

A BLUE PRINT BAZAAR OPERATING MANUAL

THE AI CAMPAIGN OPERATING SYSTEM

A complete, step-by-step AI copywriting and marketing framework for solopreneurs, creators, and agencies who want agency-grade campaigns without an agency-sized team.

4 CORE MODULES

11 READY-TO-RUN PROMPTS

THIS PREVIEW: MODULE 1 IN FULL

About This Preview

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This is a free preview of The AI Campaign Operating System, shared so you can see exactly what you'd be working with before you buy. It contains the Executive Summary, the full Running Case Study, and Module 1 — **reproduced complete and unabridged, exactly as it appears in the paid edition**. Nothing in this preview is shortened or watered down.

The full system continues with three more modules, a full landing page and email sequence written out in complete form, a full week of repurposed content, and a set of system resources — all detailed on the closing page of this preview.

You're welcome to share this preview file as-is. Please don't edit, repackage, or present it as your own work.

A NOTE ON RESULTS

The prompts in this system have been structured and tested against GPT-4o, Claude 3.5 Sonnet, and Gemini Advanced. Output quality is a function of input quality — the more precisely you fill in the bracketed fields in Module 1, the sharper every downstream module will perform.

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Table of Contents

This preview includes the Executive Summary, the full Running Case Study, and Module 1 in complete, unabridged form — every prompt, every worked example, exactly as it appears in the full system. Everything below that is part of the full 44-page system, available at checkout.

INCLUDED IN THIS PREVIEW

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00	The Running Case Study — Meet Ledgerly	
01	Module 1 — The Brand DNA Setup Engine (Complete)	
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1.2	Ideal Customer Profile Pain-Point Mapper	
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IN THE FULL SYSTEM ONLY

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The R-C-I-O Prompt Matrix

Every prompt in this system — and every good AI prompt you will ever write — is built from four ingredients. Understanding this matrix is more valuable than any single prompt in this book, because it means you never have to wait for a template again.

[R] ROLE	Assigns the model an expert identity so it retrieves the right patterns — "senior brand strategist" produces different output than "helpful assistant."
[C] CONTEXT	Feeds the model your specific business variables — product, audience, past content, market — so the output is yours and not generic.
[I] INSTRUCTION	Gives explicit rules, steps, and negative constraints (what to avoid) so the model has a narrow lane instead of a blank page.
[O] OUTPUT	Defines the exact shape of the answer — a table, a numbered list, a specific word count — so you get something you can use immediately.

THE FRAMEWORK

The AI Workflow Framework

Four modules. One direction of travel. Every module in this system feeds the next — skip the order and the whole machine produces generic copy.

Most people use AI for marketing backwards. They open a chat window and ask for "a landing page" or "some Instagram captions" with no foundation underneath the request, and they get back the same flat, forgettable copy every other person prompting the same way gets back. The AI is not the problem. The sequence is the problem.

This system fixes the sequence. It is built on a simple principle borrowed from every serious ad agency that has ever billed a client six figures for a campaign: **you do not write copy first — you build the strategic inputs first, and the copy falls out of them almost automatically.** An AI model is the fastest research and drafting partner in the history of marketing, but it can only be as sharp as the brief you feed it. This book is the brief-building system.

04

SEQUENTIAL MODULES

11

READY-TO-RUN PROMPTS

01

REPEATABLE FRAMEWORK

The Four Modules, In Order

Module 1 — The Brand DNA Setup Engine

Before you generate a single piece of marketing copy, you extract the raw material the AI needs: your voice, your customer's psychology, and the gap in the market you sit in. Everything downstream references what you build here.

Module 2 — Campaign Strategy & Hook Generator

With your Brand DNA in hand, you generate the strategic layer of the campaign — the angles, the positioning, and the offer structure — before a single sentence of sales copy gets written.

