PLAYBOOK · STEAL THIS

THE MARKETING BRAIN CHECKLIST

26 moves from the playbook at alley-oop.co/playbooks/marketing-brain

01 · DIAGNOSE IT

- [ ] Pulled a month of GTM team questions from Slack, call notes and DMs
- [ ] Grouped them into families: product truth, conversations, deal support, content, discovery
- [ ] Wrote the business problem in one sentence
- [ ] Cleared the platform and the data going in with IT and AI governance (and added that time to the plan)

02 · STOCK IT

- [ ] Named one source of truth per question family (and wrote the missing ones)
- [ ] Ranked sources in a fixed order
- [ ] Added call transcripts, a dirty laundry list and an if-then objection vault (Michele Nieberding)
- [ ] Rewrote case studies as industry, problem, metric, quote (Michele Nieberding)
- [ ] Wrote an anti-ICP and an internal glossary (Michele Nieberding)
- [ ] Had every doc reviewed for accuracy by the person who owns the answer, and retired the outdated ones

03 · BUILD IT

- [ ] Wrote the project instructions: role, scope, source order, web policy, guardrails, voice, format
- [ ] Added the stop rule: ”unknown from company sources”
- [ ] Kept the public web out of product facts
- [ ] Built the positioning guardrail skill
- [ ] Built availability and methodology skills
- [ ] Gave every skill a trigger, named sources, a workflow and boundaries

04 · SHIP IT

- [ ] Pressure-tested with real rep questions: sources, stop rule, confidence, no leaks
- [ ] Ran the 3x3 pilot with three strong reps for one week (Michele Nieberding)
- [ ] Tested it with a few AI-curious reps over a few weeks before the full rollout
- [ ] Held open office hours with use cases tied to the team’s most-asked questions
- [ ] Started answering DMs with the Marketing Brain link

05 · KEEP IT ALIVE

- [ ] Set up a weekly review of the "unknown" log
- [ ] Named an owner and a refresh schedule for every skill

06 · WATCH THE FILM

- [ ] Tied the success metric to a company or department goal (ours: time to close, aiming for a 5% reduction)
- [ ] Published a Marketing Brain roadmap (now, next, later) and set a date to update it
- [ ] Tied every roadmap item back to that goal

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