COPYWRITING COMMERCIAL HYPERKB OS

V1.5 | 800-PAGE AGI-ORIENTED KNOWLEDGE BASE

A cognitive operating system for persuasion without cheap wow: thinking-model copywriting, funnels, mindsets, cognitive levels, commercial levels, proof architecture, RAG/GraphRAG, agentic workflows, ethical courts, and Moussaif theoretical synthesis.

Core Law

Copy converts when it reduces the buyer's decision burden more than it increases suspicion, effort, or reactance.

Reader Protocol: How This 800-Page OS Works

V1.5 is a usable knowledge operating system, not a passive manual.

HOW TO USE THIS OS

Use the PDF as a field manual. For each copy task, start by identifying the buyer state, then run the appropriate page family: mindset, cognitive level, commercial level, filter, proof, tone, funnel, agent, and court.

VERSION 1.5 EXPANSION

This version expands V1 into an 800-page operating base: page-level protocols, prompt cards, RAG metadata, GraphRAG relations, buyer-state matrices, funnel state machines, and evaluation courts.

SCIENTIFIC BACKBONE

The OS uses established persuasion and cognition anchors as external references, while Moussaif theories are presented as theoretical synthesis requiring field testing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ETHICAL BOUNDARY

The system refuses fake scarcity, fabricated proof, coercive pressure, hidden costs, vulnerability exploitation, and autonomy-violating dark patterns. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PRIMARY OPERATING LOOP

Diagnose -> Kernelize -> Draft -> Destroy -> Repair -> Test -> Store result -> Update the model. A page that cannot improve this loop is considered weak knowledge. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI-ORIENTED USE

Thinking models should not merely output text. They should reason over buyer state, claim rank, proof, objection, risk, CTA ability, and post-test memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Start from buyer state, not from headline formulas.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Epistemic Safety Declaration

The OS separates evidence, model, tool, metaphor, hypothesis, and speculative synthesis.

AVAILABLE MATERIAL

This PDF is generated from the user's AGI-HyperKB prompt, prior Moussaif cognitive architecture methodology, and sourced public research anchors in persuasion, cognition, UX, and B2B buying.

THEORETICAL CONSTRUCTION

Moussaif copywriting and funnel theories are not established academic facts. They are operational theories built as synthesis, hypothesis, and tool architecture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN CLAIMS

Do not present invented results, fake testimonials, fake scientific authority, guaranteed outcomes, or hidden assumptions as facts. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DIRECTLY SOURCED

External anchors include ELM, Fogg Behavior Model, Cognitive Load Theory, Prospect Theory, Psychological Reactance, Inoculation Theory, Cialdini influence principles, web scanning, B2B nonlinear buying, and dark-pattern research.

CLAIM RANKS

Every important claim should be treated as established, supported, plausible, theoretical synthesis, hypothesis, speculative, metaphor, unknown, or needing verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ETHICAL CONVERSION

Commercial persuasion must increase buyer understanding and decision quality. It must not decrease autonomy to extract short-term conversion. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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OPERATING NOTE Synthesis is allowed; pretending synthesis is proof is forbidden.

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Architecture Index 1/9

800 pages are organized as interoperable copywriting OS modules.



01 - EXECUTIVE OS ABSTRACT AND EPISTEMIC SAFETY

Pages 2-20. Use this chapter as an operational module. It includes definitions, mechanisms, protocols, model prompts, courts, and update memory rules. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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Pages 761-785. Use this chapter as an operational module. It includes definitions, mechanisms, protocols, model prompts, courts, and update memory rules. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

NAVIGATION RULE
When solving a copy task, combine at least one page from: mindset, cognitive level, commercial level, proof architecture, funnel theory, and destruction court. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The TOC is not a reading order; it is a routing system.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Domain Constitution: Operating Layer

The constitution converts copywriting from text production into agentic decision engineering.

DEFINITION

Commercial copywriting is treated as language, cognitive process, business system, social mechanism, technical architecture, and agentic OS. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL PROTOCOL

1. Identify the buyer's state. 2. Identify the decision burden. 3. Match proof and tone. 4. Write the smallest complete argument. 5. Run courts. 6. Test one hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Diagnose the task through the Domain Constitution layer. Return the active difference, the missing proof, the buyer risk, and the next copy operation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

section:opening; concept:Domain Constitution; confidence:theoretical_synthesis; role:architecture; risk:conceptual_inflation Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNCTION

This module prevents copy from becoming a word exercise. It makes domain constitution an operating layer for diagnosis, generation, critique, retrieval, and update. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BOUNDARY CONDITION

The module fails when it becomes decorative, when it hides weak evidence, or when it creates a bigger concept than the operation it supports. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESTRUCTION CHECK

Ask: Does this idea create a new action? Can it be trained? Can it be tested? Does it improve conversion without reducing autonomy? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An OS is strong only when its concepts run.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Generative Kernel: Operating Layer

The constitution converts copywriting from text production into agentic decision engineering.

DEFINITION

Copy = buyer state x offer mechanism x proof architecture x risk reduction x tone fit x funnel continuity x CTA ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL PROTOCOL

1. Identify the buyer's state. 2. Identify the decision burden. 3. Match proof and tone. 4. Write the smallest complete argument. 5. Run courts. 6. Test one hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Diagnose the task through the Generative Kernel layer. Return the active difference, the missing proof, the buyer risk, and the next copy operation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

section:opening; concept:Generative Kernel; confidence:theoretical_synthesis; role:architecture; risk:conceptual_inflation Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNCTION

This module prevents copy from becoming a word exercise. It makes generative kernel an operating layer for diagnosis, generation, critique, retrieval, and update. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BOUNDARY CONDITION

The module fails when it becomes decorative, when it hides weak evidence, or when it creates a bigger concept than the operation it supports. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESTRUCTION CHECK

Ask: Does this idea create a new action? Can it be trained? Can it be tested? Does it improve conversion without reducing autonomy? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An OS is strong only when its concepts run.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Central Research Question: Operating Layer

The constitution converts copywriting from text production into agentic decision engineering.

DEFINITION

How can copywriting become an AGI-oriented OS that converts through decision-burden reduction and ethical buyer-state alignment? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL PROTOCOL

1. Identify the buyer's state. 2. Identify the decision burden. 3. Match proof and tone. 4. Write the smallest complete argument. 5. Run courts. 6. Test one hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Diagnose the task through the Central Research Question layer. Return the active difference, the missing proof, the buyer risk, and the next copy operation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

section:opening; concept:Central Research Question; confidence:theoretical_synthesis; role:architecture; risk:conceptual_inflation Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNCTION

This module prevents copy from becoming a word exercise. It makes central research question an operating layer for diagnosis, generation, critique, retrieval, and update.

