

The Getting Ahead Guidebook

Publishing Playbook — keep this in your binder.

REFERENCE BOOK

Publishing Playbook

Last verified: June 2026 (based on actual screenshots from Randy's submissions)

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.

CONTENTS

1. The Big Picture (do this in order every release)
2. PART 1: APPLE / iOS RELEASE
3. PART 2: ANDROID / GOOGLE PLAY RELEASE
4. PART 3: VERSION NUMBERING RULES (don't break these)
5. PART 4: WHEN THINGS GO WRONG — Who to Contact
6. PART 5: WEBHOOKS & PRODUCTION URLs (critical — read once, save forever)
7. PART 6: CRITICAL FACTS ABOUT THIS APP (memorize/print)
8. PART 7: CHECKLIST BEFORE EVERY RELEASE

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This guide reflects the EXACT click paths in App Store Connect, Google Play Console, and Emergent — based on what we've actually seen on your screen. No guessing.

■ The Big Picture (do this in order every release)

1. Bump version & versionCode in `app.json` (Emergent code)
2. Click **Publish** in Emergent → pick platform → wait for build
3. Download the build file (`.ipa` for iOS / `.aab` for Android)
4. Upload to the appropriate store console
5. Fill in release notes + submit for review

■ PART 1: APPLE / iOS RELEASE

Step 1: Trigger the iOS build in Emergent

1. Click **"Publish"** (top-right of Emergent)
2. Choose **"iOS"**
3. The "Confirm details" dialog opens
4. Verify:
 - **App name:** The Getting Ahead Guidebook
 - **Version name:** auto-increments (e.g., 1.1.6 → 1.1.7)
 - **Bundle ID:** `com.thegettingaheadguidebook.app` (should be auto-filled)
1. Click **Continue** → wait ~15–20 min for build
2. Emergent uploads the `.ipa` directly to App Store Connect → Build appears in TestFlight

Step 2: Wait for the build to process in App Store Connect

- Go to appstoreconnect.apple.com → **Apps** → **The Getting Ahead Guidebook**
- Click **TestFlight** tab → wait for the new build to finish "Processing" (~10–20 min)
- Email arrives when ready

Step 3: Create a new version (if you're going from 1.1.5 → 1.1.6)

1. Click the **Distribution** tab (top blue bar)
2. Left sidebar → click **" + iOS App "** OR if "1.1.5" already exists in left sidebar, click **"Add Platform"** OR the **" + "** at the top of the version list
3. Enter the version number (e.g., `1.1.6`) → click **Create**

Step 4: Fill in the new version page

On the iOS App Version page, scroll down and fill:

- **"What's New in This Version"** — type your release notes (e.g., "Bug fixes and performance improvements")
- **Build section** — click "+" or **"Add Build"** → select the build you just uploaded
- **In-App Purchases section** (if subscriptions changed) — click "+" → check both ☒ GAG Monthly and ☒ GAG Annual
- All other fields (screenshots, description, keywords) — **leave as-is unless you're changing them**

Step 5: Submit for review

1. Scroll to the **top** of the version page
2. Click the blue **"Add for Review"** or **"Submit to App Review"** button (top right)
3. Answer the export compliance questions (No encryption changes = answer "No")
4. Confirm → Status changes to ☒ **"Waiting for Review"**

Step 6: Wait for Apple

- 24–48 hours typical (sometimes a few hours)
- You'll get an email when status changes
- If ☒ Approved → app auto-releases (or "Pending Developer Release" if you set manual release)
- If ☒ Rejected → check **Resolution Center** in App Store Connect for the reason

☒ IAP (Subscription) Setup — Only do this ONCE per new subscription product

This is needed only when CREATING new IAP products (gag_monthly_v1, gag_annual_v1, etc.), not on every release. Skip this section if you're not adding/changing IAPs.

A. Go to your IAP product page:

1. **App Store Connect** → **Apps** → **The Getting Ahead Guidebook**
2. Left sidebar under **MONETIZATION** → **Subscriptions**
3. Click on your subscription group (e.g., **GAG Premium**)
4. Click on the product name (e.g., **GAG Annual**)

B. Set the price (THIS IS THE TRICKY PART):

1. On the product page, find **"Set Up Availability"** link (LEFT side, near top — NOT the "+" next to "Subscription Prices")
2. Click it → "Confirm Upfront Billing" dialog opens
3. Select **United States** + your price (e.g., \$89.99 for Annual, \$9.99 for Monthly)
4. Click **Confirm** → price is locked in worldwide

☒ The "+" next to "Subscription Prices" only shows Introductory/Promotional Offer options — DO NOT use that for the base price.

