PRODUCTION SYSTEMS DOSSIER • KAROL JASZTAL · HEAD OF OPERATIONS & AI SYSTEMS LEADER

From 40-Hour Spreadsheet Chaos to a 7-Hour Machine: How I Cut 82% of Google Ads Grunt Work

How I took a messy, 40-hour Google Ads and landing page setup and turned it into a smooth 7-hour system. We eliminated 33 hours of copy-paste grunt work per campaign—and across 14 live client launches in a row, Google never flagged or rejected a single ad.

CYCLE TIME	COMPLIANCE	THROUGHPUT	ANNUAL ROI	INTAKE SCHEMA
40h → 7h	100.0%	5.7x	1,320h	50 Fields
-82.5% Cut	0 Policy Flags	+470% Speed	+$118k Payroll	Normalized
Audited Turnaround	14 Clean Launches	Zero Headcount	Hours Recovered	Zero Guessing

01 // OPERATIONAL TRANSFORMATION

Slashing 33 Hours of Busywork: The Real Numbers

Spending 40 hours to set up one ad campaign was a nightmare. Our team wasted over half their week just copying and pasting text across messy spreadsheets. People made dumb typos, headlines were too long, and Google kept rejecting ads on launch day. Here is how I cut 33 hours of pure busywork and got the whole setup down to 7 clean hours.

THE LEGACY BOTTLENECK (40 HOURS)

Ad-Hoc Manual Spreadsheets

- **Manual Brute-Forcing:** 65% of working hours spent copying strings across disparate spreadsheets.
- **8.4% Defect Rejections:** Manual human typo overruns exceeding 30 characters on launch day.
- **Linear Scaling Strain:** Requires $140k/yr per 2 junior coordinators to absorb seasonal volume.

KAROL'S ENGINEERED ENGINE (7 HOURS)

Fast AI Pipeline + Human Sanity Checks

- **15-Min High-Signal Review:** A human strategist takes 15 minutes to review ad angles against proven rules before anything goes live.
- **0.0% Defect Record:** Simple code checks catch length mistakes and banned words before Google sees them.
- **Zero Headcount Expansion:** Absorbs 5.7x volume with current team while improving creative quality.

Task-by-Task Time Study (Real Data Across 14 Client Launches)

WORKFLOW TASK	MANUAL BASELINE	AI-HITL PIPELINE	TIME SAVED	EFFICIENCY DELTA
1. Client Intake & Data Cleanup	5.0 hrs	0.5 hrs	-4.5 hrs	-90%
TOTAL CAMPAIGN TURNAROUND	40.0 hrs	7.0 hrs	-33.0 hrs	-82.5%

WORKFLOW TASK	MANUAL BASELINE	AI-HITL PIPELINE	TIME SAVED	EFFICIENCY DELTA
2. Market Research & Forum Data Mining (≥150 quotes)	8.0 hrs	1.0 hr	-7.0 hrs	-87%
3. Ad Copy Matrix & Negative Keyword List (20 Titles, 10 Descriptions)	10.0 hrs	1.5 hrs	-8.5 hrs	-85%
4. 17-Section Direct-Response Landing Page Copy	10.0 hrs	1.5 hrs	-8.5 hrs	-85%
5. Human QA Check: Spot-Checking Ads & Policy Rules	2.0 hrs	1.5 hrs	-0.5 hrs	-25%
6. Google Tag Manager (GTM) Tagging, GA4 Events & Ad Platform Deployment	5.0 hrs	1.0 hr	-4.0 hrs	-80%
TOTAL CAMPAIGN TURNAROUND	40.0 hrs	7.0 hrs	-33.0 hrs	-82.5%

The 5-Stage System: From Intake to Live Launch

STAGE 01

Intake & Normalization

50 client questions and business details checked upfront so zero launch mistakes slip through.

STAGE 02

Research & Intent Mining

Target forum scraping, emotion extraction, and drive-time radius bounding.

STAGE 03

Asset Generation

STAGE 04

Human QA Gate & Linters

RSA headline matrix, negative list formulation, and 17-section LP copy.

Five quick checks test ad length, Google rules, and offer strength.

STAGE 05

Tracking & Launch

15-step SOP provisioning GTM tags, GA4 conversion events, and Clarity maps.

02 // DATA CONTRACT & GOVERNANCE

Standardized 50-Field Client Intake Schema

If you feed AI messy meeting notes, it spits out useless marketing fluff and makes stuff up. To fix that, we made a strict 50-question onboarding sheet. We fill in everything first—the customer's biggest headaches, exact driving areas, and words to avoid—before the AI writes a single word.

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
01	`Business Identity`	**Company Name**	`business_name`	Used for Go Ads account naming conventions campaign taxonomy, a legal ad disclosures.
02	`Business Identity`	**Industry / Category**	`industry_category`	Establishes baseline CP benchmarks expected conversion r and regulat sensitivity.

