DOCTRINE

Guerrilla Marketing Playbook

CONFIDENTIAL

March 2026

Doctrine — Guerrilla Marketing Playbook

The Philosophy

We have zero marketing budget and a product that demos itself. Every document Doctrine generates is potential viral content. Our job: generate provocative responses, excerpt the best parts, and put them where people will share them.

Rule #1: The output IS the marketing. **Rule #2:** Controversy drives clicks. Perspectives drive shares. **Rule #3:** Free first run. Always. No friction.

Week 1-4 Launch Sequence

Week 1: "The Reveal" (Soft Launch)

Monday — The Thread - Twitter/X: "I built an AI that writes coherent 24-chapter books. Here's the thing no other AI writing tool has solved..." (10-tweet thread explaining the Bible methodology) - Include: side-by-side screenshots of ChatGPT chapter 20 vs. Doctrine chapter 20 - CTA: "Want to try it? First run is free → doctrine.ai"

Tuesday — The Demo - Post 60-second screen recording: upload document → one click → come back to finished book - Reddit r/artificial: "I built an automated pipeline that writes coherent long-form documents. Here's how it works."

Wednesday — The Response - First "Doctrine Responds" post: "We fed the US Constitution to Doctrine and asked it to respond as a military strategist in 2026. Chapter 3 is... something." - Post the best 500-word excerpt as a thread

Thursday — Technical Deep Dive - Reddit r/MachineLearning: Technical post on Bible methodology. Frame as research contribution, not product. - Hacker News: "Show HN: An AI writing pipeline that maintains coherence across 24+ chapters"

Friday — The Hook - "Doctrine Responds to the Art of War as an AI Superintelligence" — excerpt the most provocative chapter - This becomes the signature content piece for Week 1

Weekend - Engage with every comment, reply, DM - DM 20 AI/writing micro-influencers with a free Pro account offer - Compile analytics, identify what resonated

Week 2: "The God Perspective" (Viral Play)

Monday - Tease: "Tomorrow we're releasing something that might break the internet. We asked AI to write a 20-chapter response to the Bible. From God's perspective. In 2026."

Tuesday — The Drop - Release Chapter 1 excerpt (the most compelling 800 words) - Thread format with dramatic presentation - End with: "19 more chapters. Full document free on Doctrine."

Wednesday-Friday - Release one chapter excerpt per day (Chapters 5, 11, 17 — the most provocative) - Each excerpt ends with link to full document - Cross-post to r/philosophy, r/artificial, r/religion (with appropriate framing)

Weekend - Compile reactions, screenshots of engagement - "This week, 50,000 people read God's AI-generated response to His own book. Here's what we learned."

Week 3: "The Challenge" (User Generation)

Monday — Launch the Challenge - "The Doctrine Response Challenge: Upload ANY document. Pick ANY perspective. Share your best chapter. Tag #DoctrineResponds" - Rules: Use your free first run. Screenshot your best excerpt. Share it. - Prize: Top 5 most-shared responses get free Pro accounts for a year

Tuesday-Thursday - RT and engage with every challenge submission - Highlight the most creative/provocative ones - Create a "Top Responses" thread daily

Friday — Product Hunt Launch - Go live at 12:01 AM PT - Activate all 30+ early supporters - 5 maker comments throughout the day - Offer: "PH exclusive — 3 free Opus runs for the first 100 signups"

Weekend - Monitor PH performance - Engage with all PH comments - Share PH results on Twitter ("We hit #X on Product Hunt!")

Week 4: "The Authority" (Credibility)

Monday - "The AI Writing Coherence Report" — publish a blog post/thread comparing output quality across Doctrine, Sudowrite, NovelCrafter, ChatGPT, and Claude - Objective tone. Let the results speak. - Include specific examples of coherence failures in competitors

