

Building Your **AI Factory**

From Strategy to Outcomes in 30 Days

My 'Ah-ha' Moment

AI **beat** me.

Hi, I'm Marc.



Revenue Clarity

WALKWEST

Search Engine Land

MARTECH



Marketing Execution

Not pilots.

Not decks.

AI-literacy

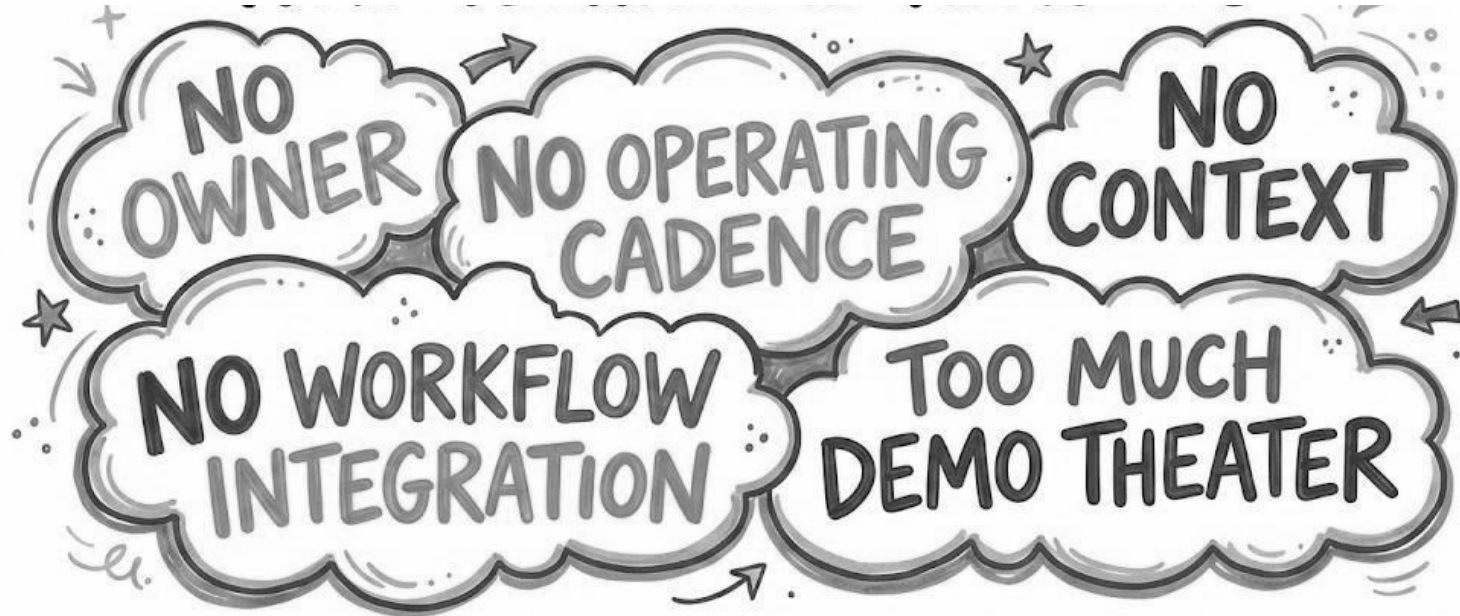
Production
workflows.

AI Factory Framework

30-day (or
faster).

Measurable
outcomes (not
vibes).

Why Most AI Initiatives **Fail**

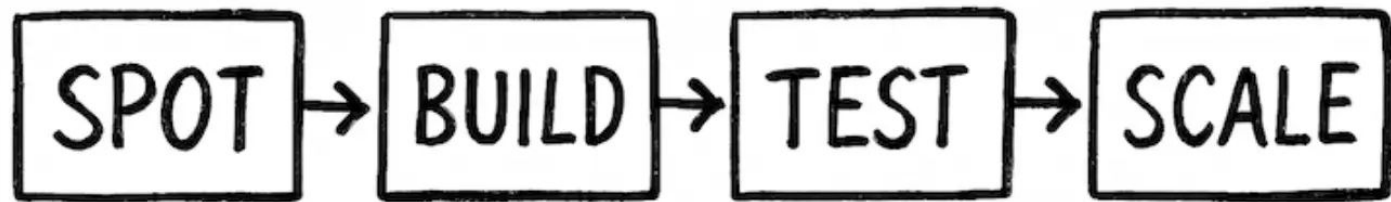


The Playbook is Dead.
The **Factory** Replaces it.

