

LUMINOUS MORPHIC MARKETING · CHAPTER TWELVE

Launches & Offerings from Authentic Timing

Chapter Twelve of Luminous Morphic Marketing

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THE LICENCE

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Chapter Twelve of Luminous Morphic Marketing

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Chapter Twelve of Luminous Morphic Marketing. The whole book, with every chapter, is at business.hautelumiere.life/library/luminous-morphic-marketing (DOI https://doi.org/10.5281/zenodo.23989389).

A NOTE BEFORE YOU READ

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ABSTRACT

Launches are not campaigns. They are emergences-the moment a living offering becomes visible in the market field.

CULTIVATION & TIMING · CHAPTER TWELVE

Launches & Offerings from Authentic Timing



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Essence

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Launches are not campaigns. They are emergences-the moment a living offering becomes visible in the market field.

Core Principles

- Timing over tactics: choose when based on readiness, not pressure.
- Coherence over hype: your energy sets the container.
- Invitation over urgency: clients arrive through resonance, not FOMO.

Practices

- Readiness scan: What feels inevitable, clean, and simple?
- Pre-launch attunement: 7 days of field cultivation before you speak.
- Cart open/close as ritual: name the threshold, honor the ending.

Structures (choose what matches your field)

- Live launch: intimate, present, responsive.
- Evergreen: stable, rhythmic, low-noise.
- Hybrid: seasonal live pulses + evergreen nurture.

Appreciative Inquiry · A reflection

1. What wants to be born now, without justification?
2. What would the launch look like if it protected your nervous system?
3. What truth are you willing to repeat until the field stabilizes?



A closing plate

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