BOUNDARY CONDITION

The module fails when it becomes decorative, when it hides weak evidence, or when it creates a bigger concept than the operation it supports. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESTRUCTION CHECK

Ask: Does this idea create a new action? Can it be trained? Can it be tested? Does it improve conversion without reducing autonomy? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An OS is strong only when its concepts run.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

MCD Lens: Operating Layer

The constitution converts copywriting from text production into agentic decision engineering.

DEFINITION

Strong copy has dense distinctions, multi-level integration, threshold sensitivity, agency power, predictive ability, compression, and low noise. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL PROTOCOL

1. Identify the buyer's state. 2. Identify the decision burden. 3. Match proof and tone. 4. Write the smallest complete argument. 5. Run courts. 6. Test one hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Diagnose the task through the MCD Lens layer. Return the active difference, the missing proof, the buyer risk, and the next copy operation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

section:opening; concept:MCD Lens; confidence:theoretical_synthesis; role:architecture; risk:conceptual_inflation Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNCTION

This module prevents copy from becoming a word exercise. It makes mcd lens an operating layer for diagnosis, generation, critique, retrieval, and update. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BOUNDARY CONDITION

The module fails when it becomes decorative, when it hides weak evidence, or when it creates a bigger concept than the operation it supports. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESTRUCTION CHECK

Ask: Does this idea create a new action? Can it be trained? Can it be tested? Does it improve conversion without reducing autonomy? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An OS is strong only when its concepts run.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

QMCD Lens: Operating Layer

The constitution converts copywriting from text production into agentic decision engineering.

DEFINITION

Before choosing a copy explanation, keep multiple hypotheses alive: attention failure, trust failure, risk failure, CTA ability failure, offer mismatch, channel mismatch.

OPERATIONAL PROTOCOL

1. Identify the buyer's state. 2. Identify the decision burden. 3. Match proof and tone. 4. Write the smallest complete argument. 5. Run courts. 6. Test one hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Diagnose the task through the QMCD Lens layer. Return the active difference, the missing proof, the buyer risk, and the next copy operation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

section:opening; concept:QMCD Lens; confidence:theoretical_synthesis; role:architecture; risk:conceptual_inflation Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNCTION

This module prevents copy from becoming a word exercise. It makes qmcd lens an operating layer for diagnosis, generation, critique, retrieval, and update. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BOUNDARY CONDITION

The module fails when it becomes decorative, when it hides weak evidence, or when it creates a bigger concept than the operation it supports. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESTRUCTION CHECK

Ask: Does this idea create a new action? Can it be trained? Can it be tested? Does it improve conversion without reducing autonomy? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An OS is strong only when its concepts run.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

MCAI Pipeline: Operating Layer

The constitution converts copywriting from text production into agentic decision engineering.

DEFINITION

Extract the active difference, map conflict, route resources, generate candidates, attack them, repair the survivor, test effect, update memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL PROTOCOL

1. Identify the buyer's state. 2. Identify the decision burden. 3. Match proof and tone. 4. Write the smallest complete argument. 5. Run courts. 6. Test one hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Diagnose the task through the MCAI Pipeline layer. Return the active difference, the missing proof, the buyer risk, and the next copy operation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

section:opening; concept:MCAI Pipeline; confidence:theoretical_synthesis; role:architecture; risk:conceptual_inflation Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNCTION

This module prevents copy from becoming a word exercise. It makes mcai pipeline an operating layer for diagnosis, generation, critique, retrieval, and update. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BOUNDARY CONDITION

The module fails when it becomes decorative, when it hides weak evidence, or when it creates a bigger concept than the operation it supports. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESTRUCTION CHECK

Ask: Does this idea create a new action? Can it be trained? Can it be tested? Does it improve conversion without reducing autonomy? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An OS is strong only when its concepts run.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

HAKIM Modules: Operating Layer

The constitution converts copywriting from text production into agentic decision engineering.

DEFINITION

Difference extractor, complexity mapper, inner time, vascular compute, workspace integrator, agency selector, perturbation court, world-effect loop, self-reconstruction memory.

OPERATIONAL PROTOCOL

1. Identify the buyer's state. 2. Identify the decision burden. 3. Match proof and tone. 4. Write the smallest complete argument. 5. Run courts. 6. Test one hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Diagnose the task through the HAKIM Modules layer. Return the active difference, the missing proof, the buyer risk, and the next copy operation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

section:opening; concept:HAKIM Modules; confidence:theoretical_synthesis; role:architecture; risk:conceptual_inflation Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNCTION

This module prevents copy from becoming a word exercise. It makes hakim modules an operating layer for diagnosis, generation, critique, retrieval, and update. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BOUNDARY CONDITION

The module fails when it becomes decorative, when it hides weak evidence, or when it creates a bigger concept than the operation it supports. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESTRUCTION CHECK

Ask: Does this idea create a new action? Can it be trained? Can it be tested? Does it improve conversion without reducing autonomy? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An OS is strong only when its concepts run.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Opening Intelligence: Operating Layer

The constitution converts copywriting from text production into agentic decision engineering.

DEFINITION

The OS opens closed copy problems by reformulating the question, uncovering hidden distinctions, creating tools, and surviving critique. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL PROTOCOL

1. Identify the buyer's state. 2. Identify the decision burden. 3. Match proof and tone. 4. Write the smallest complete argument. 5. Run courts. 6. Test one hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Diagnose the task through the Opening Intelligence layer. Return the active difference, the missing proof, the buyer risk, and the next copy operation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

section:opening; concept:Opening Intelligence; confidence:theoretical_synthesis; role:architecture; risk:conceptual_inflation Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNCTION

This module prevents copy from becoming a word exercise. It makes opening intelligence an operating layer for diagnosis, generation, critique, retrieval, and update. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BOUNDARY CONDITION

The module fails when it becomes decorative, when it hides weak evidence, or when it creates a bigger concept than the operation it supports. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESTRUCTION CHECK