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
03	`Location & Hours`	**Physical Address**	`address`	Enables Goo Business Pro location syn and radius targeting calculations.
04	`Trust & Legal`	**Licenses & Registration Numbers**	`licenses_numbers`	Essential for Google Advertiser Verification above-the-f trust badges
05	`Location & Hours`	**Operating Hours**	`operating_hours`	Sets automa ad schedulin (dayparting) avoid paying clicks when cannot resp
06	`Location & Hours`	**Holiday & Special Hours**	`special_hours`	Automates seasonal bid pauses durin closures to prevent was budget.
07	`Contact Channels`	**Primary Phone (for Ads)**	`phone_primary`	Direct input Google Ads Extensions a click-to-call mobile searc ads.

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
08	`Contact Channels`	**Secondary Phone (Backup)**	`phone_secondary`	Backup call destination multi-agent overflow cal routing.
09	`Contact Channels`	**Primary Notification Email**	`email_primary`	Configures instant emai webhook tri upon landin page form submission.
10	`Contact Channels`	**Secondary Notification Email**	`email_secondary`	Backup notification recipient for distribution lead trackin
11	`Social & Digital Assets`	**Facebook Page URL**	`url_facebook`	Retargeting reference ar social verific proof.
12	`Social & Digital Assets`	**Instagram Profile URL**	`url_instagram`	Visual asset reference ar multi-platfo retargeting linkage.
13	`Social & Digital Assets`	**LinkedIn Profile URL**	`url_linkedin`	B2B authorit proof and executive background verification.

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
14	`Social & Digital Assets`	**TikTok Profile URL**	`url_tiktok`	Short-form v collateral reference fo of-funnel creative.
15	`Social & Digital Assets`	**X (Twitter) Profile URL**	`url_x_twitter`	Public social verification l
16	`Social & Digital Assets`	**YouTube Channel URL**	`url_youtube`	Long-form educational sources for landing pag embed integration.
17	`Social & Digital Assets`	**Additional Social Links**	`url_additional_social`	Peripheral footprint verification.
18	`Technical Infrastructure`	**Hosting Provider**	`hosting_provider`	Determines caching configuratio server respo times, and S certificate installation.
19	`Technical Infrastructure`	**Domain Registrar**	`domain_registrar`	Configures D records for dedicated a sub-domain tracking TXT verification.

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
20	`Technical Infrastructure`	**Primary Website**	`primary_website`	Audited for message ma baseline des styles, and b color palette
21	`Technical Infrastructure`	**Relevant Logins & Access**	`system_logins`	Grants acces Google Ads, Google Tag Manager (G GA4, Search Console, an Microsoft Cl
22	`Customer Mindset`	**Primary Target Audience**	`target_audience`	Feeds the demographi context bloc the FastFlow Marketing C Bot system prompt.
23	`Customer Mindset`	**Target Age Bracket**	`age_bracket`	Guides demographi adjustments Google Ads (-100% or positive bid multipliers).
24	`Customer Mindset`	**Target Gender Ratio**	`gender_ratio`	Shapes copy tone, visual styling, and specific prob framing.

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
25	`Customer Mindset`	**Geographic Target Area**	`geo_target_area`	Injected into postal code drive-time r prompt (60- minute limit
26	`Customer Mindset`	**Most Urgent Needs & Pain Points**	`urgent_pain_points`	Directly converted in Google Ads Responsive Search Ad (F headlines ar landing pag lead agitatic
27	`Customer Mindset`	**Education Level**	`education_level`	Matches wo choice to th audience so sounds natu not academ
28	`Customer Mindset`	**Occupation / Job Roles**	`job_roles`	Provides B2I keyword int modifiers ar informs neg keyword exclusion lis
29	`Customer Mindset`	**Monthly Income Level**	`income_level`	Informs Goo Ads Househ Income (HH adjustments price framin

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
30	`Core Direct Response`	**The Crappy 'Before-State' to Escape**	`before_state_unfiltered`	The emotior core: drives PAS (Proble Agitate-Solv hero hook a above-the-f eyebrow.
31	`Core Direct Response`	**Dream Outcome (What We Really Sell)**	`dream_outcome`	Anchors Hea #1 and the H Headline ('S the destinat not the plan ticket').
32	`Core Direct Response`	**5 Buyer Decision Questions**	`decision_questions_5`	Mapped dir into the lanc page Compa Table rows a FAQ objecti answers.
33	`Core Direct Response`	**What They Have Tried Before (Failed)**	`previous_failed_attempts`	Fuels the 'W Our Service Different' se by explicitly disqualifyin failed metho
34	`Core Direct Response`	**Top 5 Pain Points**	`top_pain_points_5`	Segmented dedicated a groups and 3-column le agitation se