Systems Turn Friction into Outcomes



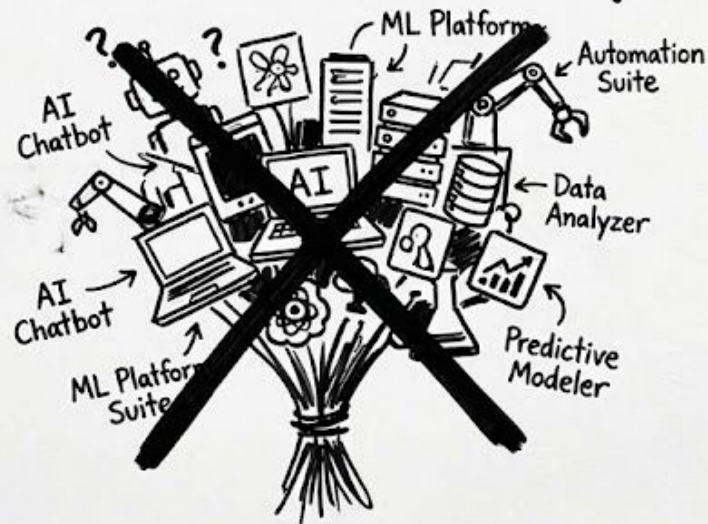
How to upgrade your playbook



FOUNDATIONAL PRINCIPLES

Start Here: Start with Friction, Not Tools

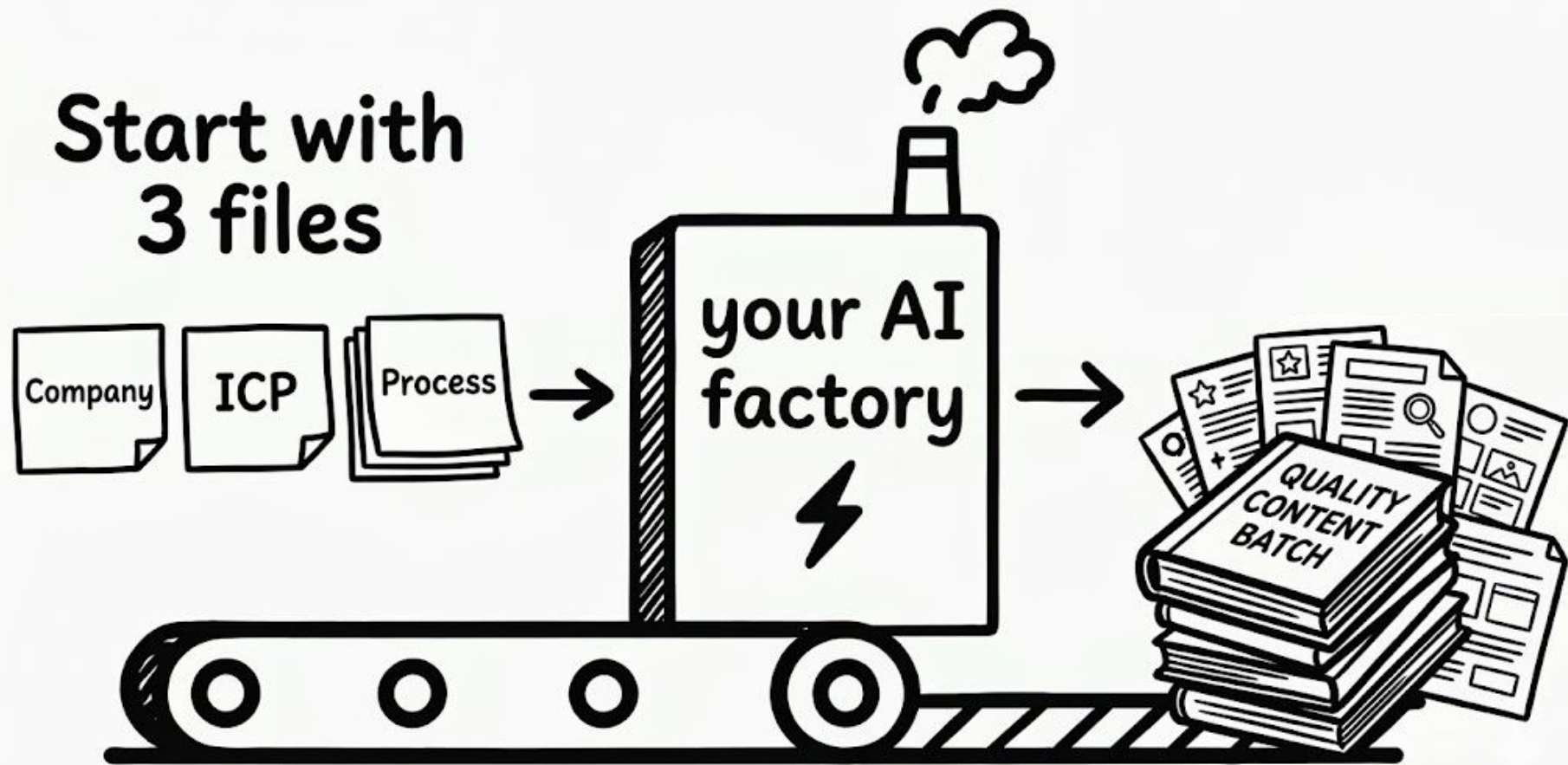
The Wrong Question:
What Tools Should We Buy?