Ask: Does this idea create a new action? Can it be trained? Can it be tested? Does it improve conversion without reducing autonomy? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An OS is strong only when its concepts run.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Elaboration Likelihood Model #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Persuasion changes when buyers process centrally through arguments or peripherally through cues. Copy must know whether the buyer needs depth or shortcuts. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Elaboration Likelihood Model as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For funnel sequencing, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Elaboration Likelihood Model explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Fogg Behavior Model #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Behavior requires motivation, ability, and prompt. Copy fails when it asks for action without making the action easy enough. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Fogg Behavior Model as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For funnel sequencing, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Fogg Behavior Model explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Cognitive Load Theory #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Working memory limits mean copy must sequence complexity, chunk information, and avoid unnecessary burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Cognitive Load Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For funnel sequencing, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Cognitive Load Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Prospect Theory #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

People evaluate outcomes through gains, losses, certainty, and reference points; copy must frame risk responsibly. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Prospect Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For funnel sequencing, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Prospect Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Psychological Reactance #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Pressure can trigger resistance when the buyer feels autonomy is threatened. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Psychological Reactance as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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CLAIM RANK

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TESTING PROTOCOL

Build two variants: one applying Psychological Reactance explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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Evidence Anchor: Inoculation Theory #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Pre-addressed objections can strengthen resistance against later counterarguments when handled carefully. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Inoculation Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

Build two variants: one applying Inoculation Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Cialdini Influence Principles #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Authority, social proof, reciprocity, consistency, liking, unity, and scarcity can be useful when truthful and non-deceptive. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Cialdini Influence Principles as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

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OPERATIONAL QUESTIONS

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TESTING PROTOCOL

Build two variants: one applying Cialdini Influence Principles explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
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Evidence Anchor: F-Pattern Scanning #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Web readers often scan; hierarchy and first-line clarity matter for conversion assets. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses F-Pattern Scanning as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

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For funnel sequencing, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability.

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TESTING PROTOCOL

Build two variants: one applying F-Pattern Scanning explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: B2B Nonlinear Buying #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Business buyers revisit buying jobs; funnels need loops and stakeholder-specific proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses B2B Nonlinear Buying as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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For funnel sequencing, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability.

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TESTING PROTOCOL

Build two variants: one applying B2B Nonlinear Buying explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Dark Pattern Research #1

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Conversion tactics that deceive or coerce can violate autonomy, reduce trust, and create ethical/legal risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Dark Pattern Research as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

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What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Dark Pattern Research explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Elaboration Likelihood Model #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Persuasion changes when buyers process centrally through arguments or peripherally through cues. Copy must know whether the buyer needs depth or shortcuts. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Elaboration Likelihood Model as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

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COPYWRITING TRANSLATION

For proof architecture, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability.

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What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Elaboration Likelihood Model explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

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Evidence Anchor: Fogg Behavior Model #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Behavior requires motivation, ability, and prompt. Copy fails when it asks for action without making the action easy enough. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Fogg Behavior Model as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

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TESTING PROTOCOL

Build two variants: one applying Fogg Behavior Model explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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Evidence Anchor: Cognitive Load Theory #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Working memory limits mean copy must sequence complexity, chunk information, and avoid unnecessary burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Cognitive Load Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

Build two variants: one applying Cognitive Load Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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Evidence Anchor: Prospect Theory #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

People evaluate outcomes through gains, losses, certainty, and reference points; copy must frame risk responsibly. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Prospect Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

Build two variants: one applying Prospect Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Psychological Reactance #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Pressure can trigger resistance when the buyer feels autonomy is threatened. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Psychological Reactance as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

Build two variants: one applying Psychological Reactance explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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Evidence Anchor: Inoculation Theory #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Pre-addressed objections can strengthen resistance against later counterarguments when handled carefully. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Inoculation Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For proof architecture, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Inoculation Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Cialdini Influence Principles #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Authority, social proof, reciprocity, consistency, liking, unity, and scarcity can be useful when truthful and non-deceptive. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Cialdini Influence Principles as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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AGI OPERATING MATRIX

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QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
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Evidence Anchor: F-Pattern Scanning #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Web readers often scan; hierarchy and first-line clarity matter for conversion assets. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

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TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: B2B Nonlinear Buying #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Business buyers revisit buying jobs; funnels need loops and stakeholder-specific proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses B2B Nonlinear Buying as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

Build two variants: one applying B2B Nonlinear Buying explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Dark Pattern Research #2

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Conversion tactics that deceive or coerce can violate autonomy, reduce trust, and create ethical/legal risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Dark Pattern Research as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

Build two variants: one applying Dark Pattern Research explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Elaboration Likelihood Model #3

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Persuasion changes when buyers process centrally through arguments or peripherally through cues. Copy must know whether the buyer needs depth or shortcuts. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For CTA design, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Elaboration Likelihood Model as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

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CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Fogg Behavior Model #3

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Behavior requires motivation, ability, and prompt. Copy fails when it asks for action without making the action easy enough. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Fogg Behavior Model as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

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TESTING PROTOCOL

Build two variants: one applying Fogg Behavior Model explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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MODEL ACTION
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Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Cognitive Load Theory #3

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Working memory limits mean copy must sequence complexity, chunk information, and avoid unnecessary burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Cognitive Load Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

Build two variants: one applying Cognitive Load Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Prospect Theory #3

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

People evaluate outcomes through gains, losses, certainty, and reference points; copy must frame risk responsibly. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Prospect Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

Build two variants: one applying Prospect Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

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hypothesis, variant, result, failure cause, repaired rule, next test

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COURT
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MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Psychological Reactance #3

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Pressure can trigger resistance when the buyer feels autonomy is threatened. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Psychological Reactance as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

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AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

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MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Inoculation Theory #3

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Pre-addressed objections can strengthen resistance against later counterarguments when handled carefully. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Inoculation Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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Evidence Anchor: Cialdini Influence Principles #3

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RESEARCH ANCHOR

Authority, social proof, reciprocity, consistency, liking, unity, and scarcity can be useful when truthful and non-deceptive. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

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TESTING PROTOCOL

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AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

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COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: F-Pattern Scanning #3

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Web readers often scan; hierarchy and first-line clarity matter for conversion assets. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses F-Pattern Scanning as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For CTA design, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying F-Pattern Scanning explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: B2B Nonlinear Buying #3

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Business buyers revisit buying jobs; funnels need loops and stakeholder-specific proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses B2B Nonlinear Buying as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For CTA design, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying B2B Nonlinear Buying explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Dark Pattern Research #3

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Conversion tactics that deceive or coerce can violate autonomy, reduce trust, and create ethical/legal risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Dark Pattern Research as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For CTA design, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Dark Pattern Research explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Elaboration Likelihood Model #4

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Persuasion changes when buyers process centrally through arguments or peripherally through cues. Copy must know whether the buyer needs depth or shortcuts. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Elaboration Likelihood Model as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Elaboration Likelihood Model explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Fogg Behavior Model #4

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Behavior requires motivation, ability, and prompt. Copy fails when it asks for action without making the action easy enough. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Fogg Behavior Model as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Fogg Behavior Model explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Cognitive Load Theory #4

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Working memory limits mean copy must sequence complexity, chunk information, and avoid unnecessary burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Cognitive Load Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Cognitive Load Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Prospect Theory #4

Use psychology as constraint and diagnosis, not as manipulation folklore.



