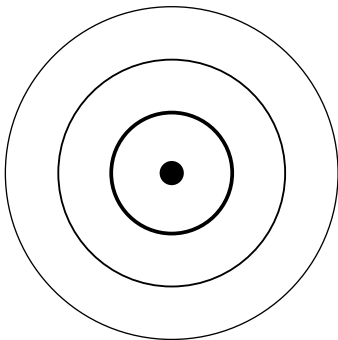


The Field Manual

Eighteen working sheets from Fifty Adopters.
Print. Photocopy. Use.

PHOTOCOPY EDITION



Everything in this manual has appeared once already. Each of the book's 18 chapters closes with a working sheet — the wee nugget — and the argument for every line on every sheet lives in the chapter that produced it. This manual reprints all 18, in book order, each starting on a fresh page, so that the working copies live in one place and the photocopier only has to be fed once.

Three notes on use. First, every sheet exists to force a decision, and decisions deferred to a document you will format later are decisions deferred — so use each one where the decision actually gets made. Second, the chapter pointer under each sheet's title is load-bearing: a sheet used without its chapter is a form, and forms get filled in ways that flatter the person filling them. Third, the sheets assume the fit test has been passed — if you have arrived here without reading Chapter 18, run Sheet 18 first, in writing, before any of the others.

The Ring 1 List Sheet

Print or photocopy this page. It is the first artefact the book asks you to produce, and every chapter after this one assumes it exists.

=====

THE RING 1 LIST SHEET

The fifteen to fifty people whose signature you actually need.

=====

DATE STARTED: _____ LAST REVIEWED: _____

Populate in this order. Cap the sheet at fifty rows.

1. IN CONVERSATION – everyone who asked for a demo, sent an intro, or took a call in the past twelve months.
2. WANTED – the named person at each top target.
A company name is not an entry. A person is.
3. INVESTORS – your cap table today, plus the specific partners you're targeting for the next round.
4. INTRODUCERS – advisors and operators whose introduction unlocks a Ring 1 conversation.

#	NAME	ROLE	COMPANY
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
(continue on a fresh sheet, to a maximum of fifty)			

CHECKS BEFORE YOU PUBLISH ANYTHING

- [] Over fifty rows? Cut until it fits.
- [] Under ten rows? Too early, or too narrow – redo this exercise in a month.
- [] Any entry that is a company, not a person? Replace it with a name.

THE RULE: if a piece of content cannot be traced to at least one person on this sheet, it does not get published.

=====

The Two-Line Revenue Tracker

Print or photocopy this page. Fill the top half from the platform dashboards; fill the bottom half only at the quarterly reconciliation, and only with evidence.

```
=====
THE TWO-LINE REVENUE TRACKER                                YEAR: _____
One sheet. Two lines. The second one is the point.
=====
```

LINE 1 – DIRECT (from platform dashboards, 5 min/quarter)

	Q1	Q2	Q3	Q4
Ad revenue share	-----	-----	-----	-----
Sponsorship	-----	-----	-----	-----
Affiliate	-----	-----	-----	-----
Paid products	-----	-----	-----	-----

LINE 1 TOTAL: -----

LINE 2 – BD-ATTRIBUTABLE (quarterly reconciliation only)

Count a deal ONLY with direct evidence: the counterparty said so in words you logged, or a named view demonstrably preceded the inbound. No "probably". No multipliers.

DEAL: _____ WHAT MOVED: _____

EVIDENCE: _____

VALUE (signed only): -----

DEAL: _____ WHAT MOVED: _____

EVIDENCE: _____

VALUE (signed only): -----

DEAL: _____ WHAT MOVED: _____

EVIDENCE: _____

VALUE (signed only): -----

LINE 2 TOTAL: -----

THE READING

[] Line 1 up, Line 2 zero -> Ring 3 drift. Reread Ch 1.

[] Both zero after 2 quarters -> Targeting problem. See Ch 11.

[] Line 1 small, Line 2 signed -> Working as designed.

THE RULE: direct revenue is bonus. BD revenue is the point.

