

Field Test Delivery Emails (Coach Only)

Copy, personalize, send. Swap `[NAME]` for your founder, `[REWARD]` for the reward you agreed on, and sign it the way you sign things. Attach the matching field-test file (`PHASE-N_FIELD-TEST.html`) and paste the matching **access code from your CODES.txt** where marked. If you generated personalized tests with Mission Config, the codename and reward are already stamped inside the file; the email is the delivery ritual.

The code schemes escalate on purpose: hex, ROT13, binary, Morse, Atbash, Caesar. By Phase 3 your founder knows the move: paste the code into Claude or ChatGPT and ask what it is. That IS the lesson. Seven locks, seven reps of "unknown thing, ask the right question, in."

Answer keys live in CODES.txt and the grading sheets in Field-Test-Rubrics.pdf. Never forward either.

Phase 1: Prove the Setup

Subject: Clearance Level 2. You said you cleared Phase 1. Prove it.

[NAME],

So you cleared Phase 1. I believe you. But "I believe you" isn't how it works once there's something on the line. Founders get checked, not taken at their word. So before [REWARD] lands, you've got a field test.

The test is in the attached file. Locked. Paste the code below into Claude or ChatGPT and ask what kind of code it is and how to read it. (Terminal can do this one too, if you ask the AI the right way.)

ACCESS CODE: `[paste the Phase 1 access code from CODES.txt]`

Decode that, open the attached file, and type in what you found. It lists the six things I need to see. Send them back the way it tells you to.

This isn't busywork. Showing your work is the job. Anybody can say they did it. Founders can prove it.

Clock's running.

[SIGN-OFF]

Phase 2: Prove the Idea

Subject: Phase 2: you picked one. Now prove it, [NAME].

[NAME],

So you've got your business. Good. Here's the thing though: an idea costs nothing, and everybody's got one. What separates founders from people at parties saying "I had that idea first" is the work behind the pick. That's what gets verified before [REWARD] moves.

The test is in the attached file. Locked, obviously. And no, it's not the same scheme as last time. Paste it into Claude or ChatGPT and ask what it is. (Terminal can do it in one line too, but the line is weirder than you'd think. Ask the AI.)

ACCESS CODE: [paste the Phase 2 access code from CODES.txt]

Decode it, open the file, get in. It wants six pieces of evidence. The interviews and the memo are the heart of it, if those are thin, the whole thing comes back.

Fair warning: this one gets graded harder than Phase 1. Phase 1 was "did you do it." Phase 2 is "does it hold up." Different bar.

Clock's running.

[SIGN-OFF]

Phase 3: Legal Foundation

Subject: Phase 3: paper or it didn't happen, [NAME].

[NAME],

So the business is "official" now. Here's the thing about official: it's not a feeling, it's paperwork. Filings, tax IDs, a wall between your money and the business's money. Before [REWARD] moves, you prove all of it exists.

The test is in the attached file. Locked, as always, and this code doesn't even use letters. It's the rawest form a computer speaks. Paste it into Claude or ChatGPT and ask what it is.

ACCESS CODE: [paste the Phase 3 access code from CODES.txt]

Decode it, open the file, read it top to bottom. Six pieces of evidence. One heads-up: anything with account numbers or your EIN, black out the digits before you send. Proof, not exposure.

Clock's running.

[SIGN-OFF]

Phase 4: Brand Foundation

Subject: Phase 4: show me the face, [NAME].

[NAME],

You've been building a brand. Now I get to see if it's actually a brand or just a logo with a color you like. The bar: a stranger could pick up your brief and make content that sounds like you, without asking a single question. Before [REWARD] moves, prove it.

The test is in the attached file. This code is older than computers, older than the lightbulb. People sent it across oceans with beeps. Paste it into Claude or ChatGPT and ask.

ACCESS CODE: [paste the Phase 4 access code from CODES.txt]

Decode it, open the file, get to work. Six pieces of evidence, and I want the ugly first drafts of your logo next to the final. Shipping the AI's first output isn't design.

Clock's running.

[SIGN-OFF]

Phase 5: Website Build

Subject: Phase 5: a link or a rumor, [NAME]?

[NAME],

A website that's "almost done" is a rumor. A URL that loads on my phone is a fact. This is the biggest gate in the program, [REWARD], because it gates on the biggest single thing: a real site, live on your domain, that a stranger understands in five seconds. Facts only.

The test is in the attached file. The code this time: imagine the alphabet looking into a mirror. First letter trades with the last, second with the second-to-last, all the way through. Ancient scribes used it. Paste it into Claude or ChatGPT and ask.

ACCESS CODE: [paste the Phase 5 access code from CODES.txt]

Decode it, open the file, read the bar you're clearing. Six pieces of evidence, and the walkthrough recording happens on your PHONE, that's where your customers are.

Clock's running.

[SIGN-OFF]

Phase 6: Launch & First Traction

Subject: Phase 6: the last gate, [NAME].

[NAME],

Last one. You launched. Now we find out what actually happened, and I want you to hear this part straight: a first sale clears this gate, and so does a no-sale write-up with real numbers and real lessons. Founders miss. What founders don't do is hide the miss. The only thing that fails Phase 6 is spin.

The test is in the attached file. The final code is the oldest trick in the book, a general used it to send battle orders two thousand years ago, and it held, because his enemies couldn't read. You can. Paste it into Claude or ChatGPT and ask.

ACCESS CODE: [paste the Phase 6 access code from CODES.txt]

Decode it, open the file, bring me the numbers. [REWARD] moves when it's all there, and everything the business earned is already yours.

One more thing: whatever the result was, I'm proud you're standing at this gate at all. Most people never launch anything. Now show me the numbers.

Clock's running, one last time.

[SIGN-OFF]