

FOUNDER'S BINDER

Tab Placement Reference

309-page binder · Master page numbers · 12 suggested tabs

Section	Place tab on page	Content starts	Pages	Suggested tab label
§1 Critical Facts	7	8	3	1 FACTS
§2 Quick Links	11	12	3	2 LINKS
§3 Launch Checklist	15	16	3	3 LAUNCH
§4 Facebook Posts	19	20	25	4 POSTS
§5 The Smiths' Story	45	46	11	5 STORY
§6 Brand Image Catalog	57	58	1	6 IMAGES
§7 Publishing Playbook	59	60	9	7 PUBLISH
§8 Newsletter Ops	69	70	5	8 NEWS
§9 Welcome Video Script	75	76	5	9 VIDEO
§10 Video Scripts	81	82	11	10 SCRIPTS
Appendices A–L	93	94	211	APPENDICES
Misc · Post-Launch	305	306	4	MISC

How to use: Insert each tab on the listed page — each divider sits on an ODD (right-hand) leaf so the tab lines up under the section heading when printed double-sided. Every page shows a continuous 'Binder · page X of Y' pill top-right for easy cross-reference.

Total pages: 309 · Page 1 is the cover · Page 2 is the master table of contents · Continuous page numbering runs on every page.