The 14-Day Cycle Planner

Print or photocopy this page. Do the arithmetic at the top before you design anything below it.

```
=====
THE 14-DAY CYCLE PLANNER
Fix the budget first. Fit the format inside it.
=====
```

STEP 1 – THE CAP

```
My real working hours per week:      _____ hrs
x 0.10 (the cap)                      = _____ hrs/week
x 2 (one full cycle)                  = _____ hrs/cycle
```

STEP 2 – THE HONEST EPISODE COUNT

Fill in hours for ONE episode, done properly.

```
Topic choice + Ring 1 check           _____
Script / structure                     _____
Record (incl. setup + retakes)         _____
Edit (do it or brief-and-review it)    _____
Package (title, thumbnail, description) _____
Distribute (LinkedIn post + newsletter) _____
Replies + follow-ups (the actual point) _____
```

```
EPISODE TOTAL:                        _____ hrs
```

STEP 3 – THE VERDICT

[] EPISODE TOTAL <= HRS/CYCLE?

Yes -> fortnightly is affordable. Book the same two half-days every cycle and protect them.

No -> cut the FORMAT, not your sleep:

```
[ ] shorter episode      [ ] fixed structure
[ ] simpler production   [ ] screen + voice only
Re-total. Still no? Publish monthly (the
ledger format, Chapter 5) inside the cap.
```

THE RULE: cadence is a business decision, not a marketing decision. Cap channel time at 10% of working hours.

```
=====
```

The Four-Pillar Slot Map

Print or photocopy this page. If two pillars overlap, merge them and find what is missing.

```
=====
THE FOUR-PILLAR SLOT MAP
26 slots a year. 12 are the Ledger. Allocate the rest.
=====
```

STEP 1 – NAME THE FOUR

One line each. Every pillar answers a Ring 1 question.

PRODUCT "Can it do the job?"
My version: _____

THE MAZE "Do they understand my world?"
My version: _____

DEALS & PITCHES "Do they actually transact?"
My version: _____

THE LEDGER "Are they still alive and moving?"
My version: _____

STEP 2 – THE OVERLAP CHECK

- [] Any two lines describe the same content? Merge them.
- [] A question above with no real answer? That pillar is your gap – and your next episode.

STEP 3 – ALLOCATE 14 DISCRETIONARY SLOTS

Product _____ slots
The Maze _____ slots
Deals & Pitches _____ slots
Buffer (unallocated evergreens) 1-2 slots

TOTAL (must be 14): _____

STEP 4 – THE FIFTH-PILLAR TEST (run yearly)

Tempted to add a strand? Write the Ring 1 question it answers and the NAMES asking it. If the case contains "reach", "growth", or "algorithm" and no names: NO.

THE RULE: four pillars. No more, no less. If you have a fifth pillar, one of your four is wrong.

```
=====
```

The Month One Ledger Sheet

Print or photocopy this page. Draft the fields before you record anything.

```

=====
THE MONTH ONE LEDGER SHEET
Same fields, same order, every month. Boring is the point.
=====

SECTION A – ACTIVITY (always publish)

Pitches sent this month:          -----
Deals advanced a stage:           -----
Deals killed (one-line reason each): -----
Decisions reversed (state why):   -----

SECTION B – COMMITMENTS (publish, banded)

Revenue committed (band, e.g. 30-50k): -----
Pilots signed / live:             -----
One honest usage metric (pick the one a
diligent buyer would ask for):   -----

SECTION C – MISSES (always publish)

What slipped, and what it cost:   -----
What I got wrong last month:     -----

-----
SECTION D – REDACTION CHECK (run before every episode)

[ ] No counterparty identifiable without written
    permission
[ ] No NDA terms. No live negotiations, blurred or
    otherwise
[ ] Exact figures banded where they could identify
    a deal (same band edges every month)
[ ] Counterparty test: could any line cost THEM
    anything? Cut it. Lines that only embarrass
    YOU stay in.
[ ] Misses section is not empty

NEXT LEDGER DUE: ____ / ____ (same date every month)

THE RULE: the ledger is not marketing. It is an
artefact. Publish it like a quarterly report, not a
promotional post.
=====

```

The Three-Gate Claims Register

Print or photocopy this page. One sheet per episode, filled in at the script stage.

=====

THE THREE-GATE CLAIMS REGISTER

=====

EPISODE: _____ DATE: ____ / ____

STEP 1 – LIST THE CLAIMS (not the topics: the claims)

Every line that states what a rule means, names a counterparty, or promises what the product will do.

