

DOCTRINE

Marketing Plan

CONFIDENTIAL

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Doctrine — Marketing Plan

Strategic Overview

Doctrine's marketing strategy is built on a single insight: **the product demos itself**. A book-length AI response to the Constitution from God's perspective is inherently viral. Our job is to put that output in front of the right people and make the first run free.

Marketing Phases

Phase	Timeline	Focus	Budget
Phase 0: Stealth	Pre-launch (4 weeks)	Build in public, waitlist, seed content	\$0
Phase 1: Guerrilla	Months 1-6	Viral content, free first run, community	\$1K-3K/mo
Phase 2: Scale	Months 4-12	Paid acquisition, partnerships, enterprise	\$5K-15K/mo
Phase 3: Dominance	Year 2+	Brand, events, category ownership	\$15K-30K/mo

Phase 0: Pre-Launch (4 Weeks Before Launch)

Build in Public Campaign

Platform: Twitter/X (primary), LinkedIn (secondary)

Ryan documents the entire journey — what he built, why, and what it can do. Authenticity > polish.

Content Calendar (Pre-Launch):

Week	Content	Goal
Week -4	"I built an AI that writes coherent 24-chapter books in 45 minutes. Here's the problem I solved." (Thread)	Establish problem/solution
Week -3	Video: Side-by-side of ChatGPT chapter 20 vs. Doctrine chapter 20. Show the coherence gap.	Visual proof
Week -2	"The Bible Method: How I made AI remember everything." Technical deep-dive thread.	Credibility + technical audience
Week -1	"I asked AI to write a 20-chapter response to [Constitution/Art of War/Bible] from [God/a General/an AI]. Here's what happened." + preview excerpt	Viral hook, waitlist drive

Waitlist Strategy: - Landing page: doctrine.ai - Hook: "Your first run is free. Upload any document. Get a book-length response from any perspective." - Target: 1,000 waitlist signups before launch - Incentive: Free Opus run (worth \$23) for first 500 signups

Phase 1: Guerrilla Marketing (Months 1-6)

1. "Respond to Any Document" Viral Challenge

The Hook: Upload any famous document. Doctrine writes a book-length response from a wild perspective. Share the best excerpt.

Mechanic: 1. User uploads document (free first run) 2. Selects perspective (President, Military Strategist, God, Alien, Philosopher, etc.) 3. Doctrine generates 10-25 chapter response 4. User gets a "Share your best excerpt" prompt with pre-formatted social cards 5. Shared excerpts link back to Doctrine with referral code

Viral Coefficient Target: 1.3 (each user brings 0.3 new users through sharing)

2. Twitter/X Content Strategy

Weekly "Doctrine Responds" Series (Every Tuesday & Thursday)

Format: "We asked Doctrine to respond to [DOCUMENT] as [PERSPECTIVE]. Chapter 7 might break your brain. 🧵"

Post a 5-tweet thread with the best excerpts, ending with: "Full 20-chapter response available. Your first run is free → doctrine.ai"

Content Pillars:

Day	Content Type	Example
Monday	Build in Public	"Doctrine processed 847 documents this week. Here's what surprised us."
Tuesday	Doctrine Responds	"Doctrine responds to The Art of War as a Silicon Valley VC"
Wednesday	User showcase	RT/highlight best user-generated responses
Thursday	Doctrine Responds	"Doctrine responds to GPT-4's research paper as a skeptical physicist"
Friday	Technical insight	"How the Bible Method caught 47 inconsistencies in this AI novel"
Weekend	Engagement	Polls: "What should Doctrine respond to next?"

Growth Targets: - Month 1: 2K followers - Month 3: 10K followers - Month 6: 50K followers

3. Reddit Strategy

Target Subreddits:

Subreddit	Approach	Content Type
r/artificial (1.2M)	Technical showcase	"I built a pipeline that maintains coherence across 24 chapters"
r/writing (3.2M)	Problem/solution	"AI writing tools all have the same problem. I built one that doesn't."
r/MachineLearning (2.8M)	Technical deep-dive	Paper-style post on Bible methodology
r/geopolitics (850K)	Content showcase	"AI analysis of [current event] from 5 different perspectives"
r/selfpublish (250K)	Direct value	"I wrote and published a novel using AI — here's my honest review of every tool"
r/ChatGPT (5M+)	Comparison	"ChatGPT forgets chapter 3 by chapter 10. Here's what I built instead."
r/singularity (1M+)	Future-forward	"What happens when AI can write entire coherent books? It's already here."

Reddit Rules: - Lead with value, not promotion - One direct promotional post per subreddit per month max - Engage in comments for 2 weeks before first post - Use response pipeline outputs as genuine content contributions - Never astroturf

4. Product Hunt Launch

Target: Top 5 Product of the Day

Preparation (2 weeks before): - Build hunter relationship (target: established hunter with 1K+ followers) - Prepare 5 maker comments with different value angles - Create 60-second demo video showing one-click pipeline - Prepare "first 100 PH users get free Opus run" offer - Line up 30+ early supporters for upvotes at launch

Launch Day Sequence: - 12:01 AM PT: Product goes live - 6 AM PT: Maker comment #1 (the problem) - 9 AM PT: Maker comment #2 (the Bible method) - 12 PM PT: Maker comment #3 (response pipeline demo) - 3 PM PT: Maker comment #4 (user testimonials) - 6 PM PT: Maker comment #5 (roadmap + offer)

Expected Results: 300-800 signups, 50-150 paying customers within first week

5. The God Perspective Hook

This is our most viral asset.

