

URL Ledger Master Asset Index & Activation Map

How to use the completed asset library without creating redundant assets or losing the category spine.

Core positioning

URL Ledger is the system of record for website asset value. It turns every URL into a measurable, governable, auditable business asset across discovery, attribution, revenue, governance, and agent consumption.

This index exists because the library is now large enough to become an operating system. The goal is not to create more generic assets. The goal is to know which existing asset to use at each stage of sales, product, delivery, fundraising, procurement, and customer success.

1. The Library at a Glance

Category	Assets	Primary purpose
Category and thesis	Founder Manifesto, Master Sales Deck, Website Copy Guide	Explain the market shift and why URL assets need a system of record.
Sales and conversion	One-Pager, Outreach Kit, Demo Guide, Proposal/SOW, Battlecards	Turn interest into scoped audit opportunities.
Audit delivery	Intake Workbook, Audit SOP, Sample Audit Report, Case Study Proof Pack	Deliver the 45-day audit repeatably and convert proof into assets.
Product and technical	PRD, Architecture Brief, Data Model, API Spec, Wireframes, MVP Build Plan	Build the product layer that turns audit truth into software.
Trust and governance	Trust Brief, Agent Ingress Brief, Ratings Manual, Benchmark Paper, Certification Program	Create defensibility, procurement confidence, and policy readiness.
Commercial and retention	Pricing Guide, ROI Calculator, Quarterly Content 10-K, CS/QBR Playbook	Prove value, renew accounts, and expand the platform footprint.
Investor and partner	VC Deck, Investor Memo, Partner Playbook	Explain market timing, moat, motion, and partner ecosystem.

2. Full Master Asset Inventory

#	Asset	Format	Role	When to use	Notes
1	Master Sales Deck	PPTX	Core pitch	First client, investor, or partner overview	Lead with this when someone asks what URL Ledger is.
2	13 Structural Variables Framework	DOCX	Methodology	Explaining the audit spine	Canonical scoring language. Do not duplicate.

URL Ledger | Master Asset Index & Activation Map

#	Asset	Format	Role	When to use	Notes
3	45-Day URL Portfolio Repricing Audit One-Pager	DOCX/PDF	Offer	Fast sales follow-up	Simple CFO-friendly audit description.
4	Sample URL Portfolio Repricing Audit Report	DOCX/PDF	Proof of deliverable	Showing output before sale	Use to make the audit tangible.
5	Founder POV Manifesto	DOCX/PDF	Category POV	Thought leadership and founder narrative	Use for LinkedIn, Medium, advisor/investor context.
6	LinkedIn Carousel Series	PPTX/PDF	Demand gen	Public education posts	Campaign derivative, not core methodology.
7	VC / Strategic Partner Deck	PPTX	Investment	Fundraising or strategic partnerships	Use when the audience cares about market, moat, and scale.
8	Platform Architecture Brief	DOCX/PDF	Technical strategy	Product/engineering or technical buyers	Explains system of record, ratings, policy gate, APIs.
9	Website Copy & Landing Page Messaging Guide	DOCX/PDF	Web messaging	Building site copy	Source for home page and offer page language.
10	Pilot Partner Outreach & Sales Enablement Kit	DOCX/PDF	Sales execution	Outbound and founder-led sales	Contains emails, DMs, scripts, qualification.
11	Audit Intake & Data Access Workbook	DOCX/PDF	Onboarding	Client kickoff	Use immediately after a pilot is accepted.
12	Audit Delivery SOP & Analyst Playbook	DOCX/PDF	Delivery	Internal analyst execution	Internal operating manual.
13	Pricing, Packaging & Value Ladder Guide	DOCX/PDF	Commercial	Packaging offers and proposals	Keeps pricing logic consistent.
14	Pilot Proposal & SOW Template	DOCX/PDF	Proposal	Closing pilots	Reusable statement of work.
15	Case Study Template & Proof Pack	DOCX/PDF	Proof	Turning outcomes into sales evidence	Use after every audit.
16	Data Model & Schema Specification	DOCX/PDF	Technical spec	Engineering and data design	Canonical data object guide.
17	Dashboard Wireframe Pack	PPTX/PDF	Product design	MVP UI and demos	Use with designers and builders.
18	Quarterly Content 10-K Sample Report	DOCX/PDF	Recurring reporting	Renewal/QBR and CFO framing	Shows the recurring value layer.
19	AI Agent Ingress Policy Brief	DOCX/PDF	Agent governance	AI strategy, policy, and technical buyers	Explains that agents query the ledger.
20	Benchmark Methodology White Paper	DOCX/PDF	Moat	Benchmark strategy and standards	Defines cross-portfolio intelligence.
21	Investor Memo	DOCX/PDF	Investment	Serious investor follow-up	Narrative memo for diligence.
22	Product Requirements Document PRD	DOCX/PDF	Product	Engineering planning	Defines MVP requirements.
23	Implementation Partner Playbook	DOCX/PDF	Partner motion	Agencies and consultants	Partner training and delivery model.
24	Competitive Positioning & Battlecards	DOCX/PDF	Sales defense	Competitive calls	Use to clarify why this is not SEO tooling.
25	90-Day MVP Build Plan & Engineering Backlog	DOCX/PDF	Build plan	Engineering sprint planning	Turns PRD into execution.
26	Go-To-Market Launch Plan & Campaign Calendar	DOCX/PDF	GTM	Launch planning	Campaign calendar and ICP plan.
27	Product Demo Script & Sales Demo Guide	DOCX/PDF	Sales demo	Founder-led calls and Loom demos	Demo talk track and flow.
28	Customer Success, Renewal & QBR Playbook	DOCX/PDF	Retention	Post-sale operations	Monthly/QBR/renewal motion.
29	Security, Data Privacy & Trust Brief	DOCX/PDF	Trust	Procurement/security review	Data access and privacy posture.
30	ROI Calculator & Business Case Workbook	XLSX	Business case	CFO and value proof	Editable model for audit economics.
31	Procurement, RFP	DOCX/PDF	Enterprise buying	RFP/procurement/legal	Reusable procurement