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
35	`Core Direct Response`	**Top 5 Roadblocks & Objections**	`top_objections_5`	Neutralized Friction Eliminators beneath CTA buttons and explicit guarantees.
36	`Core Direct Response`	**Exact Phrases & Slang Used**	`customer_slang_phrases`	Injected verb into Phrase Match and E Match searc variants to b Quality Scor
37	`Offer & Product`	**Target Offer / Core Service**	`target_core_offer`	Locks focus one core ser so we never waste clicks the wrong searchers.
38	`Offer & Product`	**Top 3 Core Benefits**	`top_benefits_3`	Converted in Responsive Search Ad (F Callout extensions a the 3 bullet points abov fold.
39	`Offer & Product`	**Primary Competitive Differentiator**	`primary_differentiator`	Converted in the 'Differentiat and '8 Reasc Why Choose page blocks

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
40	`Offer & Product`	**High-Resonance Features**	`popular_features`	Placed immediately below the h section as secondary confirmatio signals.
41	`Brand & Tone`	**Brand Voice in 3 Words**	`brand_voice_3_words`	Hard constr FastFlow Marketing C Bot to elimi generic AI copywriting clichés.
42	`Brand & Tone`	**Preferred Copy Tone**	`preferred_copy_tone`	Directs stylis flex (authoritativ conversatio empathetic, across all as
43	`Offer & Product`	**Special Offers & Promotions**	`promotions_bonuses`	Structured i the Golden Offer structu with dynami month bonu
44	`Trust & Social Proof`	**Testimonials, Guarantees, Trust Proof**	`proof_testimonials`	Embedded i friction rem testimonial headlines, a risk-reversal microcopy.

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
45	`Historical Performance`	**Historically Winning Keywords**	`historical_winning_keywords`	Preserved as high-priority exact-match keywords wi dedicated m bid caps.
46	`Guardrails & Negatives`	**Negative Keywords & Banned Themes**	`negative_themes_excluded`	Negative keyword rul added to ou safety check keep brand reputation c
47	`Competitive Landscape`	**Top 3 Direct Competitors**	`direct_competitors_3`	Used for competitive research (isearchfrom and negativ competitor routing.
48	`Competitive Landscape`	**Unclaimed Market Whitespace**	`market_whitespace_gap`	Anchors the Idea and cer hook of the direct-respo landing pag
49	`Operational Notes`	**Additional Operational Context**	`operational_edge_notes`	Edge cases, seasonal fac or regulator caveats revi during Hum QA Gate.

#	CATEGORY	STANDARDIZED INTAKE FIELD	INTERNAL SCHEMA KEY	WHY WE NE IN THE PIPE
50	`Operational Notes`	**Submission Timestamp & Verification**	`timestamp_verification`	Locks client snapshot; changes thereafter re documentec change orde
SCHEMA TOTAL		**50 Audited Attributes**	`100% Deterministic`	**Zero Data Prior to Mc Prompting**

`03 // SETUP CHECKLIST`

15-Step Tracking Checklist: Stop Burning Cash in the Dark

Running ads without tracking is just throwing money into a black hole. You have no idea what is working. We use a strict 15-step checklist for Google Tag Manager and Analytics so we track every single click, phone call, and lead before we spend a dime.

#	SYSTEM / PLATFORM	STANDARDIZED TASK	OPERATIONAL IMPLEMENTATION SPECIFICATION
01	`Google Drive`	Folder Hierarchy & Template Setup	Create client folder under CLIENTS with subfolders: Logo, Collateral (client write-access), and SEA (Search Engine Advertising / Google Ads). Duplicate Customer Template Sheet.
02	`FastFlow Marketing Account`	Automated Onboarding Webhook Setup	Configure custom fields 'Ads Questionnaire URL' and 'Collateral Drive URL'. Onboarding email dispatches automatically upon populate.

#	SYSTEM / PLATFORM	STANDARDIZED TASK	OPERATIONAL IMPLEMENTATION SPECIFICATION
03	`Client Discovery Meeting`	**Expectations & Metrics Cadence**	Client Kickoff Alignment (Agreement, Reality, Communication - ARC). Review metrics hierarchy: Clicks & CTR (Click-Through Rate) first, then Conversions, CVR (Conversion Rate), Cost Per Conversion, and ROAS (Return on Ad Spend). Establish daily/weekly/monthly SLAs.
04	`Google Ads Account`	**Account Governance & Verification**	Configure name, currency, primary + backup billing, data protection contacts, advertiser verification, and domain restriction policies.
05	`Looker Studio`	**Client Reporting Dashboard Setup**	Create dedicated data source using naming convention 'Google Ads | Customer'. Duplicate standardized agency report template.
06	`Google Tag Manager (GTM)`	**Tag ID Variable & Base Config**	Create Constant Variable for Google Tag ID (AW-XXXXXXXXXX). Deploy base Google Tag firing on All Pages (Initialization).
07	`GTM Custom Events`	**Click-to-Call Link Tracking**	Trigger: Click - Just Links | Click URL contains 'tel:'. Matches GA4 key event 'click_link_phone' verbatim.
08	`GTM Custom Events`	**Click-to-Email Link Tracking**	Trigger: Click - Just Links | Click URL contains 'mailto:'. Event name: 'click_link_mail'.
09	`GTM Custom Events`	**Form Submission Pageview Tracking**	Trigger: Page View | Page URL contains '/ty-submit-form' (or thank you marker). Event name: 'form_submit'.
10	`GTM Custom Events`	**Meeting Booked Pageview Tracking**	Trigger: Page View | Page URL contains '/ty-meeting-booked'. Event name: 'meeting_booked'.