RESEARCH ANCHOR

People evaluate outcomes through gains, losses, certainty, and reference points; copy must frame risk responsibly. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Prospect Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Prospect Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Psychological Reactance #4

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Pressure can trigger resistance when the buyer feels autonomy is threatened. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Psychological Reactance as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Psychological Reactance explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Inoculation Theory #4

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Pre-addressed objections can strengthen resistance against later counterarguments when handled carefully. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Inoculation Theory as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Inoculation Theory explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Cialdini Influence Principles #4

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Authority, social proof, reciprocity, consistency, liking, unity, and scarcity can be useful when truthful and non-deceptive. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Cialdini Influence Principles as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Cialdini Influence Principles explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: F-Pattern Scanning #4

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Web readers often scan; hierarchy and first-line clarity matter for conversion assets. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses F-Pattern Scanning as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying F-Pattern Scanning explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: B2B Nonlinear Buying #4

Use psychology as constraint and diagnosis, not as manipulation folklore.

RESEARCH ANCHOR

Business buyers revisit buying jobs; funnels need loops and stakeholder-specific proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses B2B Nonlinear Buying as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying B2B Nonlinear Buying explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence Anchor: Dark Pattern Research #4

Use psychology as constraint and diagnosis, not as manipulation folklore.



RESEARCH ANCHOR

Conversion tactics that deceive or coerce can violate autonomy, reduce trust, and create ethical/legal risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MOUSSAIF EXTENSION

The OS uses Dark Pattern Research as a grounding layer, then extends it into buyer-state routing, proof-threshold design, and destruction-court evaluation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

Misuse appears when the research anchor is reduced into a trick, formula, or universal rule without boundary conditions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CLAIM RANK

Established/supported for the research anchor; theoretical synthesis for the Moussaif translation; hypothesis for performance claims until tested in a specific market. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPYWRITING TRANSLATION

For copy diagnosis, this anchor becomes a design constraint: do not write from brand desire; write from the buyer's processing condition, risk state, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATIONAL QUESTIONS

What does the buyer need to process? What can they process now? What proof changes their belief? What cue might help without manipulating? What would trigger resistance? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TESTING PROTOCOL

Build two variants: one applying Dark Pattern Research explicitly and one control. Measure not only conversion, but lead quality, trust, bounce, objections, and post-conversion regret.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Good copy respects how people process, decide, resist, and justify.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: Buyer State

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The buyer's current configuration of awareness, motive, fear, role, ability, trust, and commercial stage. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Buyer State is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Buyer State before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Buyer State to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Buyer State. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: Decision Burden

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The total cognitive, emotional, financial, social, implementation, identity, and regret cost of saying yes. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Decision Burden is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Decision Burden before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Decision Burden to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Decision Burden. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: Trust Threshold

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The minimum proof and relationship level required before the buyer accepts the next ask. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Trust Threshold is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Trust Threshold before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Trust Threshold to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Trust Threshold. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: Proof Architecture

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The ordered system of mechanisms, evidence, examples, cases, credentials, demonstrations, and boundaries that support claims. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Proof Architecture is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Proof Architecture before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Proof Architecture to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Proof Architecture. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: Offer Mechanism

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION

The causal or operational explanation of how the offer creates the promised outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Offer Mechanism is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Offer Mechanism before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Offer Mechanism to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Offer Mechanism. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: Risk Symmetry

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The alignment between buyer risk and seller reassurance; high-risk offers need high-risk reduction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Risk Symmetry is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Risk Symmetry before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Risk Symmetry to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Risk Symmetry. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: CTA Ability

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The ease with which the buyer can perform the next action now. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect CTA Ability before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose CTA Ability. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

CTA Ability is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use CTA Ability to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: Objection Memory

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The funnel's capacity to preserve, answer, and update objections across steps. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Objection Memory before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Objection Memory. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Objection Memory is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Objection Memory to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: Tone Fit

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The match between buyer mindset and communicative posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Tone Fit before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Tone Fit. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Tone Fit is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Tone Fit to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 1: Commercial Identity

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The buyer's image of themselves, their role, and the decision they can defend. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Commercial Identity is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Commercial Identity before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Commercial Identity to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Commercial Identity. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: Buyer State

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The buyer's current configuration of awareness, motive, fear, role, ability, trust, and commercial stage. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Buyer State is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Buyer State before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Buyer State to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Buyer State. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: Decision Burden

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION

The total cognitive, emotional, financial, social, implementation, identity, and regret cost of saying yes. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Decision Burden is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Decision Burden before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Decision Burden to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Decision Burden. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: Trust Threshold

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The minimum proof and relationship level required before the buyer accepts the next ask. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Trust Threshold is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Trust Threshold before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Trust Threshold to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Trust Threshold. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: Proof Architecture

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION

The ordered system of mechanisms, evidence, examples, cases, credentials, demonstrations, and boundaries that support claims. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Proof Architecture is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Proof Architecture before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Proof Architecture to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Proof Architecture. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: Offer Mechanism

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The causal or operational explanation of how the offer creates the promised outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Offer Mechanism is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Offer Mechanism before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Offer Mechanism to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Offer Mechanism. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: Risk Symmetry

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION
The alignment between buyer risk and seller reassurance; high-risk offers need high-risk reduction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Risk Symmetry is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Risk Symmetry before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Risk Symmetry to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Risk Symmetry. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: CTA Ability

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The ease with which the buyer can perform the next action now. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect CTA Ability before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose CTA Ability. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

CTA Ability is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use CTA Ability to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: Objection Memory