#	Asset	Format	Role	When to use	Notes
	Response & Enterprise Buying Kit				answers.
32	API & Integration Specification	DOCX/PDF	Integration	Developers and technical buyers	Defines inbound/outbound interfaces.
33	Ratings Rubric & Scorecard Manual	DOCX/PDF	Ratings standard	Analyst QA and product logic	Defines rating grades and scoring policies.
34	Certification, Assurance & Standards Program	DOCX/PDF	Standards	Future certification layer	Defines maturity levels and verification.

3. Activation Map by Scenario

Scenario	Use first	Then send	Do not send yet
Cold executive interest	45-Day One-Pager	Sample Audit Report, ROI Calculator	PRD or API spec
Founder-led discovery call	Master Sales Deck	Demo Guide, Proposal/SOW	Certification Program
CFO/finance buyer	One-Pager and ROI Calculator	Quarterly Content 10-K, Sample Audit Report	LinkedIn carousel
CMO/content buyer	Master Sales Deck	13 Variables Framework, Sample Audit Report	Deep API spec
Technical evaluator	Architecture Brief	Data Model, API Spec, Trust Brief	Founder Manifesto
Procurement/security review	Trust Brief	RFP Kit, API Spec, SOW	VC Deck
Investor/advisor	Investor Memo	VC Deck, Benchmark Paper, MVP Build Plan	Client intake workbook
Agency/partner	Partner Playbook	Sales Enablement Kit, SOW, SOP	Procurement kit
Post-sale kickoff	Intake Workbook	Audit SOP, QBR Playbook	Investor Memo
Renewal/QBR	Quarterly Content 10-K	Case Study Proof Pack, CS Playbook	One-off marketing carousels

4. Recommended Buyer Journeys

The same library should be sequenced differently depending on the audience. Avoid overloading prospects with the whole system too early.

Buyer path	Step 1	Step 2	Step 3	Conversion goal
CFO / CEO	One-Pager	ROI Calculator	Sample Audit Report	Approve 45-day audit.
CMO / Growth	Master Sales Deck	13 Variables Framework	Demo Guide	Select pilot clusters.
RevOps / Analytics	Architecture Brief	Data Model	API Spec	Confirm data feasibility.
Enterprise procurement	Trust Brief	RFP Kit	SOW Template	Clear vendor review.
Investor	Investor Memo	VC Deck	MVP Build Plan	Secure design-partner or capital conversation.
Agency partner	Partner Playbook	Sales Enablement Kit	Audit SOP	Launch partner-led audits.

5. Redundancy Control Rules

Important

Do not create another generic pitch deck, explainer, scoring framework, audit one-pager, AI-agent overview, or trust document unless it serves a distinct audience, vertical, or operational step.

New asset idea	Create it?	Why
Another overview deck	No	Covered by Master Sales Deck, VC Deck, and Investor Memo.
Another scoring framework	No	The 13 Variables and Ratings Manual are the canonical method.
Another AI Search document	Usually no	AI Search is a module, not the whole category. Use Agent Ingress Brief.
Vertical-specific sales page	Yes, if selling that vertical	It translates the same system into industry pain.
Demo data and sample CSVs	Yes	Operationalizes product, demos, and engineering.
Customer admin guide	Later	Useful after MVP workflow is real.
MCP implementation spec	Later	Useful when API choices are firm.

6. 30-Day Activation Plan

Week	Objective	Actions	Assets used
Week 1	Package the offer	Finalize site pages, one-pager, SOW, ROI model, demo data.	Website plan, One-Pager, SOW, ROI Calculator, Demo Data Pack
Week 2	Start founder-led outbound	Run 25-50 targeted outreach messages and book discovery calls.	Sales Enablement Kit, Demo Guide, Battlecards
Week 3	Close first audit candidates	Scope data access, clusters, and proof sprint boundaries.	Intake Workbook, SOW, Trust Brief
Week 4	Deliver first proof sprint setup	Begin audit execution and document evidence for case study.	Audit SOP, Sample Audit Report, Case Study Proof Pack

7. Library Governance

- The 13 Structural Variables Framework is the canonical scoring spine.
- The Data Model and API Spec should govern product and engineering language.
- The Trust Brief and Agent Ingress Policy should govern claims about data and agents.
- The One-Pager and SOW should govern what is sold in the first pilot.
- The Sample Audit Report and Quarterly Content 10-K should govern what value looks like after delivery.
- Any new asset must map to a specific buyer, sales stage, product build step, or delivery workflow.

8. Next Best Operating Move

The next move is not more category creation. The next move is activation: build the website, load demo data, run founder-led outreach, and use the first audit to generate real proof.