- | | |
|----------|-------------|
| 1. _____ | [L] [P] [C] |
| 2. _____ | [L] [P] [C] |
| 3. _____ | [L] [P] [C] |
| 4. _____ | [L] [P] [C] |
| 5. _____ | [L] [P] [C] |

[L] legal [P] permission [C] cool-off
No tagged lines? Record on schedule.

STEP 2 – THE GATES

GATE 1 – LEGAL (any [L] line)

Reviewer (a name): _____ SLA: ____ working days

Send the claim lines as numbered text, never the video. Verdict per line: CLEAR / REPHRASE / CUT.

Take the rephrase verbatim. Cut without appeal.

GATE 2 – PERMISSION (any [P] line)

Send the exact wording or cut. Deadline: ____ working days. Silence is a no. A verbal yes is a no.

File the written yes.

GATE 3 – COOL-OFF (any [C] line)

24 hours between script and publish. Morning test:
would you sign this sentence in a contract?

STEP 3 – ESCALATION (decided now, not at 11 p.m.)

Reviewer says cut cut the claim, no appeals.

Counterparty silent anonymise or drop the line.

Never chase past deadline.

SLA blown publish the buffer episode.

Never publish pending review.

THE RULE: every regulated claim gets legal review
with a fixed SLA. Every named counterparty gets
permission. Every product claim gets 24 hours.

=====

The LinkedIn Post Skeleton

Print or photocopy this page. One sheet per episode, written in the packaging slot.

```
=====
THE LINKEDIN POST SKELETON
=====

LINE 1 – THE HOOK: a number or a decision.
No preamble, no question.

-----

LINES 2-4 – THE CONTEXT: what happened, in plain
sentences. No suspense.

-----

THE THREE INSIGHTS (as text, not a teaser)
1. -----
2. -----
3. -----

THE DISSENT: what did not work, or where you
might be wrong.

-----

THE SOFT CLOSE: "The full walkthrough is in the
episode – link in the first comment."

-----

HARD RULES
[ ] Video link in comment #1, never the body
[ ] No emojis. No "thoughts?". No engagement bait
[ ] Post stands alone without the click
[ ] Tagged claims pass the three gates first
[ ] Publish workday morning, Ring 1's timezone
[ ] Seed to 3-5 roster contacts, one line each

MEASURE (two numbers, nothing else)
[ ] Named Ring 1 engagers -> mention log
[ ] Named mentions -> mention log
Ignore impressions. Ignore subscriber count.

THE RULE: LinkedIn is the primary distribution
surface. YouTube is the host. Design accordingly.
=====
```

The Day-After Issue Sheet

Print or photocopy this page. One sheet per issue, filled in the day after the episode publishes.

=====

THE DAY-AFTER ISSUE SHEET

=====

SUBJECT: what the reader learns, in plain words.
No issue numbers. No cliffhangers.

BLOCK 1 – THE NUMBER
One figure behind the episode, with its context.

BLOCK 2 – THE CUT
The decision or detail that did not make the video.

BLOCK 3 – THE DOCUMENT
The working artefact, attached or linked as a file.

THE QUESTION (one only, answerable in a sentence)

HARD RULES

- [] Written as if to one named Ring 1 buyer
- [] Sends the day after the episode, never same-day
- [] Sent from a person; replies read by a person
- [] Not a recap. New material only
- [] Tagged claims pass the three gates first
- [] No sponsorship, no affiliates, no list sharing

MEASURE (two numbers, nothing else)

- [] Named Ring 1 subscribers on the list
 - [] Replies from roster names -> mention log
- Ignore opens: an open is an estimate, a reply an event.

THE RULE: Ring 1 mailing list, not a broadcast channel. Write to fifty, publish to five hundred.

=====

The Surface Split Sheet

```

=====
THE SURFACE SPLIT SHEET
=====
EPISODE: _____ DATE: _____
THE INVENTORY (from this episode only)
Conclusion: _____
Method: _____
The number: _____
The cut: _____
Quotables: 1. _____ 2. _____ 3. _____

THE ALLOCATION (one item per surface, no repeats)
POST (conclusion) -> publication morning
ISSUE (number + cut) -> day after
THREAD (method) -> day after
SHORTS (quotables x3) -> across the fortnight
THE OVERLAP CHECK
[ ] No two outputs deliver the same item
[ ] Thread is not the post with line breaks
[ ] No claims that skipped the three gates

IF SHORT OF TIME, DROP WHOLE SURFACES FROM THE BOTTOM:
Episode > Post > Issue > Thread > Shorts
THE RULE: Each surface earns its own reason for
existing. If it just repeats the video, drop it.
=====