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The funnel's capacity to preserve, answer, and update objections across steps. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Objection Memory before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Objection Memory. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Objection Memory is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Objection Memory to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: Tone Fit

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The match between buyer mindset and communicative posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Tone Fit before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Tone Fit. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Tone Fit is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Tone Fit to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 2: Commercial Identity

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The buyer's image of themselves, their role, and the decision they can defend. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Commercial Identity is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Commercial Identity before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Commercial Identity to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Commercial Identity. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: Buyer State

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION
The buyer's current configuration of awareness, motive, fear, role, ability, trust, and commercial stage. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Buyer State is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Buyer State before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Buyer State to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Buyer State. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: Decision Burden

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The total cognitive, emotional, financial, social, implementation, identity, and regret cost of saying yes. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Decision Burden is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Decision Burden before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Decision Burden to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Decision Burden. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: Trust Threshold

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The minimum proof and relationship level required before the buyer accepts the next ask. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Trust Threshold is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Trust Threshold before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Trust Threshold to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Trust Threshold. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: Proof Architecture

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The ordered system of mechanisms, evidence, examples, cases, credentials, demonstrations, and boundaries that support claims. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Proof Architecture is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Proof Architecture before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Proof Architecture to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Proof Architecture. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: Offer Mechanism

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION

The causal or operational explanation of how the offer creates the promised outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Offer Mechanism is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Offer Mechanism before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Offer Mechanism to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Offer Mechanism. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: Risk Symmetry

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION
The alignment between buyer risk and seller reassurance; high-risk offers need high-risk reduction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Risk Symmetry is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Risk Symmetry before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Risk Symmetry to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Risk Symmetry. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: CTA Ability

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The ease with which the buyer can perform the next action now. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect CTA Ability before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose CTA Ability. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

CTA Ability is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use CTA Ability to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: Objection Memory

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The funnel's capacity to preserve, answer, and update objections across steps. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Objection Memory before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Objection Memory. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Objection Memory is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Objection Memory to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: Tone Fit

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION

The match between buyer mindset and communicative posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Tone Fit before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Tone Fit. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Tone Fit is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Tone Fit to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 3: Commercial Identity

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The buyer's image of themselves, their role, and the decision they can defend. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Commercial Identity is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Commercial Identity before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Commercial Identity to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Commercial Identity. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: Buyer State

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION
The buyer's current configuration of awareness, motive, fear, role, ability, trust, and commercial stage. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Buyer State is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Buyer State before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Buyer State to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Buyer State. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: Decision Burden

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The total cognitive, emotional, financial, social, implementation, identity, and regret cost of saying yes. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Decision Burden is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Decision Burden before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Decision Burden to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Decision Burden. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: Trust Threshold

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The minimum proof and relationship level required before the buyer accepts the next ask. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Trust Threshold is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Trust Threshold before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Trust Threshold to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Trust Threshold. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: Proof Architecture

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The ordered system of mechanisms, evidence, examples, cases, credentials, demonstrations, and boundaries that support claims. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Proof Architecture is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Proof Architecture before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Proof Architecture to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Proof Architecture. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: Offer Mechanism

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION

The causal or operational explanation of how the offer creates the promised outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Offer Mechanism is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Offer Mechanism before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Offer Mechanism to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Offer Mechanism. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: Risk Symmetry

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The alignment between buyer risk and seller reassurance; high-risk offers need high-risk reduction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Risk Symmetry is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Risk Symmetry before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Risk Symmetry to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Risk Symmetry. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: CTA Ability

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The ease with which the buyer can perform the next action now. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect CTA Ability before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose CTA Ability. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

CTA Ability is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use CTA Ability to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: Objection Memory

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The funnel's capacity to preserve, answer, and update objections across steps. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Objection Memory before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Objection Memory. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Objection Memory is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Objection Memory to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: Tone Fit

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.



DEFINITION

The match between buyer mindset and communicative posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION

The model must inspect Tone Fit before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK

The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD

For this task, diagnose Tone Fit. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION

Tone Fit is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE

Use Tone Fit to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL

Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Primitive 4: Commercial Identity

These primitives are the atoms from which all copy and funnel reasoning is rebuilt.

DEFINITION
The buyer's image of themselves, their role, and the decision they can defend. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DISTINCTION
Commercial Identity is not a slogan. It is a variable that changes what must be written, proven, simplified, sequenced, or removed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OS FUNCTION
The model must inspect Commercial Identity before drafting. If the value is unknown, it should infer cautiously and mark the assumption. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL USE
Use Commercial Identity to decide headline type, proof type, objection block, CTA intensity, and follow-up asset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MISUSE RISK
The concept is misused when it becomes a label without measurement, a persona stereotype, or a justification for pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINI-PROTOCOL
Input: offer and audience. Process: define the variable, choose the strongest blocker, write the repair module. Output: copy decision with test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT CARD
For this task, diagnose Commercial Identity. Give evidence, uncertainty, likely failure mode, and the copy move that repairs it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE If a primitive does not change the copy decision, it is dead vocabulary.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 1. Silent Persuasion - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion is strongest when the buyer feels that the decision emerged from their own reasoning, not from external pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Silent Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Silent Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Silent Persuasion; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Silent Persuasion through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 2. Proof-Weighted Desire - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Desire becomes commercially usable only when it is weighted by proof strong enough to make action defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Proof-Weighted Desire operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Proof-Weighted Desire: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Proof-Weighted Desire; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Proof-Weighted Desire through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 3. Cognitive Mirror Fit - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy converts when it mirrors the buyer's mental model, not merely their demographic profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Cognitive Mirror Fit operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Cognitive Mirror Fit: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Cognitive Mirror Fit; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Cognitive Mirror Fit through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