#	SYSTEM / PLATFORM	STANDARDIZED TASK	OPERATIONAL IMPLEMENTATION SPECIFICATION
11	`GTM Conversion Linker`	First-Party Attribution Tag	Deploy Conversion Linker on All Pages to ensure Google Click Identifiers (GCLID) persist across cross-domain redirects.
12	`Google Analytics 4`	Key Event Normalization & Links	Admin / Property / Events. Create and mark events as Key Events. Link Google Ads and Search Console properties.
13	`Retargeting Infrastructure`	Google Signals & Audience Segments	Enable Google Signals. Create audience segment: 'All Visitors' excluding 'is_conversion_event'.
14	`Microsoft Clarity`	Session Recording & Heatmap Setup	Deploy Clarity tracking script via Google Tag Manager (GTM). Link Google Analytics 4 (GA4) and Google Ads accounts for visual session audit of drop-off points.
15	`Google Ads Conversions`	Import GA4 Events & Call Conversions	Import GA4 key events. Manually configure separate conversion actions for 'Call Extension' vs. 'Call Only Ads' (1 sec length, data-driven).
INFRASTRUCTURE TOTAL		**15 Standardized Tasks**	**100% Verified Before Launch • Not a Single Lead Uncounted**

04 // INTENT MINING & SYNTHESIS

Target Market Research & Intent Mining Prompts

Good ads don't come from guessing in a conference room. They come from listening to real people complain. We scrape Reddit threads, real customer reviews, and even stand-up comedy to find the exact words people use when they're pissed off about their problems.

PRODUCTION PROMPT VAULT

Four Field-Tested Research Prompts

Prompts we run in Gemini Pro and Claude to grab real customer slang, raw complaints, and exact driving zones.

01 Customer Pain Points & Emotion Mining

Execution Directive: Asks for company name, offer, and core problem solved. Automatically generates a high-converting 3-question survey in both conversational and formal business formats, harvesting unvarnished customer pain points and skeptical objections from public forums and review sites.

</> PROMPT_01_CUSTOMER_PAIN_POINTS_MINER.txt

```
Role: You are my "Customer Survey Assistant". Create a short, high-impact survey for my client.
Workflow:
1. Ask me the following questions sequentially:
   a) What is the name of the company?
   b) What specific product or service does the company offer?
   c) What core problem does this offer solve, or what primary benefit does it deliver?
2. Once all answers are provided, generate the survey in both Conversational/Direct format and Formal/Executive format:
• Question 1 - Anxieties: "What were your 3 biggest concerns or anxieties before choosing <offer>?"
• Question 2 - Objectives: "What was your #1 most important goal or outcome when deciding to use <offer>?"
• Question 3 - Decision Friction: "Think back to your decision phase: What were the biggest questions or hesitation points you had right before committing?"
```

02 Social Media Hook Transcripts Mining

Execution Directive: Harvests ≥150 real-world customer quotes across 10–20 forums, review sites, and stand-up comedy routines to find raw slang, common frustrations, and punchy hooks.

</> PROMPT_02_SOCIAL_HOOKS_CULTURE_MINER.txt

```
Role: You are a senior market-research & growth/CRO (Conversion Rate Optimization) strategist with live web-browsing and data-synthesis skills.
Workflow:
1. Ingest: Product name, primary audience demographics, main conversion goal.
2. Source Selection: Identify 10-20 online sources (forums, review portals, niche communities) with public comment volume ⩽ 24 months old.
3. Comedic Insights: Run Google/YouTube queries for "[industry | problem | dream outcome] stand up comedy" to extract authentic joke punchlines as qualitative emotional truths.
4. Data Mining: Harvest ⩾ 150 total datapoints (⩾ 30 per major channel).
5. Output: Markdown table with 2 columns: Category | Insights.
   Categories:
   • Pain points & problems (frequency %)
   • Dream outcomes / gains
   • Objections & perceived risks
   • Exact customer language (verbatim quotes + citations)
   • Copy & angle opportunities
   • Top 5 messaging pillars + 3 headline formulas
```

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03 60-Minute Drive-Time Postal Code Generator

Execution Directive: Generates bulk-ready, comma-separated postal code lists within an exact 60-minute driving distance radius for local radius targeting in Google Ads.

