

The Campaign Brief

One page in, a waterfall of finished assets out. Fill it the way you would brief a strong marketer: the fields exist so the system never has to guess what you meant. *Written for an agent team; works exactly as well for a human one.*

CAMPAIGN NAME + THE MOMENT

What is this called, and why now? The trigger event, the season, the launch, the thing that makes this week the right week.

OBJECTIVE, ONE SENTENCE, ONE NUMBER

What changes if this works, stated so you could grade it later. "Book 12 walkthroughs" beats "raise awareness."

AUDIENCE

Which buyer, what they already believe, and the one thing they need to believe next. Name the ICP file if the system holds one.

THE ANGLE

The one idea every asset carries. If an asset cannot carry this sentence, it does not belong in this campaign.

PROOF

Which receipts back the angle: numbers, artifacts, named results you have permission to use. No proof, no claim.

OFFER + CALL TO ACTION

What you are inviting them to do, and where it happens. One primary CTA per campaign.

THE WATERFALL: ASSETS TO PRODUCE

List every asset with its channel. A typical launch: landing page, three emails, five social posts, one sales one-pager, two ad variants. The brief fans out; the angle holds them together.

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VOICE NOTES

What this should sound like. Point to a piece you love, or the voice file if the system holds one.

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CONSTRAINTS

Dates, budget, claims you cannot make, words you never use.

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THE GATE

What gets sent back. Voice drift, unsupported claims, words you never use. Name it here and the reviewer stops re-deciding it every time.

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APPROVER

Who says ship. One name.

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DEADLINE

When the last asset must be live.

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Three rules that make this work. Write the angle before the asset list, because assets without an angle become noise with a deadline. Keep one number in the objective, because a campaign that cannot be graded cannot be improved. And when the work comes back sounding almost right but not quite you, fix the voice notes, not the draft: the correction compounds.

The last page is the worked example: this brief, filled in for a real campaign, and the twelve assets it fanned out to. More playbooks land at themultiplier.io/blog as they ship. And if you would rather have the system that reads this brief than run it by hand: themultiplier.io/install

The worked example

This is the brief behind the launch you may have arrived through. Filled in the way it actually ran.

CAMPAIGN NAME + THE MOMENT

The Multiplier, week one. The new site is live and the system that built it is the product. The launch window is the moment.

OBJECTIVE, ONE SENTENCE, ONE NUMBER

Fill the walkthrough calendar in the first thirty days, from a standing start.

AUDIENCE

Operator-leaders, founders and marketing leaders who believe AI made their team faster and their work more generic. They need to believe one system can hold their thinking, not another tool.

THE ANGLE

The system that built this website is the thing being offered. Every asset is its own receipt.

PROOF

The live site, the homepage film of the system working, the pull-request history, the walkthrough on a working install.

OFFER + CALL TO ACTION

A 45-minute walkthrough on the live system. One CTA everywhere: book it.

THE WATERFALL: ASSETS TO PRODUCE

Homepage with the capture film. The install page. Four launch articles, shipping across the window. Four LinkedIn posts in my voice, one per article. One email to the list. The walkthrough deck. Twelve assets, one angle, one afternoon of briefing.

THE GATE

Anything that reads like a vendor wrote it gets sent back. No hype adjectives, no claims without receipts, nothing that does not sound like me.