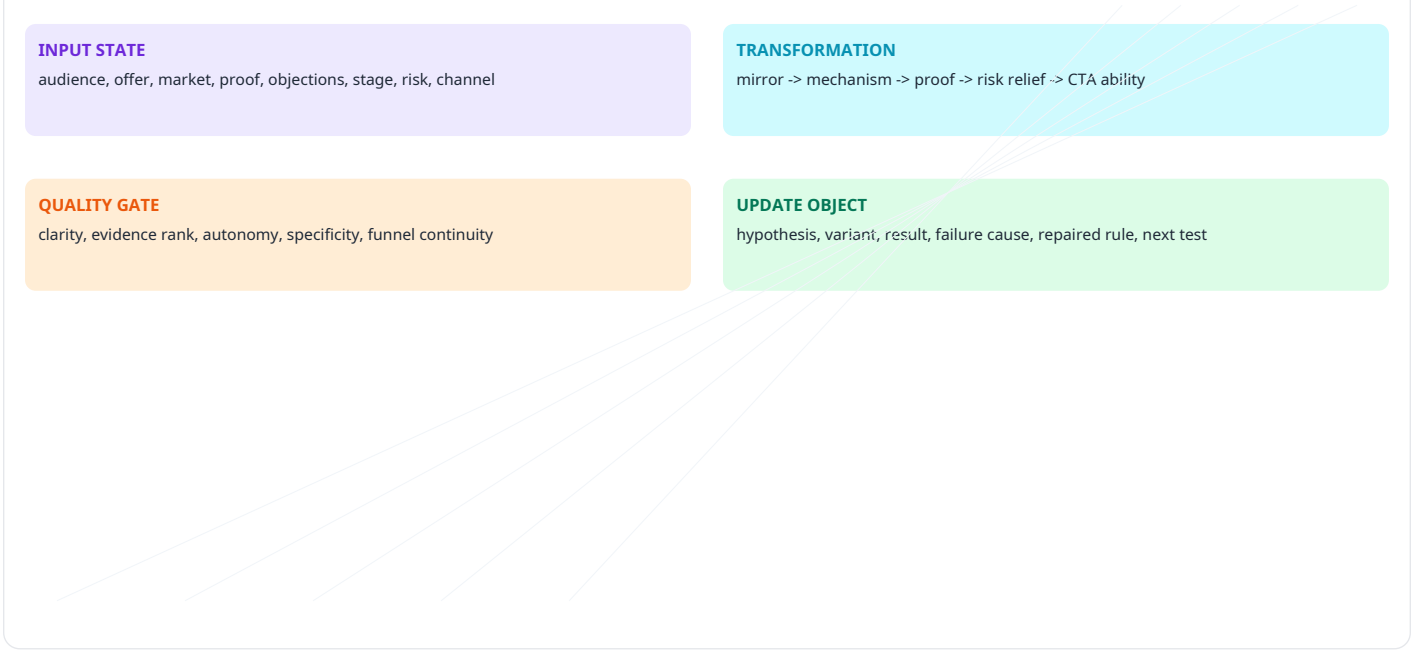
EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 4. Objection Pre-Resolution - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

The best objections should be converted into proof before the buyer has to carry them alone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Objection Pre-Resolution operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Objection Pre-Resolution: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Objection Pre-Resolution; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Objection Pre-Resolution through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Agency-Preserving Persuasion through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM

Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Agency-Preserving Persuasion through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM

Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Agency-Preserving Persuasion through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM

Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Agency-Preserving Persuasion through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM

Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Agency-Preserving Persuasion through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM

Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Agency-Preserving Persuasion through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM

Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS
Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS
This page treats Agency-Preserving Persuasion through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM
Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL
1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE
Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK
Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA
concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS
Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS
This page treats Agency-Preserving Persuasion through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM
Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL
1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE
Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK
Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA
concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Agency-Preserving Persuasion through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM

Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 5. Agency-Preserving Persuasion - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Persuasion increases when the buyer feels guided rather than cornered. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Agency-Preserving Persuasion through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

MECHANISM

Agency-Preserving Persuasion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Agency-Preserving Persuasion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Agency-Preserving Persuasion; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 6. Mechanism-First Promise - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In skeptical markets the mechanism must appear before the promise becomes believable. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Mechanism-First Promise operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Mechanism-First Promise: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Mechanism-First Promise; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Mechanism-First Promise through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

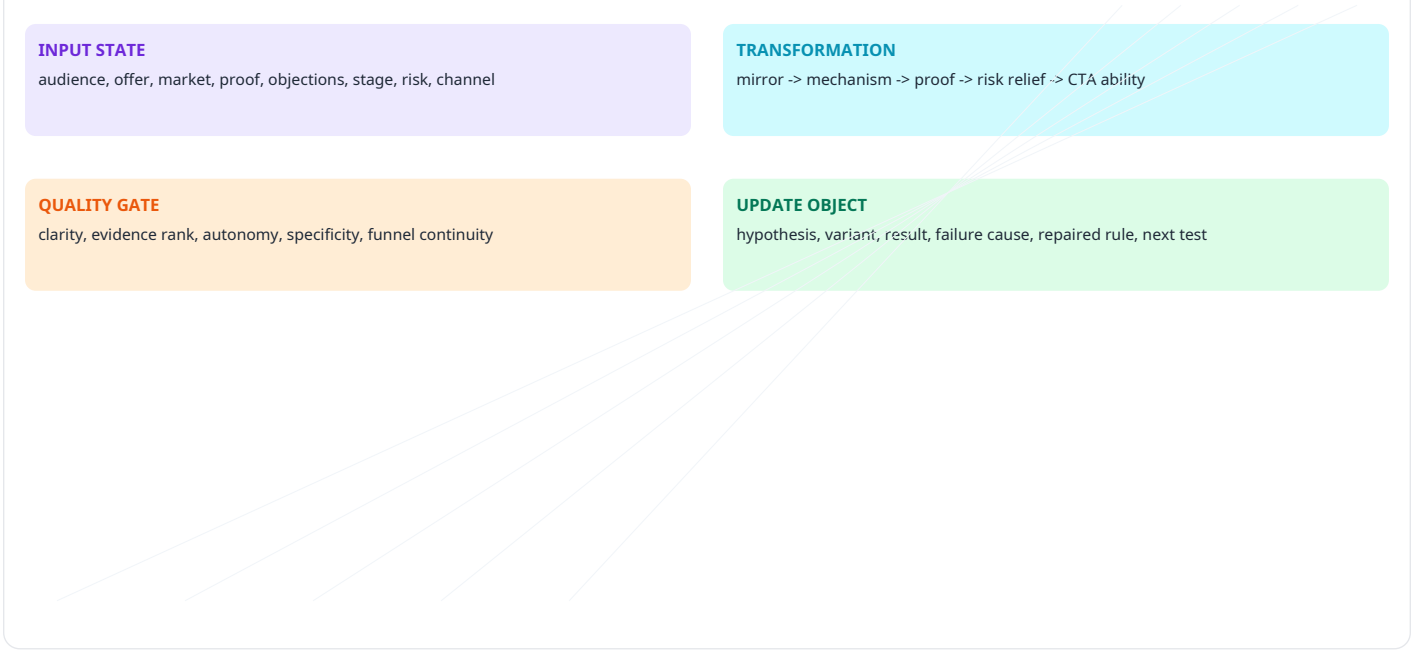
EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 7. Decision-Path Compression - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Copy should shorten the path from confusion to justified next action without deleting necessary reasoning. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Decision-Path Compression operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Decision-Path Compression: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Decision-Path Compression; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Decision-Path Compression through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 8. Trust-Threshold Sequencing - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Every ask must be matched to the trust threshold available at that funnel moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Trust-Threshold Sequencing operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Trust-Threshold Sequencing: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Trust-Threshold Sequencing; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Trust-Threshold Sequencing through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 9. Commercial Identity Alignment - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