```

The Money Filter

```
=====
THE MONEY FILTER
=====
```

```
OFFER: _____ FROM: _____
CHEQUE: £_____ HONEST MEDIA VALUE: £_____
```

```
THE TELL
```

```
Cheque / media value near 1 -> advertising. Your call.
Cheque / media value at 10+ -> they are buying you. No.
```

```
THE PERMANENT BANS (not priced, not revisited)
```

```
[ ] Pre-roll or host-read sponsor slots      -> NO, ever
[ ] Consulting for roster competitors         -> NO, ever
[ ] Equity in companies the channel covers    -> NO, ever
[ ] Gambling-adjacent and easy-cheque money   -> NO, ever
```

```
THE VET (all four must be yes)
```

```
[ ] Would I publish this company's failures?
[ ] Sells nothing my Ring 1 buys or sells against?
[ ] Editorial unchanged if this money disappears?
[ ] Fits inside the hour budget without touching product?
```

```
THE LADDER (working defaults, keep the order)
```

```
Month 1+   Strategy sessions, capped at one per month
Month 6+   Non-endemic newsletter sponsor, labelled,
           below the editorial, never the subject line
Month 10+  Members-only tier, only if readers ask;
           the ledger itself stays free and complete
```

```
THE RULE: No pre-rolls. No competitor consulting.
No equity from featured companies. Ever.
```

The Kill Review

THE KILL REVIEW – DAY 90 / 180 / 360

Evidence (Chapter 2 standard): named Ring 1 views, mention-log entries, and BD conversations that name the channel. The view counter does not testify.

Verdicts (working thresholds – set yours on day one):

KILL	Zero attributable BD movement. Pause the channel, keep the archive up, say so.
PIVOT	Ring 3 growing, Ring 1 silent. Keep the cadence, re-aim the subject matter.
CONTINUE	8+ named Ring 1 views per episode and 1+ inbound BD conversation this period.
ACCELERATE	Signed pilot attributable to the ledger. Deepen first; raise cadence only with spare hours.

Drift checks (any two = bring the review forward):

- ☐ Views rising, named engagement flat
- ☐ Topics tracking performance, not the business
- ☐ Production hours creeping past the budget

Booked on day one: Day 90 ____ 180 ____ 360 ____

THE RULE: The channel is a business investment. Review it quarterly. Kill it if it does not earn its keep.

The Archive Test

THE ARCHIVE TEST – RUN IT ONCE A YEAR

The claim: the channel is a public archive of you running a real business. Test the claim yearly.

Pull three episodes: the latest, one from a year ago, and the first. Ask of the three together:

- | | |
|------------|--|
| JUDGMENT | Are decisions shown with reasons – including at least one that proved wrong and was said so in public? |
| DISCIPLINE | Did the cadence hold, or bend with a stated reason? Corrections declared, never silently edited? |
| LEARNING | Is the operator in the latest episode visibly sharper than in the first? |

Then ask the reader's question, not the maker's:
If a buyer, a hire, an investor, or an acquirer watched these three episodes, what would they still need an interview to learn?

Every gap in the answers is next year's editorial priority.

THE RULE: You are not building an audience. You are building a public archive of yourself running a real business.

Pricing Conversation Prep Sheet

Print or transcribe this page. Take it into the room fifteen minutes before the call.

PRICING CONVERSATION PREP SHEET

Use before every first-pricing call with a Ring 1 buyer.

BUYER: _____

DATE: _____

DEAL: _____

1. THE ALTERNATIVE – write it in one sentence.

"If they weren't buying this from us, they would ..."

If you cannot write it, that is the diagnosis. Your first goal on the call is to get the answer.

2. THE THREE BENCHMARKS – tick the one they are pricing on.

☐ Cost of internal build £_____

☐ Cost of the last vendor who failed £_____

☐ Political sign-off threshold £_____

3. THE UPPER BOUND – the number they would pay before switching to their alternative. Write your best guess.

£_____

(After the call, write the actual answer next to it.)

4. THE ANCHOR – a single number, not a range.

£_____

Rule of thumb: anchor 30% above your instinct if you have no buyer-supplied budget. Anchor at the upper bound if you do.

