

The Getting Ahead Guidebook

Publishing Playbook — keep this in your binder.

REFERENCE BOOK

Publishing Playbook

Reference for shipping iOS and Android updates

Step-by-step click paths for shipping iOS and Android updates — App Store Connect, Google Play Console, and the Emergent build flow. Includes troubleshooting, version numbering rules, webhook URLs, and a pre-release checklist. Every step in this document comes from a real screen capture during an actual release — no guessing.

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Personal Solutions Northwest LLC · The Getting Ahead Guidebook

A reference document covering the showcase / featured-customer opportunity with Emergent, including the recommended pitch email to send **after** the app is fully launched on both iOS App Store and Google Play.

When to send

Do NOT send before launch. Wait until:

- iOS app is **Live on the App Store** (status: Ready for Sale)
- Android app is **Live on Google Play Store** (rollout complete, no draft / review state)

Sending pre-launch looks premature. Post-launch you have store links that close the loop and make the pitch impressive.

Where to send

To: support@emergent.sh
Subject: Inquiry: Showcase / Customer Spotlight Opportunity
for The Getting Ahead Guidebook

Why your app is a strong fit

Don't undersell. These bullet points are the real reasons Emergent would want to spotlight this app:

- **Real production launch** across iOS, Android, AND web — not a demo
- **Real monetization** with paying users — Stripe + Apple IAP working in production
- **Polished UX** — print center, AI features, admin dashboard, multi-account ledger
- **Real business entity** — Personal Solutions Northwest LLC, not a hobby
- **Compelling founder story** — solopreneur builds a fintech app on a no-code-adjacent platform
- **Marketable vertical** — personal finance has huge consumer appeal

Spend level does not determine story value. Emergent benefits more from spotlighting a real solo founder who shipped a real app than from showcasing a \$500K enterprise build — because your story resonates with their target audience (other solopreneurs hoping to do the same).

The pitch email (paste-ready)

Hi Emergent Team,

I'd love to know if Emergent has (or is considering) a featured customer / showcase / case study program. I think my app could be a strong fit, and I'd be happy to participate post-launch.

Quick background on what we shipped on Emergent:

App: The Getting Ahead Guidebook

Category: Personal Finance / Budgeting

Live on: iOS App Store, Google Play, web (app.thegettingaheadguidebook.com)

Marketing site: thegettingaheadguidebook.com

Built on Emergent:

- Full-stack: FastAPI/MongoDB backend + Expo (React Native) frontend
- Multi-tenant architecture with JWT auth
- Stripe subscriptions (\$8.95/mo) + Apple IAP (\$9.99/mo, \$89.99/yr)
- Resend transactional emails
- Multi-account financial ledger with AI categorization
- Receipt OCR
- Admin dashboard with comprehensive analytics
- Native iOS + Android apps published to production
- Companion WordPress marketing site

Founder: Randy Hess, Personal Solutions Northwest LLC

I'd be happy to share screenshots, store links, a brief case study writeup, or jump on a call if there's interest.

Looking forward to hearing back.

Thanks,
Randy Hess

What to include if they ask for more

Have these ready as attachments / links:

Item	Where to grab it
iOS App Store link	apps.apple.com/app/id6778261593 (live after Apple approval)
Google Play link	play.google.com/store/apps/details?id=com.personalsolutionsnw.gettingaheadguidebook
Marketing site	thegettingaheadguidebook.com
Founder's photo	Use professional headshot
App screenshots	Pull from App Store Connect / Play Console listings
Brief case study	200-300 word writeup — what the app does, who it's for, why you built it

Honest expectations

- Emergent has **no documented public showcase program** as of June 2026
- They MAY have something informal / in development
- Worst case: they say "not right now, but we'll keep your info on file" — no downside to asking
- Best case: feature in their newsletter, blog, social, or homepage → real exposure to other founders

This is a no-risk ask. Send it, then forget about it.

Tracking

If you do send the email, note the date here for follow-up:

- **Sent:** _____
- **Response:** _____
- **Outcome:** _____

Follow-up if no response in 14 days — short, polite nudge.