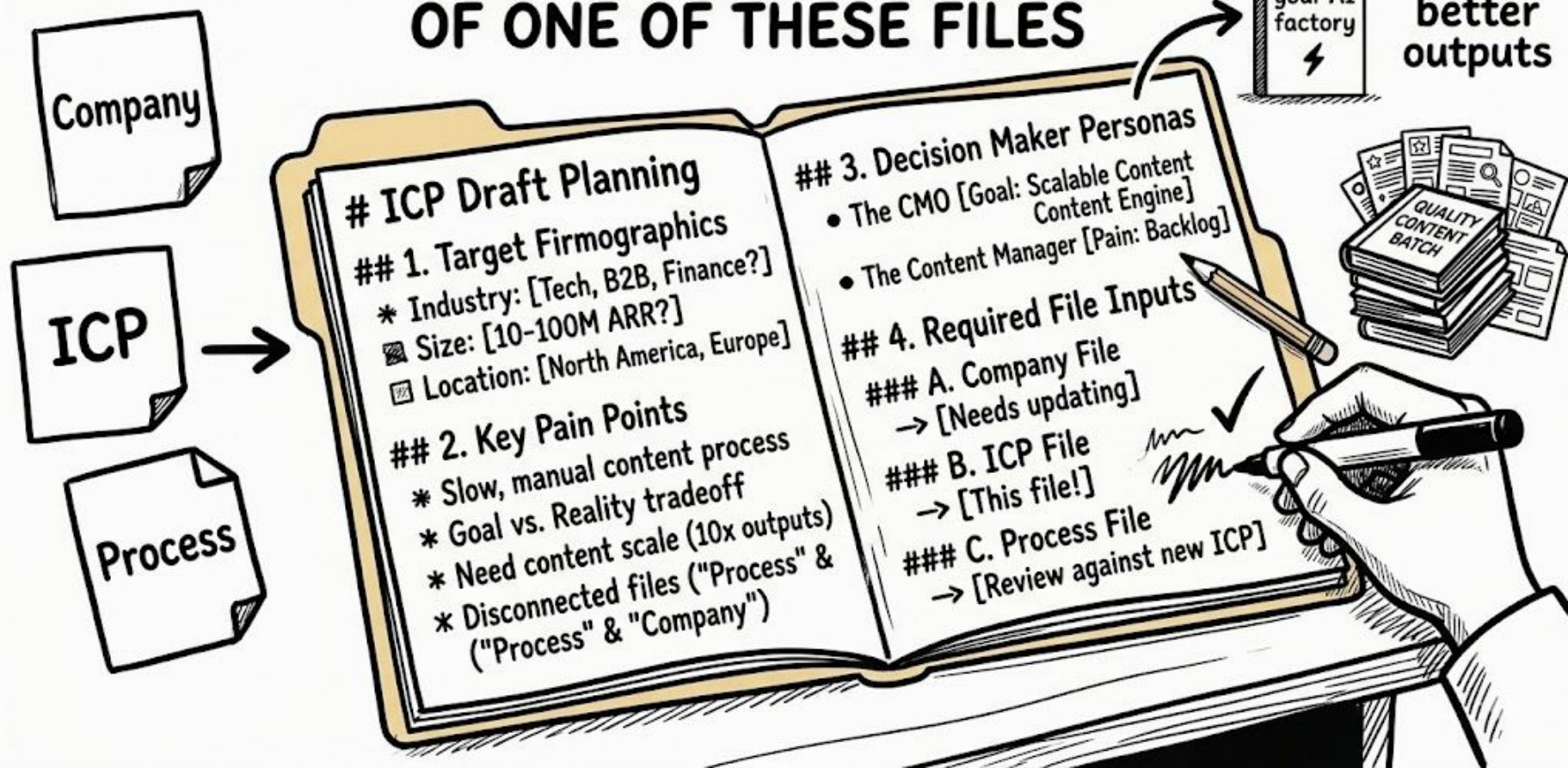
The Right Focus:
Identify Friction



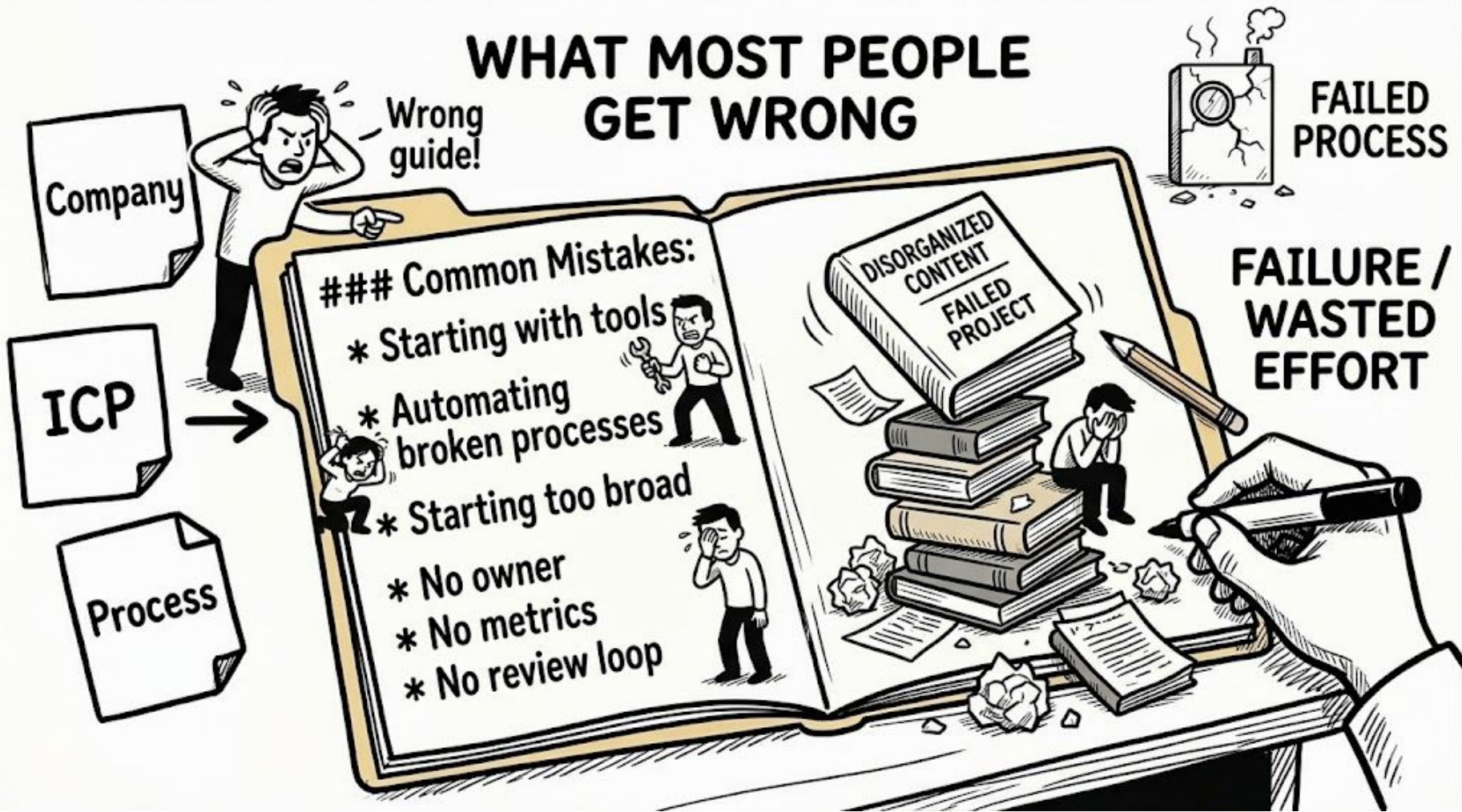
Start with
3 files



PLANNING THE CREATION OF ONE OF THESE FILES



WHAT MOST PEOPLE GET WRONG



Single Component Workflow (ChatGPT)

Custom
Instructions

Examples of
“good”

Copywriting
frameworks
(deep research)

Copyline Crafter v2 ▾



Copyline Crafter v2

By Marc Sirkin 8

✓ Using the creator's recommended model: GPT-5.1

Evaluate headlines, subject lines and improve your copywriting

subject line: The secret to 2026 marketing scale is here
body copy: The "AI revolution" promised to save us time, yet most marketers are busier than ever. Why? Because we're still stuck in the copilot era, manually prompting, checking, and stitching tools together.



Below are 5 **stronger subject line options** for your email. I used different persuasion frameworks (AIDA, PAS, 4Ps, Curiosity Gap, and Benefit-led) and kept them **≤60 characters** to improve open rates.

Copy Variant	Framework	Why This Framework	Risks / Trade-offs	Notes (ICP / Stage / Tone)