Tuesday - Launch academic outreach: email 50 professors with personalized Doctrine responses to their published papers - "We used Doctrine to generate a 15-chapter analysis of your paper on [X] from a [contrarian perspective]. Thought you might find it interesting."
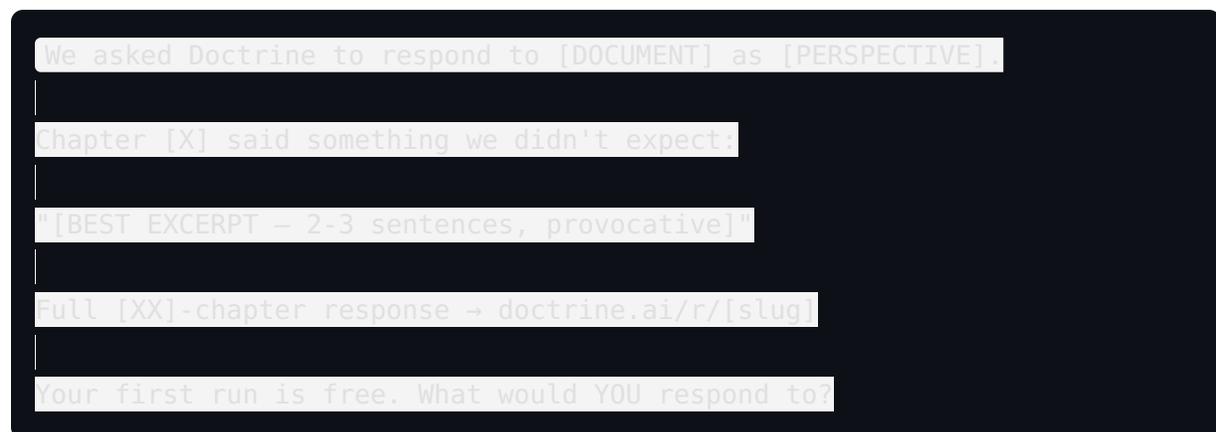
Wednesday - First think tank outreach: generate responses to 5 recent policy papers from Brookings, RAND, Heritage - Email to research directors with sample output

Thursday - "Month 1 by the numbers" thread: signups, documents generated, most popular perspectives, best excerpts - Transparency builds trust and engagement

Friday - Announce referral program: "Give a Run, Get a Run" - Every user gets a referral link. Share it, both parties get a free run.

Tweet Templates & Posting Schedule

Template 1: "Doctrine Responds" (2x/week)

```
We asked Doctrine to respond to [DOCUMENT] as [PERSPECTIVE].

Chapter [X] said something we didn't expect:

"[BEST EXCERPT — 2-3 sentences, provocative]"

Full [XX]-chapter response → doctrine.ai/r/[slug]

Your first run is free. What would YOU respond to?
```

Template 2: "Build in Public" (1x/week)

```
Doctrine week [X] update:

📊 [Number] documents generated
🔥 Most popular perspective: [PERSPECTIVE]
🧠 The self-improving system found [INSIGHT]
💰 [Revenue/user milestone]

The wildest response this week: [ONE LINE DESCRIPTION]

Thread 🧵
```

Template 3: "The Comparison" (1x/week)

```
I asked ChatGPT to write Chapter 20 of a thriller.

Then I asked Doctrine.

ChatGPT: The protagonist (whose name changed twice) arrived at the building (that was d

Doctrine: [Coherent, compelling excerpt that references details from earlier chapters]

Context matters. Bible methodology matters.
```

Template 4: "Provocative Question" (1x/week)

```
What would [FAMOUS PERSON/ENTITY] say about [CURRENT EVENT/DOCUMENT]?

We ran it through Doctrine. 20 chapters. One perspective.

The answer surprised us.

[BEST EXCERPT]

Try it yourself → doctrine.ai (first run free)
```

Template 5: "User Spotlight" (1x/week)

```
[USER] used Doctrine to [IMPRESSIVE USE CASE].

'[USER QUOTE about the experience]'

[XX] chapters. [XX] minutes. Zero inconsistencies caught by the consistency engine.

What will you create? → doctrine.ai
```

Posting Schedule

Time (PT)	Day	Content Type
8:00 AM	Monday	Build in Public update
12:00 PM	Tuesday	Doctrine Responds #1
9:00 AM	Wednesday	User spotlight or comparison
12:00 PM	Thursday	Doctrine Responds #2
10:00 AM	Friday	Provocative question or technical insight
2:00 PM	Saturday	Engagement (polls, questions, replies)

Reddit Posting Strategy

Rules of Engagement

1. **Never post-and-run.** Engage in the community for 2 weeks before first promotional post.
2. **Lead with value.** The post should be interesting even if they never visit Doctrine.
3. **One promotional post per subreddit per 30 days.** Max.
4. **Always disclose.** "I built this" — transparency builds trust on Reddit.
5. **Have thick skin.** Reddit will roast you. Engage with critics respectfully.