"We asked AI to write a 20-chapter response to the entire Bible... from God's perspective in 2026."

This single piece of content, excerpted strategically, can drive massive engagement: - Religious communities (controversial = viral) - Philosophy communities - AI communities (capability showcase) - General interest media

Execution: - Generate the full document using Doctrine - Extract 10 most provocative/insightful excerpts - Release one per day as a "series" - Full document available on Doctrine with free account - Media pitch: "AI Writes God's Response to His Own Book"

Risk Mitigation: Frame as thought experiment, not theological statement. "Doctrine can write from ANY perspective — here's an example of what that means."

6. Academic Partnerships

Target: 10 University Partnerships by Month 6

Value Proposition: Free Doctrine Pro accounts for professors and grad students in exchange for: - Case studies on using AI for research document generation - Academic papers analyzing Doctrine's Bible methodology - Testimonials and university logo usage rights

Target Departments: - Political Science (policy analysis pipeline) - English/Creative Writing (novel engine) - Law Schools (legal brief generation) - Business Schools (strategy document generation) - Computer Science (AI systems research)

Outreach: Cold email to department chairs with a personalized Doctrine response to one of their published papers.

7. Influencer Seeding

Tier 1: Micro-Influencers (1K-50K followers) — Month 1-3

Category	Target Count	Offer
AI/Tech Twitter	20	Free Pro account for 3 months
Writing community	15	Free Pro account + featured on blog
Political/Policy commentators	10	Free enterprise account
BookTok/BookTube	10	Free Pro + co-create content

Tier 2: Mid-Tier (50K-500K) — Month 3-6

Category	Target Count	Offer
Tech YouTubers	5	Sponsored review (\$500-2K)
AI newsletter authors	5	Exclusive feature + affiliate
Podcast hosts (AI/writing)	5	Guest appearance + demo

Tier 3: Major (500K+) — Month 6+

- Target 2-3 major tech YouTubers for sponsored deep-dives
- Goal: 1 viral video (>100K views) demonstrating the pipeline

8. Content Marketing (SEO Long Game)

Blog Strategy (doctrine.ai/blog):

Content Type	Frequency	SEO Target
"Doctrine Responds to [X]" series	2x/week	Long-tail viral
"AI Writing Tool Comparison" posts	Monthly	"best AI writing tool," "Sudowrite vs"
Technical deep-dives	2x/month	"AI long-form writing," "AI book writing"
Use case showcases	Weekly	Industry-specific terms
User stories	2x/month	Social proof

Target Keywords: - "AI book writing tool" (2.4K/mo) - "AI novel generator" (5.2K/mo) - "AI writing assistant long form" (1.8K/mo) - "AI policy analysis tool" (800/mo) - "AI legal brief generator" (1.2K/mo) - "best AI writing tool 2026" (12K/mo)

Phase 2: Paid Acquisition (Months 4-12)

LinkedIn Ads (B2B Primary)

Budget: \$3K-8K/month

Target Audiences:

Audience	Size	CPC Est.	Message
Management Consultants	2.1M	\$8-12	"Generate 50-page strategy documents in 45 minutes"
Policy Analysts	340K	\$6-10	"Your think tank's next report, from 5 perspectives"
Legal Professionals	4.2M	\$10-15	"AI-generated legal briefs with enforced consistency"
Academic Researchers	1.8M	\$5-8	"From thesis outline to complete draft in one click"
Publishing Professionals	890K	\$6-9	"The first AI that writes novels worth editing"

Ad Formats: - Sponsored content with excerpt from Doctrine output - Document ads with downloadable sample Doctrine response - Video ads showing 60-second pipeline demo

Expected Performance: - CTR: 0.8-1.5% - Conversion (click → free trial): 12-18% - CAC: \$35-50 - Target: 100-200 new users/month

Google Ads

Budget: \$2K-5K/month

Campaign Structure:

Campaign	Keywords	Monthly Budget
Brand	"doctrine ai," "doctrine writing"	\$200
Competitor	"sudowrite alternative," "novelcrafter alternative"	\$800
Intent - Fiction	"ai novel generator," "ai book writer"	\$1,000
Intent - Professional	"ai policy analysis," "ai legal brief"	\$1,500
Intent - General	"ai long form writing," "ai writing tool"	\$1,500

Expected Performance: - Average CPC: \$3-8 - Conversion rate: 8-15% - CAC: \$25-40 - Target: 150-300 new users/month

Retargeting

Budget: \$1K-2K/month

- Pixel all website visitors
- Retarget free users who haven't converted (7, 14, 30 day windows)
- Retarget blog readers with relevant use case ads
- Dynamic retargeting showing the pipeline type they explored

Expected CAC: \$5-10 (retargeting is the most efficient paid channel)

Phase 2: Partnership Strategy

Think Tanks

Target: Brookings, RAND, Heritage, CSIS, CFR, Atlantic Council

Pitch: "Generate policy analysis documents from multiple geopolitical perspectives. Test your arguments against AI-generated counterpoints."