</> PROMPT_03_DRIVE_TIME_POSTAL_CODE_ENGINE.txt

```
List all postal/zip codes that are within 60 minutes' drive of the
address: <address>ADDRESS</address>
Exclude these towns/counties:
<exclude_list>TOWNS_AND_COUNTIES</exclude_list>
Include known reference cities such as:
<include_list>CITIES</include_list>
Provide a clean list of postcodes in the format "ZIP, Country", one
per line, ready for direct Google Ads bulk location import.
```

04

Negative Search Terms Extraction Filter

Execution Directive: Takes raw Google search terms, weeds out junk queries, and pulls single negative keywords wrapped in quotes so you stop burning cash on irrelevant clicks.

</> PROMPT_04_NEGATIVE_SEARCH_TERMS_FILTER.txt

```
Below is a list of Google Ads search terms:
<searchterms>searchterm</searchterms>
Tasks:
1. Ask me: "Briefly describe the main product or service you sell."
2. Infer industry & niche. Confirm: "Your Industry: [industry] Your
Niche: [niche] Correct?"
3. Delete every term related to my core industry or niche.
4. From each surviving non-relevant phrase, choose its single most
salient word.
5. Output those single words as a bulleted list, one word per line,
wrapped in double quotes (e.g. "jobs", "salary", "free", "diy"), no
commas, ready for negative keyword list creation.
```

05 // SEARCH ENGINE ADVERTISING

Keywords, Match Types & RSA Copy Matrix Rules

Google Responsive Search Ads (RSAs) enforce rigid character boundaries: headlines must never exceed 30 characters, descriptions must never exceed 90 characters, and exclamation marks trigger immediate policy disapproval. The prompt engine decomposes generation into isolated, character-bounded asset modules to ensure 100% compliance during bulk platform ingestion.

KISS KEYWORD PRINCIPLE

Common-Sense Search Bucketing

Searchers type the absolute minimum needed to solve acute pain. Overly clever keywords bleed budget; bucket services into single-intent ad groups at root level (e.g., 'Emergency Plumber' vs. 'Commercial Plumber') paired with strict phrase negative lists to eliminate cross-group cannibalization.

COMPETITIVE INTEL

isearchfrom.com Protocol

Ethically benchmark ad copy in high-competition, high-cost metropolitan markets (Dallas, Sydney, London) where competitors invest heavily to optimize angles. Extract winning headline structures and risk-reversal hooks—never clone claims blindly.

HEADLINE BLUEPRINT

3-Part Headline Formula

Structure: [Duration / Specificity] + [Measurable Benefit] + [Action Trigger] (e.g., 'Automate Logbooks In 1 Swipe'). Crucial parity rule: Ad headlines must maintain exact message match with the landing page hero above-the-fold to protect Quality Score and conversion rates.

SEARCH & RSA PROMPT VAULT

Keywords & Ad Copy Generation Directives

Two production prompts to cluster raw search queries into single-intent ad groups and generate character-bounded RSA headlines and descriptions.

05

Keyword Intent Clustering & Match Type Formatter

Execution Directive: Takes raw seed keywords and clusters them into single-intent ad group themes. Automatically formats Exact [bracket] and Phrase "quote" syntax while building strict negative keyword lists to prevent wasted budget.

>_ PROMPT_05_KEYWORD_INTENT_CLUSTERING.txt

```
Act as a senior Google Ads Search Strategist & Keyword Researcher.

Workflow Directives:
1. Common-Sense Seed Queries:
   • Start with the absolute minimum phrase customers type when searching for the core service (e.g., 'emergency plumber', 'commercial architect').
   • Expand into logical long-tail problem queries based on urgency, geography, and cost.
2. Intent Categorization & Structuring:
   • For every discovered keyword, output: Keyword | Match Type | Search Intent | Negative Candidates.
   • Strictly isolate into Single-Intent Ad Groups (e.g., 'Emergency Plumber' vs. 'Commercial Plumber' vs. 'Blocked Drain')—never mix distinct service intents into a single ad group.
3. Syntax Formatting for Bulk Import:
   • Deliver 5 core Keyword Clusters formatted in Google Ads bracket syntax:
     - [Exact Match] for high-intent, highest-converting search queries.
     - "Phrase Match" for controlled discovery variations without irrelevant search query drift.
```

06

Responsive Search Ads (RSA) Copy Matrix Generator

Execution Directive: Generates 15 headlines (≤30 characters) and 4 descriptions (≤90 characters) in strict character-locked blocks. Enforces zero exclamation marks, includes city/location names, and matches above-the-fold landing page copy.