Subreddit Playbook

r/artificial (1.2M members) - Post type: Technical showcase - Title: "I built an AI writing pipeline that maintains coherence across 24 chapters using auto-generated reference documents [OC]" - Include: Technical explanation, sample output, link to try - Engage: Answer every technical question in detail

r/writing (3.2M members) - Post type: Problem/solution narrative - Title: "After testing every AI writing tool, I built one that actually maintains character consistency. Here's what I learned about why AI writes incoherent novels." - Frame as: Writer who solved a writing problem, not a tech person selling a product - Caution: This sub is skeptical of AI. Lead with the craft, not the tech.

r/MachineLearning (2.8M members) - Post type: Research-style writeup - Title: "[P] Bible Methodology: Maintaining coherence in multi-chapter LLM generation through auto-generated reference documents" - Include: Approach, results, evaluation methodology - This audience respects rigor. No marketing language.

r/geopolitics (850K members) - Post type: Content contribution - Title: "I used AI to generate a 20-chapter analysis of [CURRENT POLICY] from a [PERSPECTIVE]. Here are the most interesting arguments it made." - Frame as: Interesting analysis, not product promotion - Link to Doctrine in comments only if asked

r/selfpublish (250K members) - Post type: Honest comparison - Title: "I tested Sudowrite, NovelCrafter, Squibler, ChatGPT, and my own tool for writing a complete novel. Here are the results." - Include: Honest pros/cons of each, including Doctrine's limitations - Authenticity is everything in this community

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"Famous Document Response" Content Series

10 Specific Viral Content Pieces

1. "The Constitution Responds to 2026" - Document: US Constitution - Perspective: The Founding Fathers, collectively, evaluating modern America - Hook: "Would the Founders recognize what they built?" - Target audience: Political Twitter, r/geopolitics, LinkedIn

2. "God Reviews His Book" - Document: The Bible (selected books) - Perspective: God in 2026, reflecting on how humanity interpreted His words - Hook: Maximum controversy, maximum engagement - Target audience: Philosophy Twitter, viral general audience

3. "A General Reads The Art of War in the Age of AI" - Document: Sun Tzu's The Art of War - Perspective: Modern military strategist analyzing AI warfare - Hook: "Sun Tzu meets autonomous weapons" - Target audience: Defense/security community, r/geopolitics

4. "AI Reads Its Own Research Paper" - Document: "Attention Is All You Need" (the transformer paper) - Perspective: A sentient AI reflecting on its own origins - Hook: Self-referential, philosophically provocative - Target audience: AI/ML community, tech Twitter

5. "Marx Responds to Silicon Valley" - Document: The Communist Manifesto - Perspective: Karl Marx analyzing the tech industry in 2026 - Hook: "What would Marx think of OpenAI?" - Target audience: Political Twitter, tech critics, academic left

6. "A CEO Responds to Their Company's Glassdoor Reviews" - Document: Aggregated negative Glassdoor reviews (anonymized) - Perspective: A brutally honest CEO - Hook: Relatable, funny, shareable by anyone who's worked - Target audience: LinkedIn, corporate Twitter

7. "The Climate Responds" - Document: Paris Climate Agreement - Perspective: Earth itself, as a sentient entity - Hook: "What if the planet could talk back?" - Target audience: Climate community, science Twitter, general viral

8. "A Defense Attorney Responds to the Supreme Court" - Document: A controversial recent Supreme Court decision - Perspective: An elite defense attorney - Hook: Legal analysis from the most adversarial possible angle - Target audience: Legal Twitter, law students, r/law

9. "An Alien Anthropologist Studies Social Media" - Document: Aggregated social media Terms of Service - Perspective: An alien researcher studying human civilization - Hook: Funny, insightful, shareable - Target audience: General viral, tech community