5. THE TWO QUESTIONS – say one of these before quoting.

() "What is the internal budget you have been given?"

() "If you weren't buying this from us, what would you do?"

6. THE FLOOR – the number you walk away from.

£_____

Decide this before the call. Do not decide it in the room.

AFTER THE CALL:

- What was the actual alternative? _____
- What was the anchor you spoke? £_____
- Where did you land? £_____
- What did you learn about this buyer that you did not know before the call? _____

First BD Hire Scorecard

Print or transcribe this page. Score every candidate against the same rubric.

```

=====
FIRST BD HIRE SCORECARD
One sheet per candidate. Score at end of second interview.
=====

CANDIDATE: _____
INTERVIEWED BY: _____
DATE: _____

-----

ATTRIBUTE 1 – SMALL-BUYER-UNIVERSE EXPERIENCE
Have they run a book with under 100 named accounts?
[ ] Yes, specialist enterprise / rights / niche B2B
[ ] Partly – bounded market but not under 100
[ ] No – only mass-market or SME funnels
Score (0-3): ____
Evidence: _____

-----

ATTRIBUTE 2 – RING 1 NAME RECOGNITION
Ask: "Name five specific people on our Ring 1 you have
interacted with in the last 12 months."
[ ] 5+ names, with detail
[ ] 2-4 names, with detail
[ ] Names with no detail, or only generic company names
[ ] None
Score (0-3): ____
Evidence: _____

-----

ATTRIBUTE 3 – PUBLIC WRITING IN PLAIN ENGLISH
Blog post, LinkedIn essay, or conference talk with a
specific argument. Marketing copy does not count.
[ ] Multiple published pieces, plain English
[ ] One published piece, plain English
[ ] Only internal / corporate content
[ ] Nothing public
Score (0-3): ____
Evidence (URL): _____

-----

ATTRIBUTE 4 – INFORMED OPINION ABOUT YOUR CHANNEL
Ask: "Which of our ledger entries did you disagree with,
and why?"
[ ] Names 2+ specific entries, has clear view
[ ] Names 1 entry, has view
[ ] Has watched but no strong view
[ ] Has not watched
Score (0-3): ____
Evidence: _____

-----

RUBRIC
12/12 – Hire.
10-11 – Hire if you cannot find a 12 within 8 weeks.
8-9 – Second-round only if the search is stalling.
<8 – Pass. Do not stretch the description to fit.

COMPENSATION FRAME (see chapter body for sources)
Base: mid-market UK BD Manager band (Glassdoor UK).
Variable: milestone-based in Y1 (conversations, second
meetings, proposals sent). Close-based bonus
layered in Y2 only.
Equity: inside Carta / Index Ventures OptionPlan bands
for the role and stage. 4-year vest, 1-year
cliff. Never above the top of the OptionPlan
band without a co-founder-tier justification.

TITLE – Do not use "Head of BD" or "Sales Lead".
Use "Ring 1 Outreach and Relationship Lead" or
equivalent that names outreach + maintenance as the
work.
=====

```


Calendar-Slot Fundraise vs Revenue Worksheet

Print or transcribe this page. Do the math with a pencil, once a quarter, before you decide which track owns the next twelve months.

=====

CALENDAR-SLOT FUNDRAISE vs REVENUE WORKSHEET

One sheet per quarter. Do this with a pencil.

=====

QUARTER: _____

DATE: _____

STEP 1 – YOUR MONTHLY HIGH-STAKES SLOT BUDGET

Slots per month you can sustain (a founder-only conversation the founder must run):

_____ slots/month

This is your ceiling. Below the line, do not exceed it.

STEP 2 – CURRENT CONSUMPTION

Live pilots: _____ x _____ slots/mo = _____

Proposals in flight: _____ x _____ slots/mo = _____

Ongoing investor conversations: _____ x _____ slots/mo = _____

Product / hires / ops: _____ slots/mo (residual)

TOTAL CONSUMED: _____ = _____

Remaining slots this month: _____

STEP 3 – RUNWAY MATH (no round scenario)

Cash on hand: £ _____

Monthly burn: £ _____

Months of runway before new pilot revenue: _____ months

Add expected revenue in the next 12 months (proposals in flight, probability-discounted):

Proposal 1: £ _____ x _____ % close = £ _____

Proposal 2: £ _____ x _____ % close = £ _____

Proposal 3: £ _____ x _____ % close = £ _____

Sum: £ _____

Runway with expected revenue: _____ months

If < 8 months → fundraise track (whether you want it or not).