</> PROMPT_06_GOOGLE_ADS_RSA_GENERATION_MATRIX.txt

```
Act as a professional direct-response copywriter specializing in
high-converting Google Ads Responsive Search Ads (RSAs).

Workflow Directives:
1. Ingestion & Market Benchmarking:
   • Wait for me to provide: Competitor Headlines, Competitor
Descriptions, and Competitor Callouts mined from high-competition
markets via isearchfrom.com.
   • Cross-reference with the standardized 50-field Client Intake
Schema parameters.
2. Diagnostic Questionnaire:
   • Ask me a series of step-by-step diagnostic questions to
isolate: target demographics, primary burning problems, and risk-
reversal offers.
   • Deconstruct competitor positioning to identify messaging blind
spots.
3. Ad Copy Asset Matrix Generation (upon operator 'go' signal):
   Generate copy adhering strictly to Google Ads character
boundaries and policy linters:
   • 20 Headlines (EXACTLY ≤30 characters each):
     - No exclamation marks, no trailing periods, no unverified
superlatives ('#1', 'Best').
     - Incorporate the 3-part formula: [Duration / Specificity] +
[Measurable Benefit] + [Action Trigger].
   • 7-10 Descriptions (EXACTLY ≤90 characters each):
     - Explicit value proposition, clear differentiator, and
friction-free call to action.
   • 15 Callout Assets (EXACTLY ≤25 characters each):
     - Concrete trust badges, turnaround guarantees, and friction
eliminators.
   • 10 Sitelink Assets:
     - Direct-response deep-link titles (≤25 characters) and
descriptions (≤35 characters) matching landing page anchor sections.
4. Deliver Two Calibrated Angle Variations:
   • Version A (Direct & Credible): Crisp, authoritative, zero
clickbait or clichés.
   • Version B (Emotional Direct-Response): High-empathy pain-
agitation hooks designed to maximize click-through rate (CTR).
```

06 // CONVERSION ARCHITECTURE

Landing Page Engine & FastFlow Direct-Response Copy Bot

Driving qualified clicks to a generic corporate homepage destroys customer acquisition margins. The FastFlow Marketing Copy Bot synthesizes battle-tested direct-response architectures (Agora Direct Response, Gary Halbert, Dan Kennedy, Todd Brown) across 17 sequential modular components—building an airtight psychological bridge from the user's search query directly to the 'Golden Hippo' risk-reversal offer.

#	LANDING PAGE COMPONENT	DIRECT-RESPONSE ARCHITECTURE & PROMPT RULE
00	**Competitor Audit**	Analyze competitor Landing Page (LP) structure logically: Does the eyebrow, headline, bullets, and CTA communicate together? Does it pass the 'So what? Who cares? What's in it for me?' test?
01	**FastFlow Marketing Copy Bot**	Persona: Direct Response Expert prompted to synthesize proven direct-response frameworks from Dan Kennedy, Gary Halbert, Todd Brown, Agora Direct Response. Tone: Confident, no-BS, benefit-driven. Replies prefixed [FASTFLOW MARKETING COPY BOT].
02	**Eyebrow Creation**	20 variations calling out target audience, burning problem, or dream outcome (e.g., 'Attention [Target Market] Who Want More [Outcome]'). Ranked top 5.
03	**Headline Creation**	20 above-the-fold headlines (15-20 words each). Bold, emotionally engaging, containing specific numbers (%, $, count, timeframe).
04	**Bullet Points (USPs)**	20 benefit bullets (5-8 words each). Must state measurable results, not features. Focus on time saved, costs reduced, or revenue gained.
05	**CTAs & Friction Removers**	20 action-driven CTAs including the offer name. Paired with friction eliminators beneath button (e.g., '4.9 Stars | Based on 34 Reviews | 100% Free Consultation').
06	**Lead Section (Short/Long)**	Empathy hook acknowledging the visitor's frustrating before-state. 3 columns with custom inline SVG icons generated programmatically.
07	**Testimonials & Social Proof**	10 compelling section headlines ('Why 100+ Homeowners Trust Us'). 20 specific customer reviews highlighting before/after results.

#	LANDING PAGE COMPONENT	DIRECT-RESPONSE ARCHITECTURE & PROMPT RULE
08	**What People Crave**	Section headline <=10 words; 20 bullets (headline <=7w, subtext <=15w) with inline SVG vector elements matching each point.
09	**The Differentiator**	Format: Feature: Benefit. Empathizes with what competitors do poorly and explains why our service architecture stands apart.
10	**8 Reasons Why Choose Us**	Section headline format: 'X Reasons Why...'. Bullets: headline max 7 words; description max 20 words. Reinforces peace of mind.
11	**How It Works (3 Steps)**	Make the process effortless. Step headline <=7 words; description <=17 words. Removes perceived barrier to action.
12	**Offer Call Out (Golden Hippo)**	Title Offer + Premium Bonus (Dynamic Month) + Clear Timeline. Outlines exact effort and sacrifice required.
13	**Comparison Table**	5-7 comparison criteria between Our Offer, Legacy Methods, and Competitors. Fairly acknowledges 1-2 competitor strengths for credibility.
14	**Who We Serve**	Explicitly states who we help AND who we do not help. Disqualifies unfit leads before they submit forms.
15	**FAQ & Page Full Stop**	5-15 high-impact objection-handling pairs. Concludes with Page Full Stop: 20 closing headlines, 5 recap bullets, CTA button, and guarantee.
16	**Copy Tests & CRO Matrix**	Every section audited against ELF/HALF, KLT, WIIFM, CUB, and SO WHAT? scoring table across Persuasion, Clarity, UX, and SEO (0-10 scale).
SEQUENCE TOTAL		**17 Direct-Response Modules • Proven Dan Kennedy & Agora Frameworks**

07

FastFlow Direct-Response Copy Bot

Execution Directive: Generates copy across the complete 17-part landing page framework. Deploys anti-slop filters, three hook variations (Curiosity, Pain, Audited Proof), and leads directly to the risk-free offer.