Stop prompting. Start managing AI agents.	PAS (Problem– Agitate–Solve)	Opens by naming the pain (manual prompting) and implies the solution (agents). Very relevant to marketers frustrated with AI workflows.	Slightly confrontational; may feel blunt for conservative audiences.	ICP: B2B marketers / MarTech leaders. Stage: problem-aware. Tone: direct, pragmatic.

I like "The end of the "copilot" era in marketing" - can you rewrite the email for me?



Below are 4 refined body copy variants built around your subject line “The end of the ‘copilot’ era in marketing.”

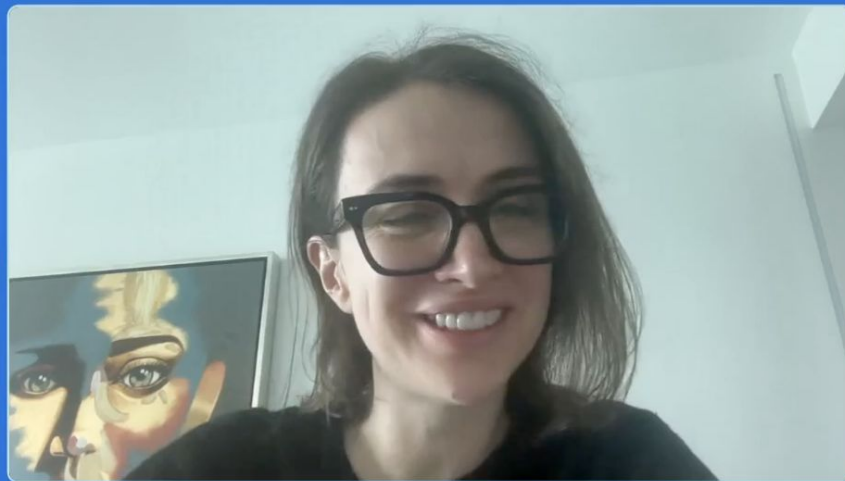
Each uses a different persuasion framework and is tuned for B2B marketers / MarTech audience / webinar registration stage.

Email Options

Copy Variant	Framework	Why This Framework	Risks / Trade-offs	Notes (ICP / Stage / Tone)
Variant 1	PAS	Highlights the frustration with current AI workflows before introducing agentic marketing as the solution.	Slightly negative tone up front.	ICP: busy marketing teams. Stage: problem-aware. Tone: pragmatic.

