she carried it well. What was missing was founder-level endorsement: the founders on camera explaining why this program exists and why it matters right now. A program the founders visibly believe in reads as core to the company. That is a cheap fix with a camera and twenty minutes.

Decide the tone boundaries early. At the 1,000 mark I posted a celebratory meme. Some people internally felt it was off brand. I still think celebration was right, but the friction was avoidable: agree upfront on how loose launch-week content is allowed to get, so nobody is relitigating tone in the middle of the spike.

The system, extracted

The checklist I now run.

The campaign turned into a repeatable shape. Three phases. It is the same structure I use on client launches.

01 · Diagnose

Before anything is made

- What is the one metric this launch answers to? Pick one.
- Where does your audience already pay attention? Concentrate there. One channel done properly beats four done thinly.
- What credibility already exists inside the company that nobody outside can see? That is your cheapest raw material.
- Is there live demand for the problem you touch? Be honest. It sets expectations for everything.

02 · Design

Before the day

- Hero asset: one produced video that makes the thing feel real
- Teaser, shipped roughly a week before the announcement
- Announcement plan: company page plus named humans reposting
- Milestone template, drafted before you have hit anything
- Two or three educational follow-ups for new signups' questions
- Close-out asset, also drafted in advance

03 · Deploy

And keep deploying

- Tease, then announce with your best assets on day one
- Reply to everything for the first 72 hours
- Ship the milestone post while the win is fresh
- Close with scarcity if you can do it honestly
- Keep publishing until delivery day, so the people you converted stay converted

> Launch week is for shipping and engaging. If you are producing during launch week, the plan failed.

The compressed version: a 21-day product launch

The Bootcamp ran five weeks because cohort programs have long tails. A product launch runs the same system on a shorter clock:

D 1-5 **Diagnose, and lock the design**
The one metric, the one channel, the asset list agreed in writing (we used spreadsheets). Nothing gets made before this is settled.

D 6-16 **Produce everything**
Hero film, cutdowns, landing assets. Milestone and close-out posts drafted while nothing has happened yet.

D 17-18 **Tease**
Short, cheap, two days out. The announcement reaches an audience already primed, instead of cold feeds.

D 19-21 **The launch window**

Fair is fair

Scoring my own launch.

I score every launch I study on five things out of ten. Here is the Bootcamp campaign under its own test.

Hook	8

Free, first-mover topic, real curiosity in the market. The offer itself was the hook.

Asset stack	6

Two strong videos and solid follow-ups, but most of it made on the fly. Planned in advance, this is a 9.

Channel focus	6

One channel carried it, and that part was right. But employee and founder reposting could have gone further, and YouTube, usually our strongest inbound channel, barely got used here.

Conversion path	8

One CTA, one email field, no friction. Free helped.

Follow-through	8

Milestone post, early close, and three more weeks of content after the signups stopped.

> The founders were never on camera. Getting them there in week one is the one change here that would have added the most.

If you are launching in the next 90 days

Run the checklist and be honest at the Diagnose step, especially about demand and the one metric. Most launches fail there, before a single asset exists.

And if you want a second set of eyes: I do this for AI startups as a job now. Every week in **The First 72** I study a real AI launch and share what is worth stealing from it. The **Launch Audit** at natman.studio is the paid, keep-forever version of this exact process applied to your company.

> The honest summary of this whole document is one sentence. There was no secret sauce. There was a clear metric, a couple of good videos ready on the right day, one channel used properly, and the nerve to make existing expertise visible. That part is available to you today.
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