</> PROMPT_07_FASTFLOW_LANDING_PAGE_COPY_BOT.txt

```
Act as a world-class Direct Response Copywriter and Marketing Operations Architect synthesizing frameworks from Gary Halbert, Dan Kennedy, Todd Brown, and Agora Direct Response.
Persona Directives:
• Voice: Confident, authoritative, plain-spoken, zero corporate buzzwords. Every assertion passes the 'So what? Who cares? What's in it for me?' test.
• Structure: Generate copy strictly adhering to the 17-part FastFlow Landing Page sequence.
• Tone Guardrails: Prefix all conversational steps with [FASTFLOW MARKETING COPY BOT]. When proposing copy blocks, provide 3 distinct angle variations (Curiosity, Pain-Agitation, Audited Proof).
• Anti-Slop Filter: Never use passive superlatives ('premier', 'state-of-the-art', 'groundbreaking'). Replace all adjectives with audited numbers, concrete timeframes, and specific dollar outcomes.
```

07 // OPERATIONAL HEURISTICS

Diagnostics & The 2 Crocodiles Model

When an advertising campaign underperforms, junior operators panic and adjust bids, ad copy, and landing pages simultaneously—permanently obscuring the root cause. The '2 Crocodiles Model' enforces a disciplined separation of concerns: decoupling Click-Through Rate (ad relevance) from Conversion Rate (on-page friction) to isolate failure modes in under 15 minutes.

RISK PRINCIPLE

The 2 Crocodiles Model

NEVER adjust CTR and Conversion Rate simultaneously. High CTR ads can attract lower-intent clicks; altering landing page copy affects Quality Score. Always focus on CTR first (no clicks = no data), then stabilize conversion rate.

FAILURE MODE 01

Low Impressions Diagnostic

Check for: low search volume keywords, competitor bid pressure, poor Quality Score, overly broad negative keywords blocking traffic, ad cannibalization between ad groups, or CPA / CPC limits set too low. Rule: Max 15% bid/budget increase per month with a 2-week observation buffer before adjusting.

FAILURE MODE 02

Account Trust & Delivery Suppressions

Sudden delivery stop without notification: Check Advertiser Verification status, billing issues, missing SSL certificate, or non-compliant privacy policy links. Contact Google support immediately with documented audit trail.

FAILURE MODE 03

Low CTR (<4%) Diagnostic

Indicates search query divergence from ad copy. Audit search terms report, align RSA headlines with user intent, test Single Keyword Ad Groups (SKAGs), and swap CTA hooks.

FAILURE MODE 04

Low Conversion Rate (<15%)

Indicates message mismatch between ad promise and landing page hero. Check mobile page speed (<2s), remove unnecessary form fields, and audit Microsoft Clarity session recordings.

OPERATIONAL CADENCE

Daily, Weekly & Monthly SOP

Daily (5–15 min): Outlying spend spikes, zero impressions, unpaid account flags, disallowed ads. Rapid negative keyword triage. *Never make structural changes on 1-day data.*
Weekly (30 min): Harvest search terms into negatives; review Auction Insights; pause ad extensions with CTR <4%; deliver async Loom video report to client.
Monthly (30–60 min): Full Quality Score audit (pause ads with QS <5/10); audit demographic bid adjustments (Age, Gender, Income, Device, Location); assess Performance Max readiness (≥30 consistent monthly conversions).

08 // QUALITY ASSURANCE GATE

The Human QA Gate: 5 Simple Safety Checks

You never waste time staring at a blank page. Instead, you act as the BS detector, checking the AI's drafts against 5 simple rules before anything goes live.

RAW LLM OUTPUT (REJECTED)

Google Ads Headline #1 (≤30 Characters)

```
"Transform Your Home With The Best Premium Renovation Services"
```

Defect Caught: Exceeds 30 characters (64 characters); uses vague corporate buzzwords ('Best Premium Renovation'); zero geographic context; causes immediate API bulk-upload rejection.

HUMAN-GATED OUTPUT (APPROVED)

Google Ads Headline #1 (≤30 Characters)

```
"Dallas Home Remodeling Pros"
```

Calibration Fix: Exactly 27 characters (passes Google 30-character boundary); includes exact geographic target ('Dallas'); crystal clear direct-response intent.

RAW LLM OUTPUT (REJECTED)

Landing Page Hero Eyebrow

```
"Welcome To Our Outstanding Medical Practice"
```

Defect Caught: Fails WIIFM test; self-centered corporate greeting; zero emotional hook; gives the visitor zero reason to stay on page.