If you'd like, I can also help with:

- **5 higher-performing preview text options** (these can increase opens by ~10–20%)
- **A sharper CTA line that improves registrations**
- **3 alternative subject lines that pair perfectly with this email**
- **A LinkedIn promo version of this webinar email** (often needed for event promotion)



Lunch & Learn: Why Your Copilot Licenses Are Collecting Dust (And How to Fix It)



All Things AI
70 subscribers



1



Share



Ask



Save



Workflow & Orchestration (Gem)

Custom
Instructions

ICP

Company Details

Brand Voice

Frameworks

Structures

Hooks

Review



B2B WEBINAR REPURPOSING SYSTEM

1. Ingest Raw Transcript
2. Define Strategy (Audience, Positioning, Style)
3. Extract Pillars, Claims, and Insights
4. Generate Content (Blog, Social, Video, Visuals)
5. Configure Distribution and Metadata

Type the number of your choice.

Brief A: The 5 Levels of Copilot Maturity

- **Concept:** A vertical progression showing the evolution of an AI user.

Brief C: The No-Code Workflow (Power Automate)

- **Concept:** Breaking the "Engineering Barrier." Showing that complex automation is now accessible to non-engineers.
- **Key Elements:** Connecting blocks (like Legos) or a "Zapier-style" flow connecting different app logos (Invoice -> AI -> Email).
- **Practical Payload:** Visualizes saving "5 to 6 hours per week" through custom software creation.

Brief C: The No-Code Workflow (Power Automate)

Nano Banana Prompt:

Abstract 3D blocks connecting like puzzle pieces. Each block has a Microsoft 365 icon (Excel, Outlook, Teams). A glowing 'Play' button in the center representing an automated trigger. Sleek, high-tech, professional aesthetic, cinematic lighting.



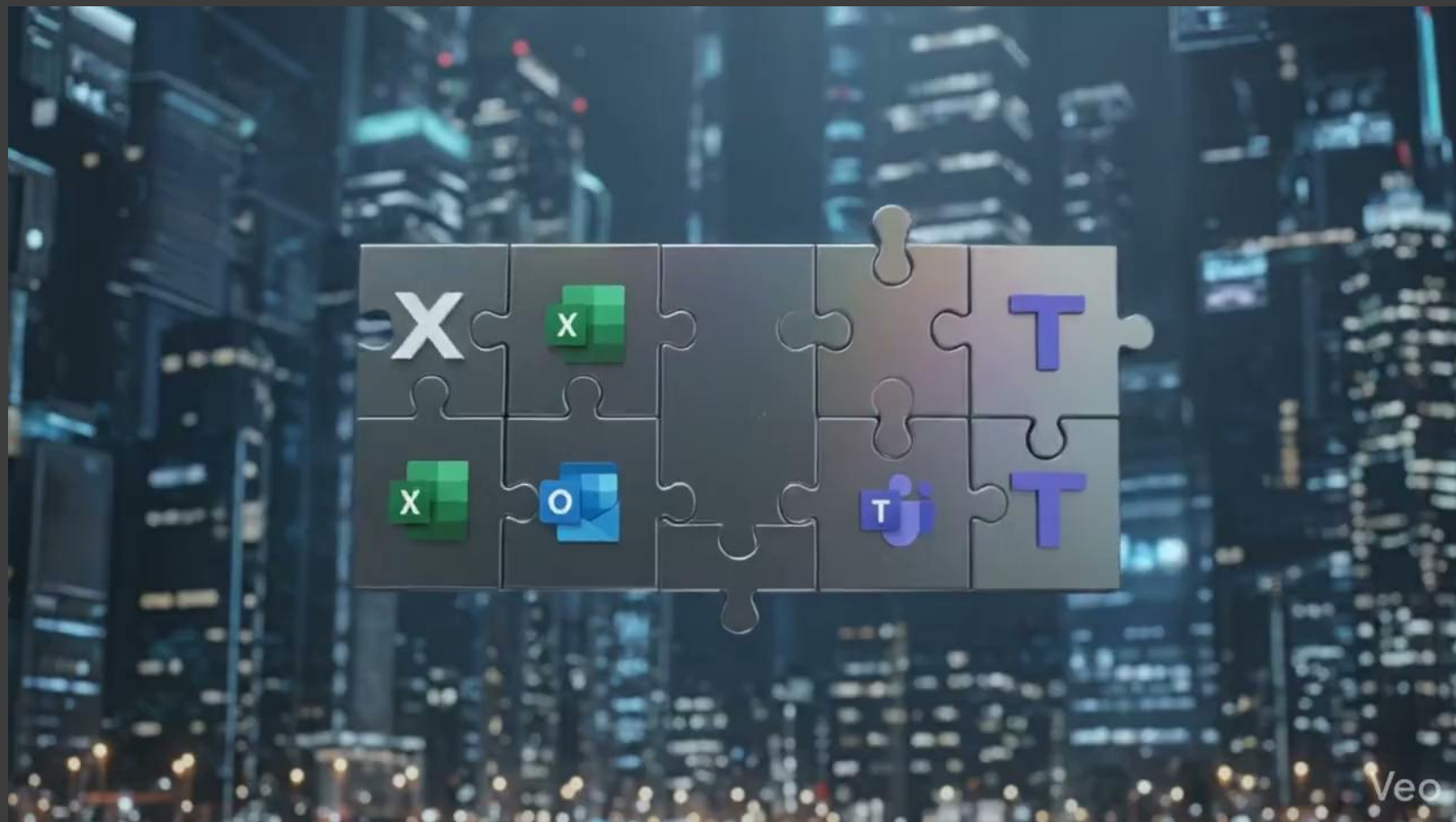
animate this for me please - make it pulse and come alive!