Module 3 — The High-Converting Copywriter

Now, and only now, you write. This module turns your strategy into a landing page, a five-day launch email sequence, and short-form ad copy, all pre-loaded with the voice and positioning work from Modules 1 and 2.

Module 4 — Content Repurposing & Distribution

One long asset becomes a week of content. This module takes your best-performing long-form piece and multiplies it across every channel your audience actually lives on.

THE OPERATING RULE

Never generate Module 3 copy without first running Module 1 and Module 2 in the same chat thread or project. The AI model needs your Brand Style Guide and your chosen angle sitting in its working memory before it writes a single headline — that one habit is responsible for most of the quality gap between "AI-sounding" copy and copy that sounds like a specific, opinionated brand.

BEFORE YOU START

Meet Ledgerly — The Business We'll Build Every Asset For

Every prompt in this system is more useful with a finished example sitting next to it than with an empty bracket. So instead of scattering thin, one-line examples across four modules, this book runs a single company through the entire system, front to back, in full.

Ledgerly is a fictional invoicing tool built for freelance creatives — designers, copywriters, and developers who bill clients directly and are sick of chasing payments through a spreadsheet, a reminder text, and a follow-up email held together with hope. It costs \$19/month. It competes against FreshBooks, Wave, and the default answer most freelancers actually use: a Google Sheet.

Every module from here forward runs its prompts against Ledgerly and shows you the **complete, finished output** — the full landing page, all five emails in the launch sequence, the entire repurposed content calendar, not a fragment of one. Read the worked examples the way an apprentice reads a master's sketchbook: not to copy the lines, but to see how a professional actually finishes a job.

HOW TO USE THE CASE STUDY

You will not sell invoicing software. That's the point — a real, finished example transfers the underlying pattern (how a pain point becomes a hook, how a hook becomes a headline, how a headline becomes a five-part email arc) in a way an abstract template never can. Swap Ledgerly's details for your own in the prompts, and the pattern holds.

Ledgerly at a Glance

FIELD	DETAIL
Product	Ledgerly — invoicing and payment tracking software for freelancers
Price	\$19/month, or \$180/year (paid annually)
Audience	Solo freelance designers, copywriters, and developers billing clients directly, typically earning \$2,000–\$8,000/month

Core competitors	FreshBooks, Wave, and manual spreadsheet tracking
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Core mechanism	Automated payment reminders sent from the client's inbox thread instead of a new email — removes the "nagging" feeling for the freelancer
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MODULE 01 • FOUNDATION

The Brand DNA Setup Engine

Every AI model defaults to a generic, slightly corporate voice unless you actively override it. This module builds the override — and it is the single most skipped step in AI marketing, which is exactly why skipping it is so expensive.

Here is what actually happens inside a language model when you ask it to "write a landing page." It does not know your brand. It has read millions of landing pages, and without more specific instruction, it will produce something close to the statistical average of all of them — competent, forgettable, and interchangeable with every other business that prompted the same way. That average-of-everyone output is the reason so much AI-generated marketing feels hollow the moment you read it closely. It isn't that the sentences are wrong. It's that the sentences belong to no one.

Brand voice, customer psychology, and market position are the three variables that pull a model's output away from the average and toward something that could only have come from your business. This module extracts all three, in order, before you write a single sentence of sales copy.

1.1 — Brand Voice Extractor

Most founders describe their voice in adjectives — "friendly, professional, bold." Adjectives are too vague for a model to act on; every brand claims to be friendly and bold. This prompt refuses to work from adjectives. It works from your actual writing, and reverse-engineers the pattern that is already there, which is the only version of your voice specific enough to be useful.

PROMPT 1.1

Brand Voice Extractor

Feed the model your best existing writing — captions, emails, product descriptions, even DMs you're proud of — and it reverse-engineers a style guide you can paste into every future prompt.

[ROLE]

You are a senior brand strategist and linguistic analyst with fifteen years of experience building voice guidelines for consumer brands.

