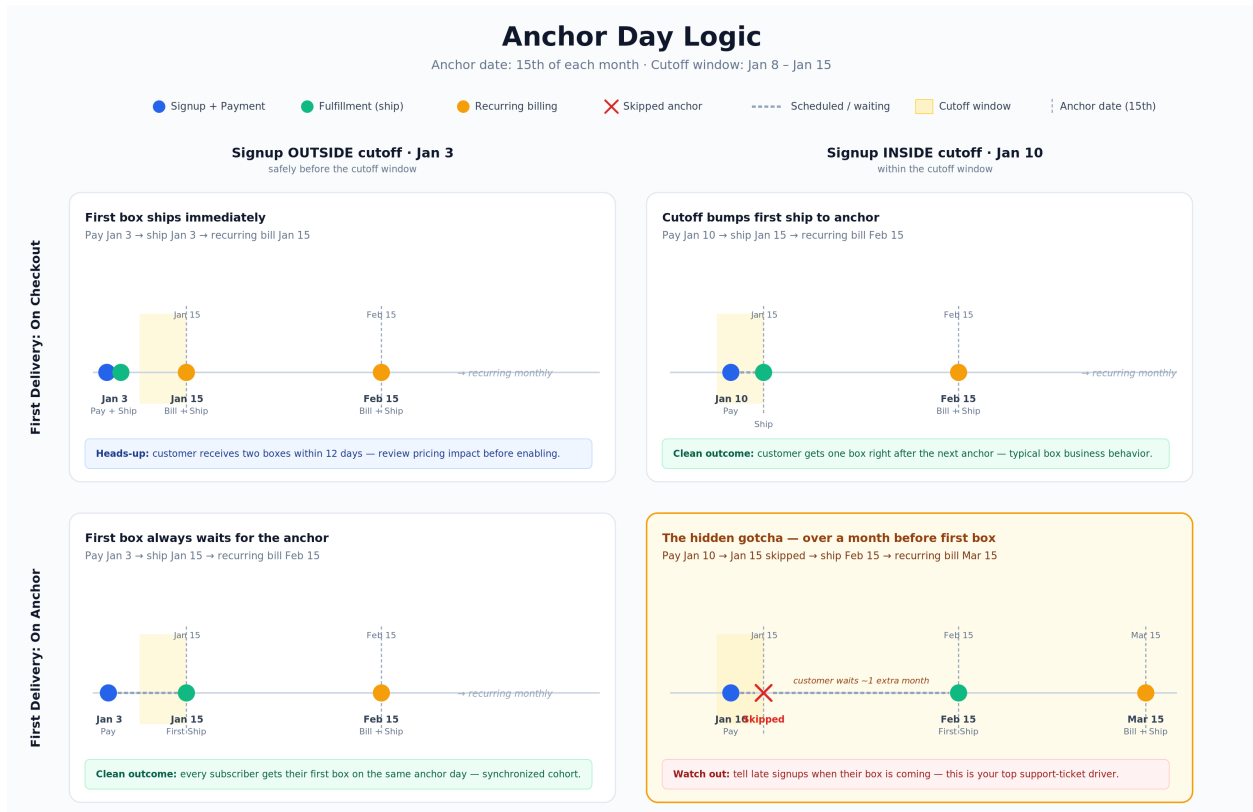


# Anchor Day Cheat Sheet

When does your subscriber's first box actually ship? Two settings control four outcomes. This one-pager is your reference.



## The four outcomes, in plain English

<p><b>TYPICAL</b> <b>On Checkout + signup inside cutoff</b></p> <p>Card charged today. Cutoff bumps the first ship to the upcoming anchor. Then monthly cadence from that anchor forward. The default outcome for most box businesses.</p>	<p><b>SYNCHRONIZED</b> <b>On Anchor + signup outside cutoff</b></p> <p>Card charged today. First box waits for the next anchor day so every subscriber's first box ships on the same cohort date. Best for one-fulfillment-day operations.</p>
<p><b>DOUBLE-SHIP</b> <b>On Checkout + signup outside cutoff</b></p> <p>Card charged and box ships today. A week or two later, the anchor fires and they get billed and shipped again. Use intentionally for an intro-box pattern; otherwise review pricing.</p>	<p><b>THE GOTCHA</b> <b>On Anchor + signup inside cutoff</b></p> <p>Card charged today, but the upcoming anchor is skipped (too close). First box doesn't ship for 30+ days. Top support-ticket driver. Send a heads-up email at signup or don't use this combo.</p>

## Don't do these

1. **Never anchor to the 31st.** Half the year doesn't have one. Pick a date every month has.
2. **Don't change anchor day on a live plan** without thinking through what happens to subscribers mid-cycle.
3. **One selling plan per cadence, not per price tier.** Use product variants for pricing differences.
4. **Test the full flow with a real card** before you ship a single subscription to a real customer.
5. **Tag your subscribers from day one.** Your future self running Klaviyo flows will thank you.

*Built for the Launch Your Box Summit · Want help wiring this up? PayWhirl support is on email and live chat at paywhirl.com.*