Create video ×

Thinking ▾





Veo

generate a social media calendar for 30 days using only the transcript as raw materials. Focus on no-code workflow as the creative brief



Tools

Thinking ▾



30-Day No-Code Workflow Calendar

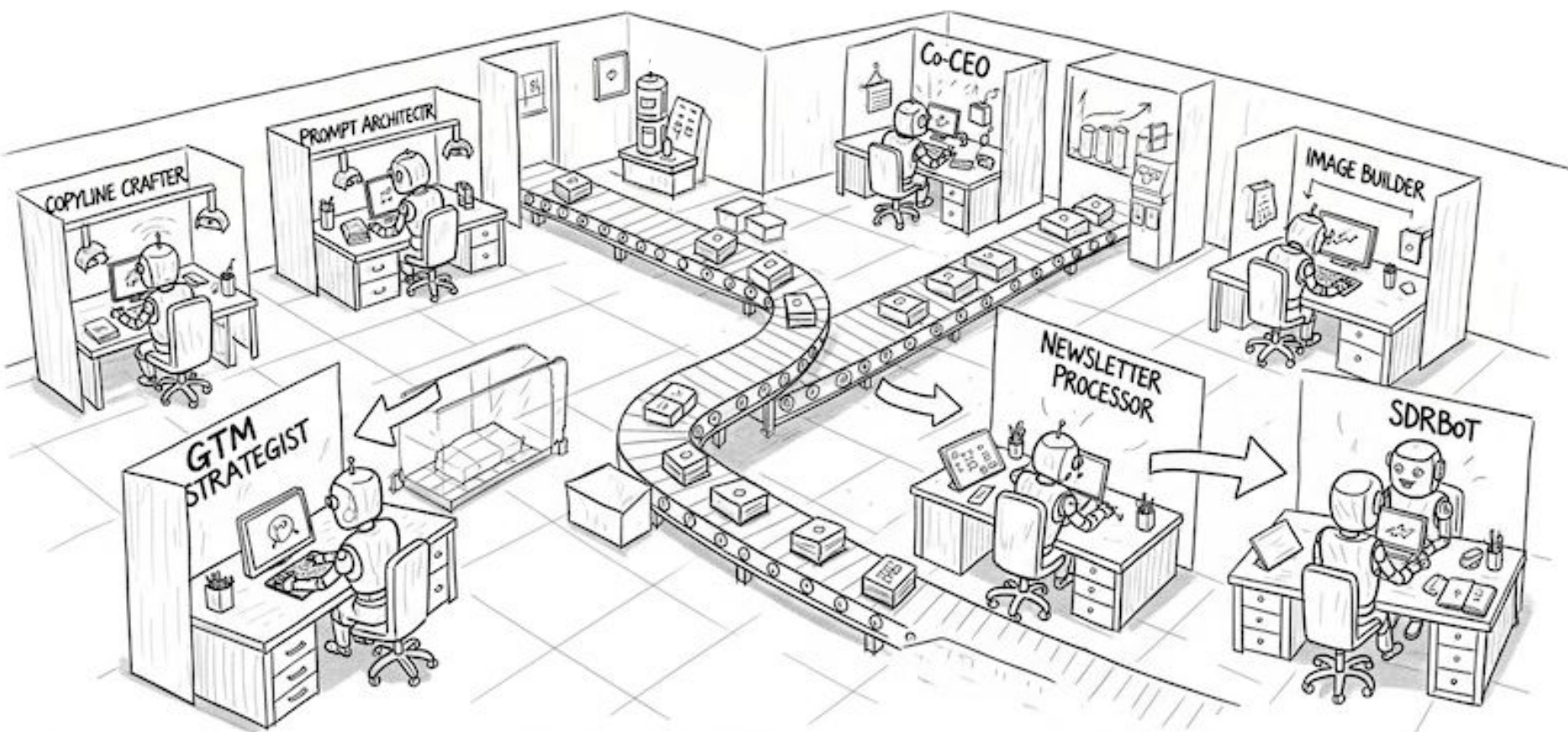
Week 1: The Maturity Framework (The "Why")

Focus: Moving the audience from "Basic Chat" (Level 1) to "Strategic Automation" (Level 5).

- **Day 1: The 5 Levels Reveal.** Introduce the "Copilot Maturity Ladder".
- **Day 2: Level 1 vs. Level 2.** Why using Copilot for just emails is "gathering dust" on your license.
- **Day 3: The "Microsoft Graph" Advantage.** How your existing data in Outlook/Teams is your secret weapon.