Buyers adopt offers that make a desired identity feel coherent, competent, and defensible. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Commercial Identity Alignment operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Commercial Identity Alignment: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Commercial Identity Alignment; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Commercial Identity Alignment through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Theory Constitution

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Theory Constitution; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Theory Constitution. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Mechanism

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Mechanism; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Mechanism. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

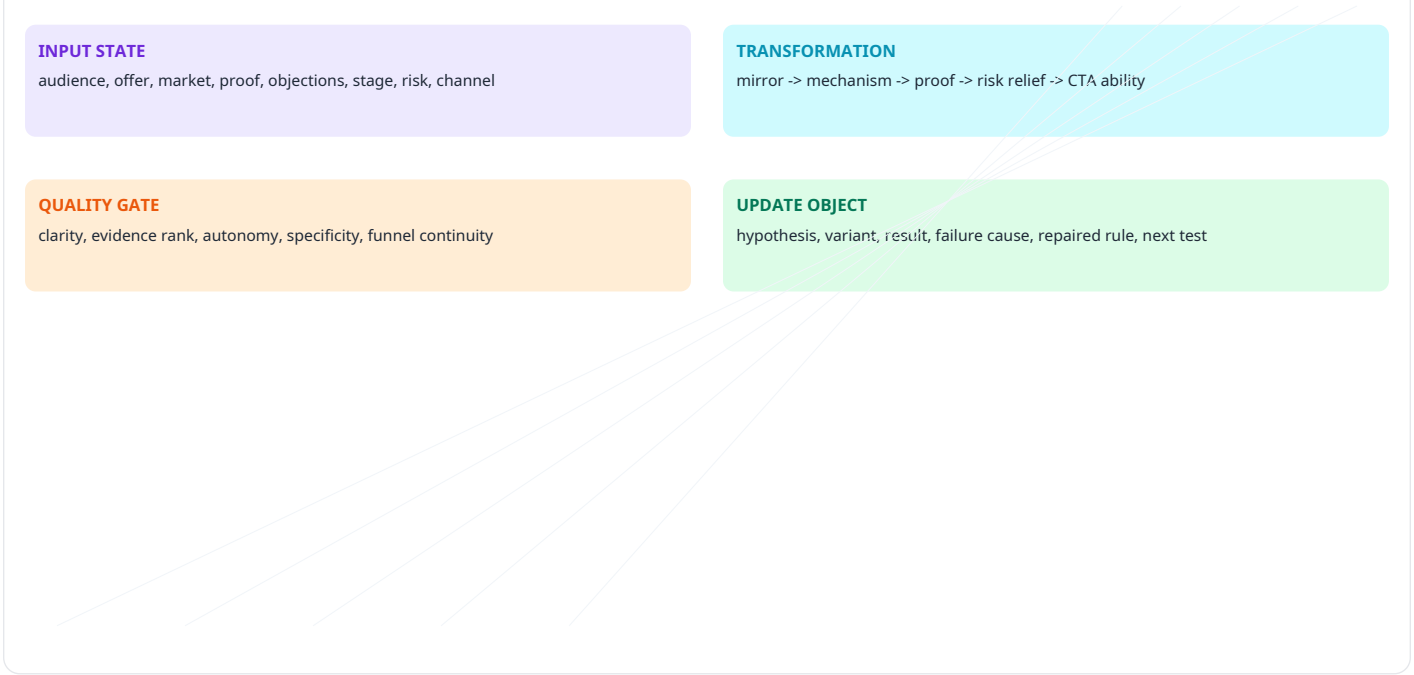
EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Buyer-State Map

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Buyer-State Map; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Buyer-State Map. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Tone Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Tone Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Tone Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

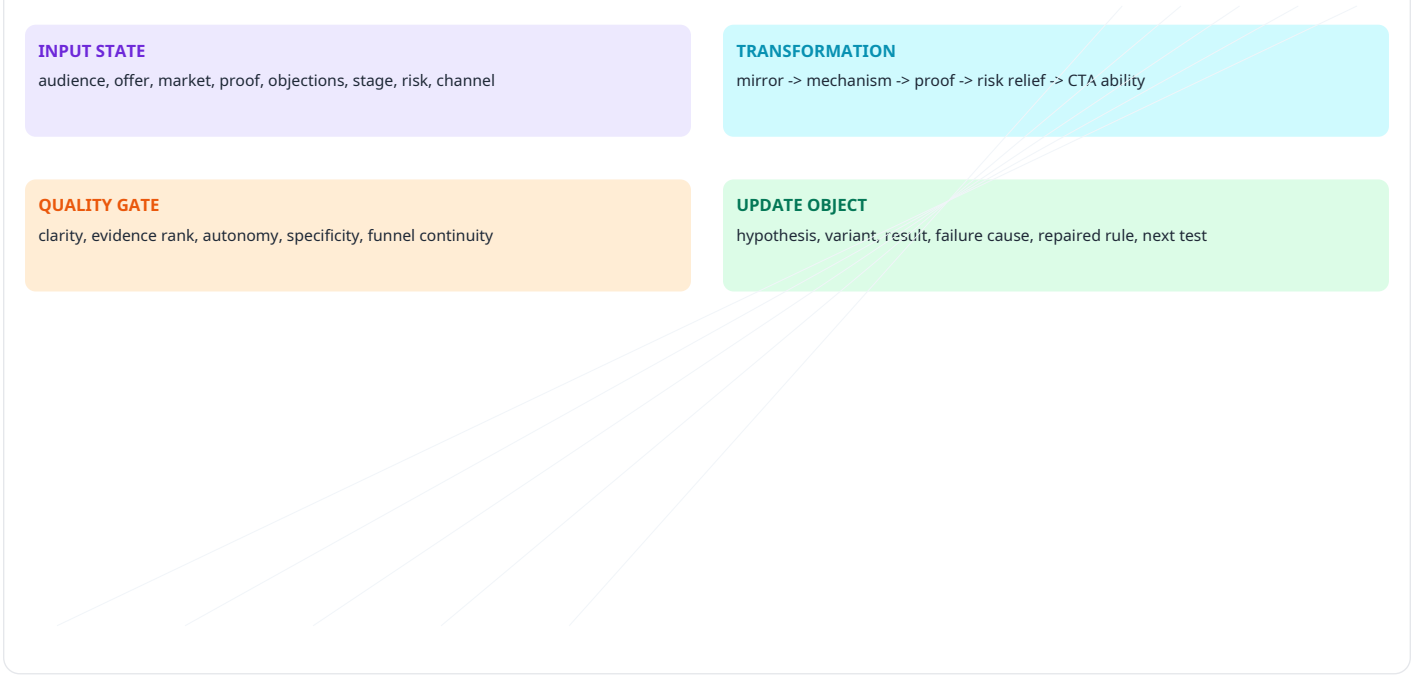
EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Proof Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Proof Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Proof Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Funnel Translation

