Friday 6 November and Friday 4 December.

The platform waives its share. UK window: 8am Friday to 8am Saturday (midnight to midnight Pacific). Payment processing fees still apply. The point is the list, not the day.

Two weeks out (Fri 23 Oct, then Fri 20 Nov)

☐ **The one thing**	One item only: test pressing, live recording, demo bundle, signed print. Which: _____
☐ **The page**	Every release up, right art, credits, prices. 'Require email address' ticked on free downloads.
☐ **The story**	One short message to your list: what the item is, why it exists, that it lands Friday.

The Wednesday before (4 Nov, then 2 Dec)

☐ **Upload**	Put the item up today, not Friday. Time to fix anything that breaks.
☐ **Send**	The story goes to your list today.
☐ **Post once**	20 seconds on your phone: the item, the day, the time in your country.

On the day (8am Fri to 8am Sat, UK)

☐ **One post**	Morning, one link. Not six posts.
☐ **Reply**	Every comment. Thank every buyer by name. Share the first buyer.
☐ **Edges**	Sale times show in UTC. A sale outside the Pacific window takes the normal share.

The week after

☐ **Export**	New emails into your list tool. Payouts usually land in 24 to 48 hours.
☐ **One message**	Thank you, and what's next. November's buyers hear about December first.

My two dates

DATE	THE ONE ITEM	UPLOAD BY	LIST BEFORE	LIST AFTER
Fri 6 Nov		Wed 4 Nov		
Fri 4 Dec		Wed 2 Dec		