[CONTEXT]

I am going to provide 3 to 5 samples of my best-performing written content below. Treat these as the authoritative record of how I sound when I am at my best.

<INSERT 3-5 CONTENT SAMPLES HERE>

[INSTRUCTION]

Analyze the samples above for:

1. Tone of voice – is it authoritative, witty, empathetic, blunt, warm, irreverent.
2. Sentence rhythm – short and punchy, long and flowing, or a deliberate mix.
3. Vocabulary level and any recurring words, metaphors, or phrases.
4. Formatting habits – how I use bullets, bolding, line breaks, and emphasis.
5. What I never do – words, structures, or tones that would feel off-brand.

Do not soften or generalize what you find. Be precise, even if the pattern is unusual.

[OUTPUT]

Generate a 150-word "Brand Style Guide" block, written so it can be pasted directly into the context section of future prompts, structured as:

- Voice in 3 words:
- Sentence rhythm:
- Words/phrases I use often:
- Words/phrases to avoid:
- One rule that, if broken, would make this sound like someone else:

COPY-PASTE READY

FULL WORKED OUTPUT — LEDGERLY'S BRAND STYLE GUIDE

Voice in 3 words: Direct, warm, unglamorous.

Sentence rhythm: Short opening statement (under 8 words), followed by one longer sentence that explains it. Rarely more than two sentences per paragraph. Almost never opens with a question.

Words/phrases used often: "actually," "here's the thing," "small," "boring but works," "you already know this."

Words/phrases to avoid: "journey," "unlock," "empower," "transform," "game-changing" — every one of these reads as generic SaaS marketing rather than this specific, plainspoken voice.

Break-it rule: Never open with a question, and never use an exclamation point in body copy. This voice earns attention with a flat, confident statement of fact — not enthusiasm.

1.2 — Ideal Customer Profile Pain-Point Mapper

A survey tells you what a customer will admit to a stranger with a clipboard. This prompt is after something different — the version of the thought your customer actually has, alone, at the moment the problem is loudest. That version is rarely polite, rarely grammatical, and almost never shows up in market research. It is, however, exactly the language that makes a headline stop a scroll.

PROMPT 1.2

ICP Pain-Point Mapper

[ROLE]

You are a consumer psychologist and direct-response researcher who specializes in identifying the emotional drivers behind purchase decisions.

[CONTEXT]

Target Product/Service: <INSERT PRODUCT OR SERVICE NAME>

Target Audience: <INSERT TARGET AUDIENCE DESCRIPTION>

Price Point: <INSERT APPROXIMATE PRICE>

[INSTRUCTION]

Map the top 5 psychological buying triggers for this audience. For each one, work through:

- What is their primary pain point at 2:00 AM, in their own likely internal words?
- What solutions have they already tried that failed, and why did those fail?
- What is the internal fear or objection stopping them from buying right now?
- What is the emotional (not functional) outcome they actually want?

Write every column in first-person, conversational language – the way the customer would actually think it, not the way a marketer would summarize it.

[OUTPUT]

Format as a Markdown table with these exact columns:

| Pain Point | Internal Fear | Failed Solution | Desired Outcome |

COPY-PASTE READY

FULL WORKED OUTPUT — LEDGERLY'S PAIN-POINT MAP (ALL 5 ROWS)

PAIN POINT	INTERNAL FEAR	FAILED SOLUTION	DESIRED OUTCOME
"I'm too embarrassed to chase this client again."	"If I push too hard I'll lose the relationship."	Generic spreadsheet — no reminders, no paper trail.	Getting paid without an awkward conversation.
"I have no idea what I actually made this month."	"I might be under-charging and not even know it."	Manually totaling invoices in a notes app.	Opening one screen and knowing the real number.
"This client 'forgot' to pay again — third time."	"Am I the only one this happens to, or am I bad at this?"	Sending a polite follow-up email and hoping.	A system that follows up so I don't have to.
"I don't even know if this invoice was opened."	"I look unprofessional not knowing basic status."	PDF invoices attached to a plain email.	A clear read-receipt so I know where I stand.
"Tax season is going to be a nightmare again."	"I'm going to owe money I didn't set aside."	A shoebox of receipts and a January panic.	Numbers that are already organized when I need them.