If 8-14 months → real choice; use step 4.

If > 14 months → revenue track defensible.

STEP 4 – THE THREE-CONDITION TEST FOR FUNDRAISE

[] Step-function headcount unlocks next revenue

[] Investor "yes"-per-hour > buyer "yes"-per-hour today

[] External fundable moment in the next 12 weeks

0-1 ticks → revenue track.

2 ticks → bridge only.

3 ticks → fundraise track. Pause new pilot outreach.

STEP 5 – RING 1 / INVESTOR OVERLAP MAP

Write your Ring 1 list. Mark each name as B (buyer), I (investor), or BOTH.

Name	Class
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

The Partnership Sheet

THE PARTNERSHIP SHEET — COMPLETE BEFORE SIGNATURE

Partner: _____ Date: _____

What they get: _____

What we get: _____

THE SIX CLAUSES (all six in writing, or no deal)

- [] 1 OWNER A named person each side, senior enough to spend hours and money.
- [] 2 DATE First named outcome + calendar date, written into the agreement itself.
- [] 3 INPUTS Hours, access, engineering time each side commits, per quarter, as numbers.
- [] 4 INTROS Which named people or roles the partner introduces, and by when.
- [] 5 REVIEW Quarterly, against clauses 2-4, with an exit either side can trigger.
- [] 6 ANNOUNCE Last. Publish when the first outcome exists, not at signature.

THE TELL: a partner who resists an owner, a date, or a review is buying your logo, not your product.

LEDGER DATES (book at signature):

Announcement: on first outcome Review: +6 months

THE RULE: No named owner, no first-outcome date, no review that can end it - no signature. The announcement comes last.

The Anti-Playbook

THE ANTI-PLAYBOOK – TEN CHECKS, RUN QUARTERLY

Tick what was true at any point last quarter. Be literal. A tick is a schedule, not a verdict.

- [] 1 You quote views, not names fix: Ch 1-2
- [] 2 A topic outside the pillars fix: Ch 4
- [] 3 An episode made for posterity fix: Ch 12
- [] 4 You promised weekly fix: Ch 3
- [] 5 Content changed for reach fix: Ch 7
- [] 6 Newsletter has no live reply-to fix: Ch 8
- [] 7 Same words on two surfaces fix: Ch 9
- [] 8 Something published ungated fix: Ch 6
- [] 9 Money shaped an editorial call fix: Ch 10
- [] 10 Review moved, shrank, or skipped fix: Ch 11

Score: 0-1 normal drift, note and move on
 2+ repair schedule, cheapest fix first
 Repeat tick two quarters: structural – fix
 the calendar or the promise, not the content

Run beside the quarterly kill review. Log the count.

THE RULE: Every failure here is a substitution – the visible for the named. Two ticks is a schedule; a repeat tick is structure. Fix one pattern at a time.

The Fit Test

THE FIT TEST – RUN ONCE, BEFORE ANYTHING ELSE

Answer in writing. Evidence, not intention.

- 1 BUYER UNIVERSE 15-50 real people, name and role, who could sign or veto a purchase within two years? [Y/N]
- 2 CONSIDERATION Purchase takes months, with several people in the decision? [Y/N]
- 3 JUDGMENT Buying your judgment, not a feature-and-price comparison? [Y/N]
- 4 THE FOUNDER Can you say true things in public, fortnightly, for years – including the bad quarters? [Y/N]

VERDICT 4 yes: run the playbook
3 yes: adapt – the missing condition becomes constraint one, in writing
2 or fewer: decline. Different game – only gates, review, evidence travel

THE RULE: Diagnose fit before execution. Miss one condition, adapt in writing. Miss two, decline – a business decision, not a failure.

Fifty Adopters — The Field Manual.

Companion to the book of the same title by Theo Marsh.

Eighteen working sheets. One per chapter. Each sheet reprints an artefact from the book. The chapter pointer beneath each sheet title is load-bearing — a sheet used without its chapter is a form, and forms get filled in ways that flatter the person filling them.

Set in Source Serif 4 for display, Inter for body, and JetBrains Mono for the artefacts themselves.

Printable copies of every sheet, and the book itself, live at fiftyadopters.com.