10. "Your Resume, From the Hiring Manager's Perspective" - Document: A sample resume - Perspective: A brutally honest hiring manager writing a 10-chapter internal evaluation - Hook: Everyone has a resume. Everyone wonders what hiring managers think. - Target audience: LinkedIn (MASSIVE potential), career community - Execution: Offer "Upload your resume, get the hiring manager's honest book-length review" as a Doctrine feature

Influencer Hit List (Types, Not Names)

Tier 1: Seed First (Free Pro Accounts)

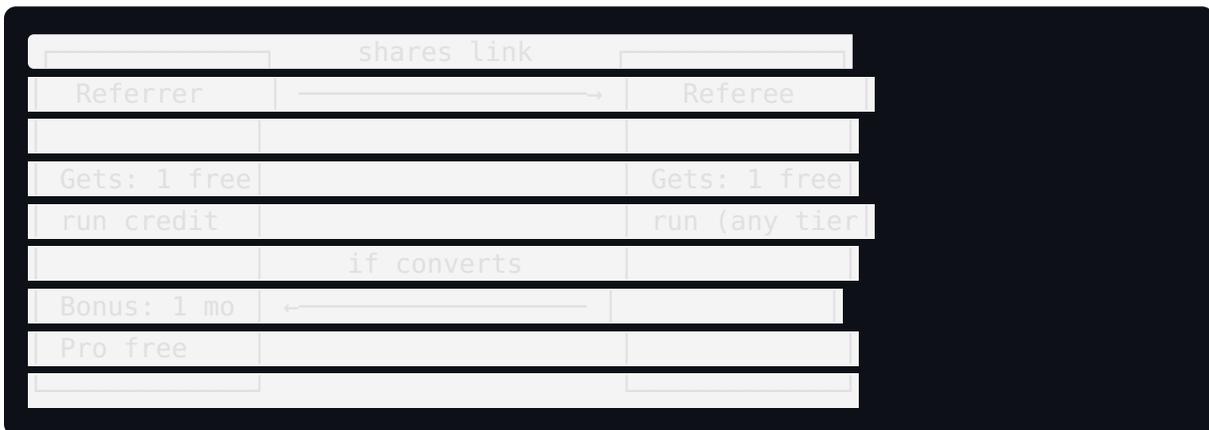| Type	Platform	Followers	Count	Why
AI tool reviewers	YouTube	10K-100K	10	They review every tool. Be in every video.
Writing craft YouTubers	YouTube	5K-50K	5	Their audience IS our audience
AI Twitter personalities	Twitter/X	5K-50K	15	Fast amplification, tech-literate
Self-published authors	Twitter/ TikTok	2K-20K	10	Authentic use case testimonials
Political commentators	Twitter/X	10K-100K	5	Response Pipeline showcase
Academic researchers (AI)	Twitter/X	5K-30K	5	Credibility + technical audience

Tier 2: Paid Partnerships (Month 3+)

Type	Platform	Followers	Budget	Expected Impact
AI/Tech reviewers	YouTube	100K-500K	$1K-3K	50K-200K views, 500-2K signups
Writing community leaders	YouTube/ TikTok	50K-200K	$500-1.5K	20K-80K views, 200-800 signups
AI newsletter authors	Email	10K-100K	$500-2K	2K-10K impressions, 100-500 signups

Tier 3: Whale Targets (Month 6+)

Type	Why	Approach
Major tech YouTubers (1M+)	Massive reach, defines narrative	Sponsored deep-dive ($5K-15K)
AI podcast hosts (50K+ listeners)	Long-form demo opportunity	Guest appearance + exclusive feature
Bestselling authors	Ultimate social proof	Free enterprise account + co-marketing

Referral Program Design

Mechanic: "Give a Run, Get a Run"

```
                    shares link
   ┌─────────┐                      ┌─────────┐
   │ Referrer│ ────────────────────→│ Referee │
   │         │                      │         │
   │Gets: 1 free                    │Gets: 1 free
   │run credit                      │run (any tier│
   │              if converts       │          │
   │Bonus: 1 mo │ ←───────────────  │          │
   │Pro free    │                   │          │
   └─────────┘                      └─────────┘
```