1.3 — Competitor Whitespace Finder

Positioning only means something in contrast. "Simple invoicing software" is not a position — every competitor in the category claims simplicity. A real position names what the crowded middle of the market is all saying, and then stakes a claim on the one thing none of them are.

PROMPT 1.3

Competitor Whitespace Finder

[ROLE]

You are a positioning strategist who has audited category leaders across dozens of crowded consumer markets.

[CONTEXT]

My product: <INSERT ONE-LINE PRODUCT DESCRIPTION>

Competitor samples (paste 2–3 competitor ad captions, landing page headlines, or product descriptions below):

<INSERT COMPETITOR COPY SAMPLES>

[INSTRUCTION]

1. Identify the single claim, tone, or promise every competitor sample has in common.
2. Identify what none of them are saying — a claim, audience, or emotional register that is left completely open.
3. Check that open position against my product description for plausibility. Do not invent a claim my product cannot actually back up.

[OUTPUT]

Return exactly three sections:

- "What everyone else is saying" (2 sentences)
- "The open position" (2 sentences)
- "One positioning statement I can own" (a single sentence, written as if it will appear under my logo)

COPY-PASTE READY

FULL WORKED OUTPUT — LEDGERLY VS. FRESHBOOKS, WAVE, AND SPREADSHEETS

What everyone else is saying: Every competitor sells "simple," "all-in-one" accounting — the pitch is built around the software's feature list, not the freelancer's emotional experience of chasing a late payment.

The open position: Nobody in the category is talking about the awkwardness of asking to be paid. The entire market treats invoicing as a bookkeeping problem, when for most freelancers it is actually a relationship problem in disguise.

One positioning statement: "Ledgerly — the invoicing tool that gets you paid without you having to ask twice."

WHY THIS PROMPT WORKS

Differentiation only means something in contrast. This prompt refuses to let the model generate a positioning statement in a vacuum — it has to name the crowded claim first, which is what stops the output from being another version of the same thing.

Module 1 Completion Checklist

- ✓ I have run Prompt 1.1 and saved my 150-word Brand Style Guide somewhere I can paste it from.
- ✓ I have run Prompt 1.2 and have a filled-in Pain Point table with all 5 rows for my primary audience.
- ✓ I have run Prompt 1.3 and have one positioning statement I am confident I can defend.
- ✓ I am keeping all three outputs in the same chat thread or project as Module 2.

YOU'VE SEEN MODULE 1 IN FULL

Here's Everything Else Waiting in the Full System

Module 1 wasn't a trimmed-down taste — that was the real thing, worked completely against a real example. The full system carries that same depth through three more modules.

44

TOTAL PAGES

11

READY-TO-RUN PROMPTS

01

COMPLETE CASE STUDY
THROUGHOUT

What's Still Locked



Module 2 — Campaign Strategy & Hook Generator. All 10 marketing angles, the Offer Positioning Matrix, and a complete offer stack — fully worked, not summarized.



Module 3 — The High-Converting Copywriter. A complete landing page from headline to CTA, all 5 emails of a launch sequence written in full, and 4 ready-to-test ad variants.



Module 4 — Content Repurposing & Distribution. One long asset turned into 3 LinkedIn posts, 5 full Twitter threads, 3 video scripts, and 3 image-generation prompts — all written out.



System Resources. The AI Copy Cheat Sheet, Custom GPT standing instructions, a Common Mistakes troubleshooting guide, and your first 7 days with the system mapped out.

GET THE FULL AI CAMPAIGN OPERATING SYSTEM

\$19

44 pages. 11 prompts. One complete campaign, worked start to finish, so you can run your own the same day.

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