HUMAN-GATED OUTPUT (APPROVED)

Landing Page Hero Eyebrow

```
"ARE YOU IN DENIAL ABOUT YOUR THINNING HAIR?"
```

Calibration Fix: Hits the customer right where it hurts by calling out their real frustration in plain words; passes the CUB test.

RAW LLM OUTPUT (REJECTED)

Landing Page Subheadline

"We Leverage Synergistic AI Systems To Help You Maximize Results"

Defect Caught: AI slop at its worst. Confusing, Unbelievable, and Boring (CUB). Fails the 'So what?' test immediately.

HUMAN-GATED OUTPUT (APPROVED)

Landing Page Subheadline

"Save Up To $4,873 In Taxes With Automated ATO Logbooks"

Calibration Fix: Passes 'So what?' test with exact dollar value ($4,873) and specific compliance benefit (ATO logbooks).

RAW LLM OUTPUT (REJECTED)

Callout Extension (≤25 Characters)

"Fastest Response Time In The Whole Industry Guaranteed"

Defect Caught: 55 characters (Google rejects >25 characters); makes an unsubstantiated superlative claim triggering advertising policy warnings.

HUMAN-GATED OUTPUT (APPROVED)

Callout Extension (≤25 Characters)

```
"24-Hour Approval"
```

Calibration Fix: 16 characters (well within 25-character boundary); specific, tangible, and operationally verifiable.

The Five Deterministic Heuristic Linters

LINTER 01

ELF vs. HALF

Core Test: Is the operational and user experience Easy, Lucrative & Fun or Hard, Annoying, Lame & Frustrating?

Defect Prevented: Clunky multi-step forms, redundant inquiry fields, and opaque booking sequences causing drop-off.

LINTER 02

KLT Factors (Know, Like, Trust)

Core Test: Are Know, Like, and Trust signals embedded at every scroll depth on the landing page?

Defect Prevented: Faceless claims lacking proof badges, verified license numbers, or real client reviews.

LINTER 03

WIIFM (What's In It For Me?)

Core Test: Does every headline answer: 'What's In It For Me?'

What It Catches: Bragging about company features instead of solving the customer's problem.

LINTER 04

CUB Filter

Core Test: Is any phrase Confusing, Unbelievable, or Boring?

Defect Prevented: Exaggerated claims, dense technical jargon, and generic AI buzzwords that destroy credibility.

LINTER 05

SO WHAT? (The ROI Bridge)

Core Test: When reading any technical statement, does asking 'So what?' reveal a tangible commercial benefit?

Defect Prevented: Pointless specifications that fail to link the engineering mechanism to revenue or time savings.

09 // STRATEGIC JUDGMENT

What We Tried and Threw Away

Good systems aren't just about what you build—they're about what you're smart enough to say no to. Before building this pipeline, we tested three setups and threw two of them in the trash.

ALTERNATIVE A: REJECTED

Unconstrained Autonomous Agents

Allowing autonomous LLMs to directly configure and publish campaigns via API without intermediary human validation gates.

Rejection Rationale: LLMs routinely hallucinate non-compliant superlatives ('#1', 'Guaranteed'). Direct API publication introduces an unacceptable 23% account suspension risk on Google Ads.

ALTERNATIVE B: REJECTED

Off-the-Shelf SaaS Wrappers

Licensing commercial AI marketing tools (e.g., Jasper, Copy.ai) for campaign generation.

Rejection Rationale: Generic prompt wrappers lack deterministic character boundary linters and domain-specific negative keyword lists, costing $450/seat/mo while generating high-defect copy.

ENGINEERED SOLUTION: ACCEPTED

Deterministic HITL Pipeline

Human-in-the-Loop orchestration pairing rigid regex linters with prompt-chained LLM modules and 15-minute QA approval gates.

Selection Rationale: Zero ad disapprovals across 14 deployments, 82.5% reduction in cycle turnaround, and zero recurring third-party SaaS subscription costs.

10 // EXECUTIVE SYNTHESIS

The Retrospective: 3 Rules We Learned the Hard Way

Using AI in real marketing operations isn't about finding clever prompts—it's about building bulletproof systems. Here are the three rules we run on every project.

PRINCIPLE 01

Garbage In, Slop Out

AI is not a mind reader. If you feed it garbage, it gives you slop back. If your intake sheet is missing details, your ads will suck. Good data in, good ads out. That's the whole rule.

PRINCIPLE 02

Automate Generation, Gate Judgment

Never ask human experts to do raw mechanical drafting; never allow automated models to exercise unmonitored regulatory judgment. The highest leverage is achieved when humans function exclusively as Chief Quality Officers.

PRINCIPLE 03

Heuristics Beat Black Boxes

Deterministic regex checks (≤30c, zero exclamation points, mandatory geographic markers) catch 99% of policy failures before human review. Never use an LLM to check what a single line of regex can prove deterministically.

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