A	B	C	D
Day	Theme	Post Topic	Key Insight / Creative Brief
	1 The Maturity Framework	The 5 Levels Reveal	Introduce the 5 levels of Copilot maturity, from basic chat to automated workflows.
	2 The Maturity Framework	Level 1 vs. Level 2	Moving from simple Google-style searches to accessing your internal files.
	3 The Maturity Framework	The Microsoft Graph	Why your existing data in Outlook and SharePoint is your biggest AI asset.
	4 The Maturity Framework	Level 3: Copilot Studio	Introduction to building custom "Agents" that act as no-code versions of custom GPTs.
	5 The Maturity Framework	Level 4: CRM Connectors	Moving beyond Microsoft tools to link Copilot with external enterprise platforms.
	6 The Maturity Framework	Weekend Poll	Ask the audience where they sit on the maturity ladder to drive engagement.
	7 The Maturity Framework	Level 5: The Goal	Using Power Automate to build custom software for yourself without coding.
	8 AI Intern Mindset	The Intern Metaphor	Treat Copilot like an intern who needs direct, action-oriented guidance.
	9 AI Intern Mindset	Prompting for Data	How to direct Copilot to specific folders for analysis rather than asking generic questions.
	10 AI Intern Mindset	Standardizing Knowledge	Use Level 3 agents to answer repetitive questions so you don't have to.
	11 AI Intern Mindset	Context Window Secrets	Why Studio Agents are better for long-form data than basic chat windows.
	12 AI Intern Mindset	Training Your Agent	Frontloading your agent with specific company terminology and methodology.
	13 AI Intern Mindset	Case Study: Logistics	How a logistics expert built an "Obsolescence Expert" to save time.
	14 AI Intern Mindset	Mindset Shift	The value of AI is tied directly to how much context and data you give it.
	15 No-Code ROI	Power Automate Explained	Defining Power Automate as "Zapier for the Microsoft Ecosystem".
	16 No-Code ROI	Trigger-Action Logic	Setting up simple "If This, Then That" rules for calendar and team alerts.
	17 No-Code ROI	The 5-Hour Rule	Focus on automating tasks to save between 5 and 6 hours every week.
	18 No-Code ROI	Email Automation	Taking a transcript and automatically drafting a follow-up in your Outlook folder.

AI FACTORY FLOOR



Tool Tourism



GREETINGS FROM THE HIGH PLAINS OF ADOPTION!

Don't let your process drive off a cliff... (Too Late!)