C. Add Localization (display name + description):

1. Scroll down to "**Localization**" section → click "**Add Localization**"
2. Select **English (U.S.)**
3. **Display Name:** GAG Annual (or whatever)
4. **Description:** Full annual access to The Getting Ahead Guidebook – budgeting, ledger, AI receipt scanning, and printable resources.
5. Click **Save**

D. Upload Review Screenshot:

1. Scroll to "**Review Information**" → **Screenshot** box
2. ■■ MUST be a **tall rectangle** (e.g., 1170×2532 — a normal iPhone screenshot). **NOT 1024×1024** (Apple rejects squares — they're reserved for App Icons).
3. Easy way: Take a screenshot on your iPhone of the in-app paywall → AirDrop it to your Mac → upload here.

E. Verify status is "Ready to Submit":

- Status circle in the product list should now show ■ **Ready to Submit**

F. Attach to your app version (every release that includes new IAPs):

1. Go to **Distribution** → click your version (e.g., 1.1.6)
2. Scroll down to "**In-App Purchases**" section
3. Click "+" or "**Edit**" → check ■■ the products you want included
4. Save → submit for review

■ PART 2: ANDROID / GOOGLE PLAY RELEASE

Step 1: Trigger the Android build in Emergent

1. Click "**Publish**" (top-right of Emergent)
 2. Choose "**Android**"
 3. The "Confirm details for your Android build" dialog opens
 4. ■■ **CRITICAL — Verify Android Package Name field:**
 - It should say: `com.personalsolutionsnw.gettingaheadguidebook`
 - If it shows `app.emergent.budgetplanner352d3f530e5` (Emergent's default placeholder) → **STOP** and email support@emergent.sh to unlock the field. Do NOT proceed — the build will be rejected by Google Play.
1. Other fields:
 - **App name:** The Getting Ahead Guidebook
 - **Version name:** auto-increments (e.g., 1.1.6, 1.1.7)

1. Click **Continue** → wait ~15–20 min for build
2. **Download the .aab file** when complete

Step 2: Open Google Play Console

1. Go to **play.google.com/console**
2. Click your app: **The Getting Ahead Guidebook** (package `com.personalsolutionsnw.gettingaheadguidebook`)
3. Click **"View app →"** on the right of the row

Step 3: Create a new Production release

1. Left sidebar → click **"Test and release"** (🚀 rocket icon)
2. The menu expands → click **"Production"**
3. Top right → click the blue **"Create new release"** button

Step 4: Upload the .aab

1. In the **"App bundles"** section, click the blue **"Upload"** link
2. Select your downloaded .aab file
3. Wait ~30 seconds for validation
4. ■■■ If you see red error: *"Your APK or Android App Bundle needs to have the package name `com.personalsolutionsnw.gettingaheadguidebook`"* — the build came out with the wrong package name. Click the X to remove it, contact **support@emergent.sh**, and rebuild.

Step 5: Fill in release notes

Scroll down to **"Release details"** → in the **"Release notes"** box, paste (KEEP the XML language tags):

```
<en-US>
Subscription upgrades and improved checkout flow. Better support for tablets and foldable devices. Android compatibility improvements. Performance and stability fixes.
</en-US>
```

Step 6: Submit

1. Click the blue **"Next"** at the bottom
2. Step 2 shows "Preview and confirm"
3. Click the blue **"Save and publish"** or **"Start rollout to Production"**
4. Confirm the popup → Status changes to ■ **"In review"**

Step 7: Wait for Google

- A few hours to 7 days typical (usually <24 hrs after the first manual review)
- You'll get an email when reviewed
- If ■ Approved → rolls out automatically
- If ■ Rejected → check the email for the reason

■ PART 3: VERSION NUMBERING RULES (don't break these)

Field	Rule	Example
version (in app.json)	Bump for every release. Must INCREASE. Use semver: MAJOR.MINOR.PATCH	1.1.5 → 1.1.6 → 1.2.0
android.versionCode	Must INCREASE by at least 1 every release. Integer only.	15 → 16 → 17
ios.buildNumber	Emergent auto-manages this. Don't worry about it manually.	(auto)

■■ Google Play **rejects** uploads if versionCode is the same or lower than a previous release. ■■ Apple **rejects** uploads if buildNumber is the same as a previous build for the same version.