Tiers (Gamification)

Referral Count	Title	Reward
1	Initiate	1 free run
5	Disciple	1 month Pro free
10	Prophet	3 months Pro free + "Prophet" badge
25	Apostle	6 months Pro free + featured on site
50	Oracle	Lifetime Pro + advisory call with founder

Referral Link Mechanics

• Unique link per user: doctrine.ai/r/[username]

• Cookie lasts 30 days

• Attribution on first click

• Dashboard showing referral count, conversion status, rewards earned

• Weekly email: "Your referrals this week: [X]. You're [Y] away from [NEXT TIER]."

PR Angles for Tech Press

Angle 1: "The AI Coherence Problem Is Solved"

• **Pitch to:** TechCrunch, The Verge, Ars Technica
• **Hook:** "Every AI writing tool has the same problem: they can't remember what they wrote 5 pages ago. One founder solved it."
• **Story:** Technical founder builds novel solution to well-known AI limitation

Angle 2: "The God Perspective" (If It Goes Viral)

• **Pitch to:** Wired, The Atlantic, Vice
• **Hook:** "An AI Wrote God's 20-Chapter Response to His Own Book. Here's What It Said."
• **Story:** Cultural/philosophical angle on AI capability

Angle 3: "Solo Founder Builds Book-Writing AI in Days"

- **Pitch to:** Indie Hackers, Hacker News, Product Hunt blog
- **Hook:** "How one technical founder built a complete AI writing platform — from zero to production — in days, not years."
- **Story:** Builder/bootstrapper narrative

Angle 4: "Think Tanks Are Using AI to Write Policy Papers"

- **Pitch to:** Politico, Foreign Policy, The Hill
- **Hook:** "A new AI tool lets policy analysts generate comprehensive analysis from multiple geopolitical perspectives. Is this the future of think tank research?"
- **Story:** Policy/governance angle

Angle 5: "The End of Writer's Block"

- **Pitch to:** Publishing trade press (Publishers Weekly, The Bookseller)
- **Hook:** "The first AI that produces publication-ready manuscripts. Authors and publishers are paying attention."
- **Story:** Publishing industry disruption

Conference Strategy

Priority Events (Year 1)

Event	Timing	Goal	Budget
AI conferences (NeurIPS, ICML workshops)	Various	Technical credibility, hiring	$2K-5K
Product Hunt Golden Kitty	December	Award nomination	$0
TechCrunch Disrupt	October	Startup Battlefield application	$1K (travel)
LegalTech	January/ February	Enterprise leads (legal)	$3K
BookExpo / **London Book Fair**	May/March	Publishing partnerships	$3K-5K
SXSW	March	Brand awareness, press	$2K-3K

Conference Playbook

1. **Before:** Generate Doctrine responses relevant to the conference theme. Print excerpt cards.
2. **During:** Hand out cards with QR code to free first run. Live demos at booth or in hallways.
3. **After:** Follow up with every card scan within 48 hours. Personalized Doctrine response to their company/research.

Guerrilla Conference Tactics (No Booth Needed)

- Print 500 business cards with a provocative Doctrine excerpt on the back + QR code
- Host an unofficial side event: "AI Writes Books: Live Demo & Free Drinks"
- Live-tweet Doctrine responses to keynote speakers' talks in real-time
- Leave printed excerpts on chairs in session rooms (check rules first)

Month 1-6 Guerrilla Budget

Item	Monthly Cost	Notes
Canva Pro (social graphics)	$13	Templates, social cards
Video editing (CapCut)	$0	Free tier sufficient
Excerpt printing (cards)	$50	For in-person events
API costs for content generation	$200	Generating showcase responses
Domain + hosting	$20	doctrine.ai
Email tool (Resend/Loops)	$0-25	Waitlist + referral emails
Total	**~$300/mo**	

Total guerrilla budget for 6 months: ~$1,800

Everything else is time, creativity, and Doctrine's output quality.

The best marketing is a product so good that every output becomes an ad. Doctrine's marketing strategy: generate incredible content and let people share it.