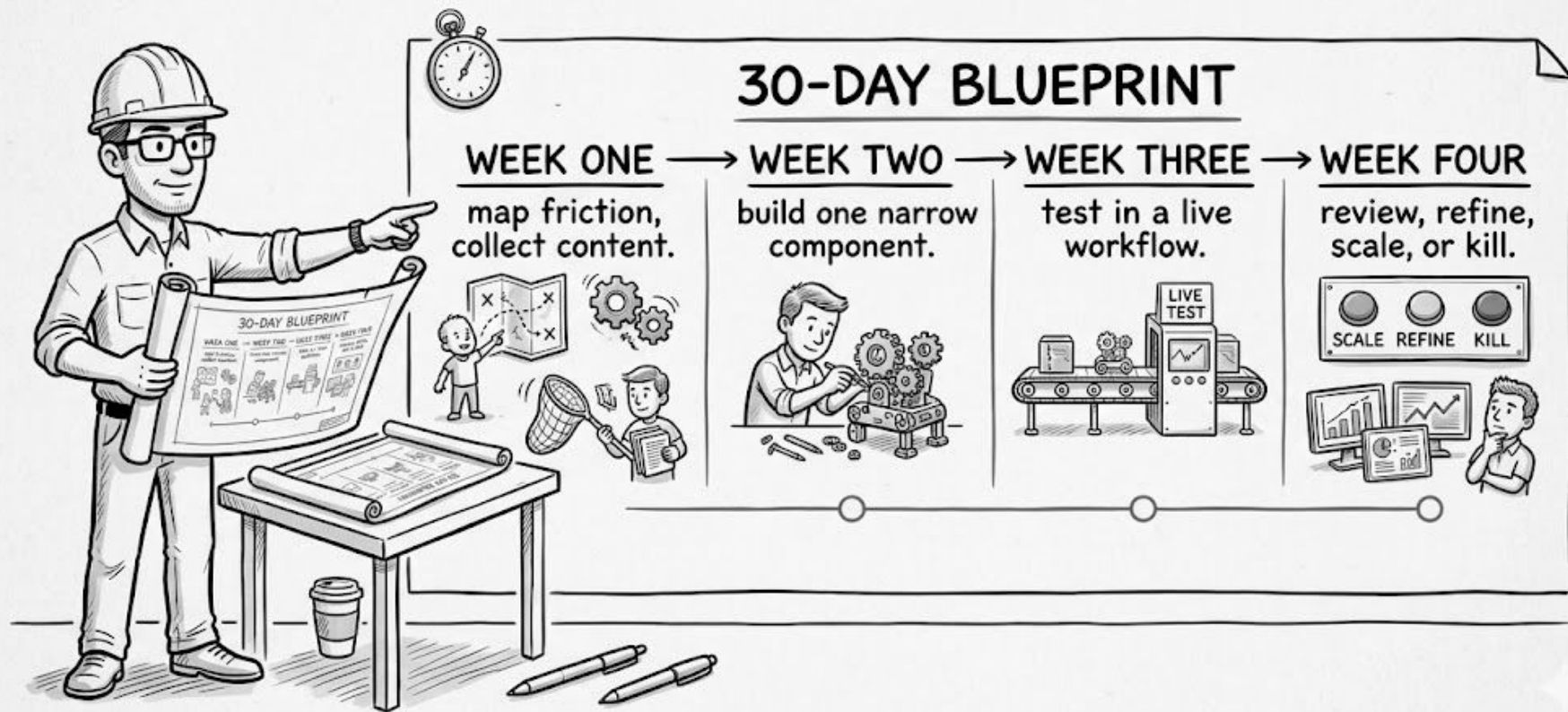
PLACE
STAMP
HERE



Human-Guided AI Operating Model



BUILD YOUR FACTORY IN 30 DAYS

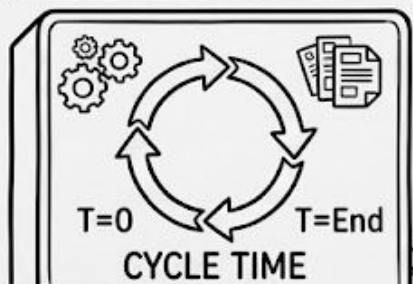
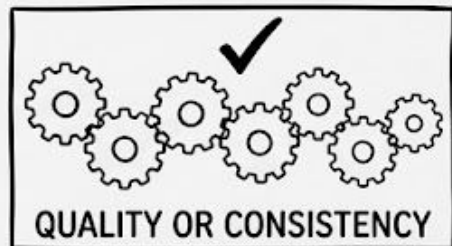
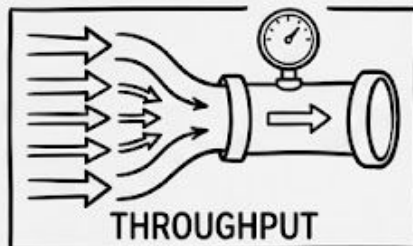
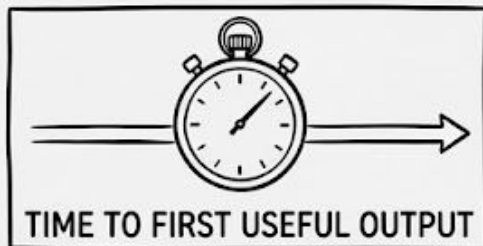


Your Version

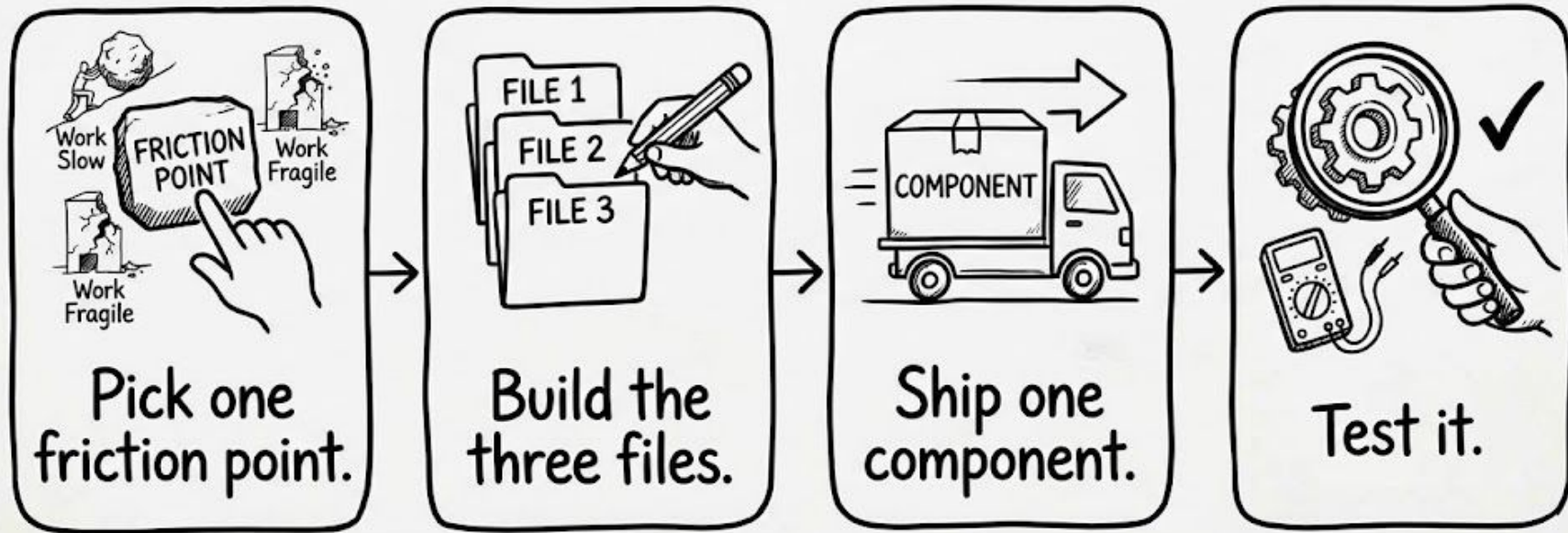


IF YOU CAN'T TELL WHETHER IT HELPS, YOU DID A DEMO, NOT AN IMPLEMENTATION

SUCCESS METRICS FOR YOUR FIRST FACTORY COMPONENT:

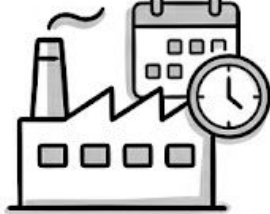


Closing Challenge



Thank You!

1.



Want help building
your factory?
Visit Sirkin.com
and book time.

2.



Want insights,
content and more?
Listen to Playbook
Broken

3.



Got questions?
Find me today
and ask!

Appendix

Where are you today?