■ PART 4: WHEN THINGS GO WRONG — Who to Contact

Issue	Where to Get Help
Emergent publish dialog won't let you change Package Name	Email support@emergent.sh with screenshot
Apple "Missing Metadata" rejection	Add IAPs to the version page (Part 1 → Step 4)
Apple "1024×1024 image rejected"	Upload a TALL screenshot, not a square (Part 1 → IAP Setup → D)
Google Play "package name mismatch"	Rebuild via Emergent with correct package name (Part 2 → Step 1)
Google Play "versionCode already exists"	Bump versionCode in app.json and rebuild
Stripe webhook failures	See Part 5 below — use production URL, never preview
Resend (email) issue	Check API key in backend .env

■ PART 5: WEBHOOKS & PRODUCTION URLs (critical — read once, save forever)

■■ THE GOLDEN RULE

ALWAYS use `app.thegettingaheadguidebook.com` for any URL configured in a third-party dashboard (Stripe, Resend, Apple, etc.).

NEVER use the Emergent preview URL

(`budget-planner-352.preview.emergentagent.com`) — it goes down whenever the dev container restarts and will cause silent failures + angry emails from Stripe.

Stripe Webhook URL (production)

```
https://app.thegettingaheadguidebook.com/api/subscriptions/webhook
```

To verify/update in Stripe:

1. Go to <https://dashboard.stripe.com/webhooks>
2. Check both **Test mode** and **Live mode** (toggle at top of dashboard)
3. Your webhook endpoint URL **MUST** be the production URL above (NOT a preview URL)
4. If it's wrong, click the webhook → "... " menu → **Update details** → fix URL → Save

Apple Server-to-Server Notifications V2

In **App Store Connect** → **Apps** → **The Getting Ahead Guidebook** → **App Information** → **App Store Server Notifications**:

```
Production Server URL:  https://app.thegettingaheadguidebook.com/api/iap/webhook
Sandbox Server URL:    https://app.thegettingaheadguidebook.com/api/iap/webhook
Notifications Version:  Version 2
```

Backend .env APP_URL (used for email links)

The backend has **defensive code** that auto-rewrites any preview/legacy URL to `app.thegettingaheadguidebook.com` at runtime — so even if your `.env` file is wrong, password reset emails and verification emails will still build correct links. But for cleanliness, the `APP_URL` should be:

```
APP_URL=https://app.thegettingaheadguidebook.com
```

Signs of a webhook problem

Watch for these — they're your warning signs:

- ■ Email from `support@stripe.com` titled "**We're having trouble...**" about webhook failures
- ■ Stripe Dashboard → Webhooks → endpoint shows red "Failing" badge
- ■ Backend logs show no incoming `POST /api/subscriptions/webhook` after a subscription event
- ■■ Users complete checkout but their subscription doesn't activate in your app
- ■ IAP receipts not auto-renewing in your DB after Apple sandbox tests

Quick check (paste in Terminal/browser):

To verify the webhook is reachable, run this from anywhere:

```
curl -s -o /dev/null -w "%{http_code}\n" \
-X POST https://app.thegettingaheadguidebook.com/api/subscriptions/webhook \
-H "Content-Type: application/json" -d '{}'
```

You want to see 200 (or 400 if missing signature — both mean the endpoint is alive). A 404 means something is misconfigured.

■ PART 6: CRITICAL FACTS ABOUT THIS APP (memorize/print)

Fact	Value
iOS Bundle ID	com.thegettingaheadguidebook.app
Android Package Name	com.personalsolutionsnw.gettingaheadguidebook
iOS Pricing	Apple IAP — Monthly \$9.99 / Annual \$89.99
Android Pricing	Stripe — Monthly \$8.95 (Annual TBD)
Web Pricing	Stripe — Monthly \$8.95
IAP Product IDs (iOS only)	gag_monthly_v1, gag_annual_v1
Stripe Lookup Keys	gag_monthly_v1, gag_annual_v1
Admin Email	randywinsall@gmail.com
Demo User	demo@thegettingaheadguidebook.com / DemoPass2026!

■ PART 7: CHECKLIST BEFORE EVERY RELEASE

Before clicking Publish, verify:

- ■ `app.json` → `version` is bumped (e.g., 1.1.5 → 1.1.6)
- ■ `app.json` → `android.versionCode` is bumped (e.g., 16 → 17)
- ■ No console errors when running the app in dev mode
- ■ Tested the main user flow (sign in → view ledger → subscribe)
- ■ Release notes drafted (paste-ready text)

After release:

- ■ iOS submitted to App Review
- ■ Android submitted to Play Production
- ■ Both versions show ■ "In Review" or ■ "Waiting for Review"
- ■ Email Randy at randywinsall@gmail.com when both are approved

End of Playbook. Keep this file open in a tab during releases. Print it if needed.