Approach: 1. Cold outreach to research directors with a Doctrine response to one of their recent publications 2. Offer 30-day free enterprise trial for research team 3. Goal: Annual enterprise contract (\$2,400-12,000/year)

Target: 5 think tank partnerships by Month 12

Law Firms

Target: Am Law 200 firms, legal tech conferences

Pitch: "Generate comprehensive legal briefs and counterarguments with enforced consistency. Review opposing counsel's filings through multiple analytical lenses."

Approach: 1. Legal tech conference presence (LegalTech, ILTACON) 2. Partner with legal AI consultants for referrals 3. Offer pilot programs with litigation departments 4. Target: \$199/mo enterprise tier per team

Target: 10 law firm pilots by Month 12

Political Campaigns & PACs

Pitch: "Generate opposition research documents, policy position papers, and debate prep materials from every conceivable angle."

Timing: Ramp up 12-18 months before election cycles

Approach: 1. Target campaign consultants and political strategists 2. Demo: Upload opponent's policy platform → generate comprehensive rebuttals from 5 perspectives 3. Offer: Enterprise tier with priority processing

Publishing Houses

Target: Mid-tier and indie publishers

Pitch: "Accelerate your slush pile. Generate complete first drafts from outlines. Help your authors beat writer's block with AI-assisted drafts they can edit."

Approach: 1. Attend publishing conferences (BookExpo, London Book Fair) 2. Partner with literary agents who see the AI writing future 3. Offer white-label version for publisher imprints

Target: 3 publishing partnerships by Year 2

Referral Program

Mechanic: "Give a Run, Get a Run"

- Every paying customer gets a unique referral link
- Referee gets: 1 free run (any tier)
- Referrer gets: 1 free run credit
- If referee converts to paid: Referrer gets 1 month of Pro free

Expected Impact

- 15-20% of new users from referrals by Month 6
 - Effective CAC: \$3-5 per referred user
 - Viral coefficient boost: +0.15
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Metrics & KPIs

Monthly Marketing Dashboard

Metric	Month 3 Target	Month 6 Target	Month 12 Target
Website visitors	15K	50K	200K
Free signups	800	3,000	10,000
Free → Paid conversion	8%	10%	12%
Paying customers	215	665	2,500
Twitter followers	10K	50K	150K
Blog monthly visitors	5K	20K	80K
Referral rate	10%	18%	22%
Blended CAC	\$4	\$12	\$18
Organic:Paid ratio	90:10	70:30	60:40

Channel Attribution

Track every conversion source: - UTM parameters on all links - Referral code tracking - First-touch and last-touch attribution - Weekly channel performance review

Budget Allocation (Year 1)

Category	Months 1-3	Months 4-6	Months 7-12	Year 1 Total
Content creation	\$1,500	\$3,000	\$9,000	\$13,500
Influencer seeding	\$500	\$3,000	\$6,000	\$9,500
Product Hunt	\$500	\$0	\$0	\$500
LinkedIn Ads	\$0	\$6,000	\$48,000	\$54,000
Google Ads	\$0	\$4,000	\$30,000	\$34,000
Retargeting	\$0	\$2,000	\$12,000	\$14,000
Events/Conferences	\$0	\$2,000	\$10,000	\$12,000
Tools/Software	\$500	\$1,000	\$3,000	\$4,500
Total	\$3,000	\$21,000	\$118,000	\$142,000

Well within the \$375K marketing allocation from seed round, leaving significant reserve for opportunistic spending.

Key Messaging Framework

Tagline Options

1. "The first AI that writes books worth reading."
2. "Every perspective. Perfect coherence. One click."
3. "Upload any document. Get a book-length response. From any perspective."

Elevator Pitch (30 seconds)

"Doctrine is the first AI writing platform that produces book-length documents with perfect coherence. Our Bible methodology — an auto-generated master reference that enforces consistency across every chapter — means a 24-chapter book comes out publication-ready in 45 minutes. No other tool can do this. We serve authors, researchers, think tanks, and law firms who need serious long-form content, not ChatGPT garbage."

For Different Audiences

Audience	Lead Message
Authors	"Write your novel in 45 minutes. Actually coherent. Actually good."
Consultants	"Generate 50-page strategy documents from multiple analytical perspectives."
Think Tanks	"Test your policy positions against AI-generated counterarguments from every geopolitical lens."
Law Firms	"Comprehensive legal brief generation with enforced internal consistency."
Academics	"From thesis outline to complete first draft. With citations that don't contradict."
Investors	"We solved the coherence problem in AI writing. \$6.5B market. No competitor has our technology."

The core insight: Doctrine's output IS the marketing. Every document we generate is a potential viral moment. Our job is to generate the most provocative, impressive responses possible and put them in front of people who will share them.