
THE 8-WEEK LAUNCH PLAYBOOK

From zero to a run club that keeps meeting without you. One week at a time, one Saturday on the calendar, and a ready-made answer for every decision you'd otherwise stall on.

01

DECIDE

Only six decisions matter before launch, and everything else is a distraction dressed up as work. Answer them tonight, put them on the worksheet at the back, and you're done deciding.

1. THE NAME

Use the formula: [Neighborhood or City] Run Club. "Eastside Run Club" beats "Sole Society" every time. Clever names age poorly and searchable names grow: when someone googles "run club near me", you want to be the literal answer.

DEFAULT

[Your neighborhood] Run Club, once you've checked the Instagram handle is free. If it's taken, add your day: Eastside Saturday Run Club.

2. THE DAY AND TIME

Recurring, same slot, every week, forever. Consistency is the entire product, and skipping a week resets your momentum to zero, so pick the slot you can actually keep.

DEFAULT

Saturday, 9:00 AM. Late enough to sleep in, early enough to leave the rest of the day free. Second best: Tuesday or Wednesday at 6:30 PM for the after-work crowd.

3. THE START POINT

Pick a landmark with three properties: easy to name in one sentence, parking or transit nearby, and a coffee shop within 100 meters. The coffee shop isn't optional: the run is the excuse and the coffee after is the club.

DEFAULT

"Outside [coffee shop] at [park/plaza/corner]." If the shop has outdoor seating, you've found your clubhouse.

4. THE DISTANCE

DEFAULT

5K (3.1 mi). Long enough to feel like exercise, short enough that a nervous beginner will show up. Add an optional "long group" later, not now.

5. THE PACE POLICY

This one decision determines who joins. A no-drop club (nobody gets left behind, and a designated sweeper runs at the back) attracts beginners, new-to-towners and social runners, which is to say the people actually searching "how to make friends". A pace-focused club attracts people who already have running friends.

DEFAULT

No-drop, all paces, walkers welcome. Say it in every post. It's the single best growth decision you can make.

6. THE VIBE

Settle the one-sentence identity now, because it drives every caption and every welcome speech. Fitness outcomes are a side effect, and if you want to train seriously you'll be happier joining a different club than starting this one.

DEFAULT

"A social club that runs, not a running club that socializes." Put it in the bio, say it in the welcome circle, and let it settle every argument about pace.

- All six answers on the worksheet, in pen
- Instagram handle checked, free, and claimed
- Saturday 9:00 AM in your calendar as a repeating event

03

NINETY SECONDS, IN THE CIRCLE, THEN YOU RUN.

Deliver it in the circle at 9:00. Warm, loud and brief. Don't improvise past ninety seconds: nervous organizers ramble, and rambling is about the only thing that can make this awkward.

YOU • 90 SECONDS

Morning everyone! Welcome to [CLUB NAME]. I'm [YOUR NAME]. I started this because I figured [NEIGHBORHOOD] needed a standing excuse to be outside with other humans on a Saturday.

Three things and then we run. One: this is a no-drop club. Nobody finishes alone, nobody gets left behind. [SWEEPER NAME] here is our sweeper. They run at the very back, so if you're with them, you're exactly where you're supposed to be. Walkers count as runners here.

Two: safety. We stay on sidewalks, we cross streets together at the regroup points, and if you're wearing headphones, one ear only so you can hear us.

Three: the run is [DISTANCE], but honestly it's a warm-up for coffee at [SHOP] right after. That part's the actual club. First-timers, find me at coffee, I want to meet you properly.

Alright, let's go!

DEFAULT

Still waiting on people at 9:00? Give the speech anyway, to whoever's there, and repeat the sweeper line to anyone who jogs up late. Waiting for stragglers punishes the people who were on time, and 9:05 is the departure either way.

THE COFFEE PITCH • 15 SECONDS

YOU • POINT AT THE SHOP AND START WALKING

Great run everyone. Coffee's at [SHOP], right there. First-timers, your first one's on the club today. See you inside.

Buying 2 to 4 first-timer coffees costs about \$15, and it converts like nothing else you will ever spend money on.