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Funnel Translation; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Funnel Translation. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Prompt Protocol

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Prompt Protocol; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Prompt Protocol. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Failure Modes

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Failure Modes; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Failure Modes. The aim is not explanation alone; it is to produce a usable decision rule for thinking models. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Destruction Court

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Destruction Court; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Destruction Court. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Theory 10. Anti-Wow Conversion - Metrics and Tests

Each theory is expanded into operational pages for generation, critique, and testing.

CORE THESIS

In mature markets, specificity, mechanism, and risk symmetry beat dramatic wow effects. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

Anti-Wow Conversion operates by aligning problem recognition, trust threshold, proof strength, and action ability while reducing suspicion and cognitive burden. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EXAMPLE MOVE

Instead of saying 'revolutionary results', apply Anti-Wow Conversion: define the mechanism, the condition where it works, the proof available, and the boundary where it may fail.

RAG METADATA

concept:Anti-Wow Conversion; theory:copy; sub_lens:Metrics and Tests; confidence:theoretical_synthesis; test_status:market_specific_required Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

This page treats Anti-Wow Conversion through the lens of Metrics and Tests. The aim is not explanation alone; it is to produce a usable decision rule for thinking models.

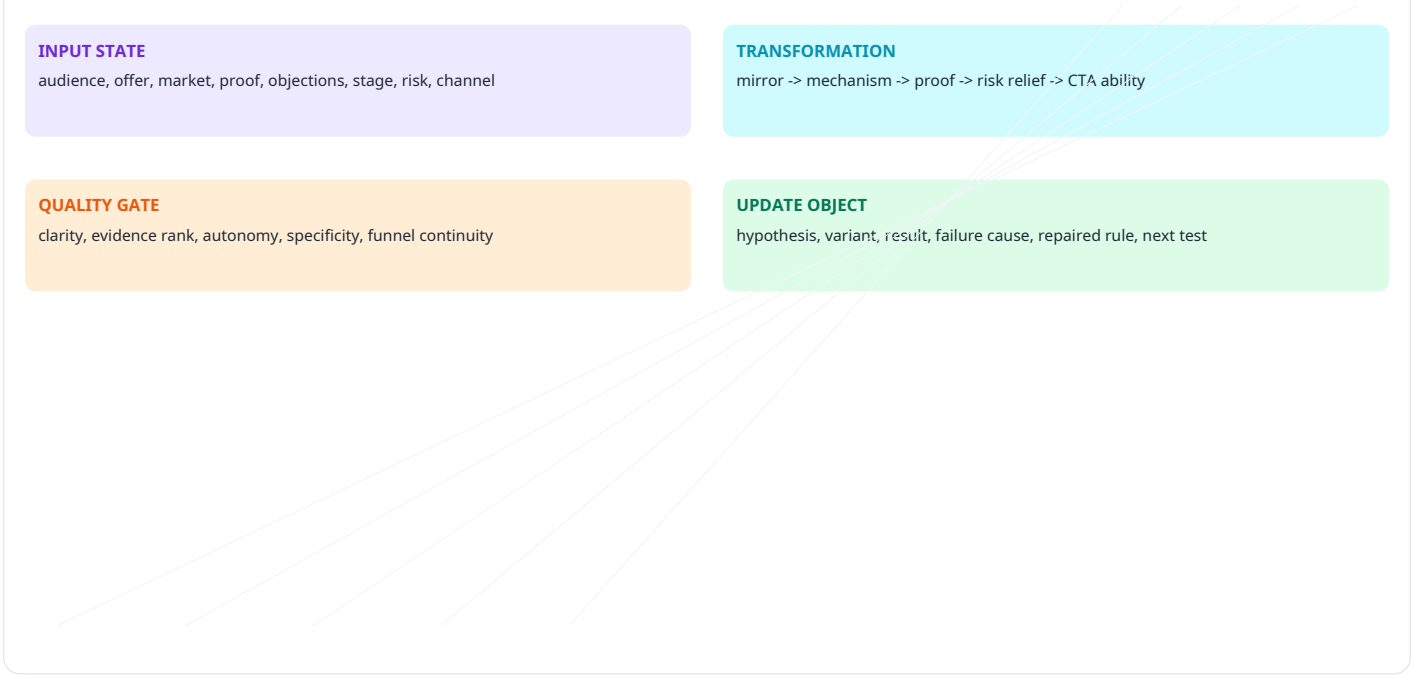
EXECUTION PROTOCOL

1. Identify the buyer's active doubt. 2. Select the proof/clarity/tone lever. 3. Write one precise copy block. 4. Remove hype. 5. Add a testable prediction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT ATTACK

Is this really new? Does it outperform a simpler formula? Does it improve buyer understanding? Would a skeptical expert respect it? Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE A theory is accepted only when it changes the copy operation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Stage Logic

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 1. Belief Migration Funnel - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel is the migration of beliefs from unclear problem to justified next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Belief Migration Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Belief Migration Funnel; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Stage Logic

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 2. Trust Escalation Funnel - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

Ask intensity must rise only after trust has been raised by evidence, clarity, and fit. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Trust Escalation Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

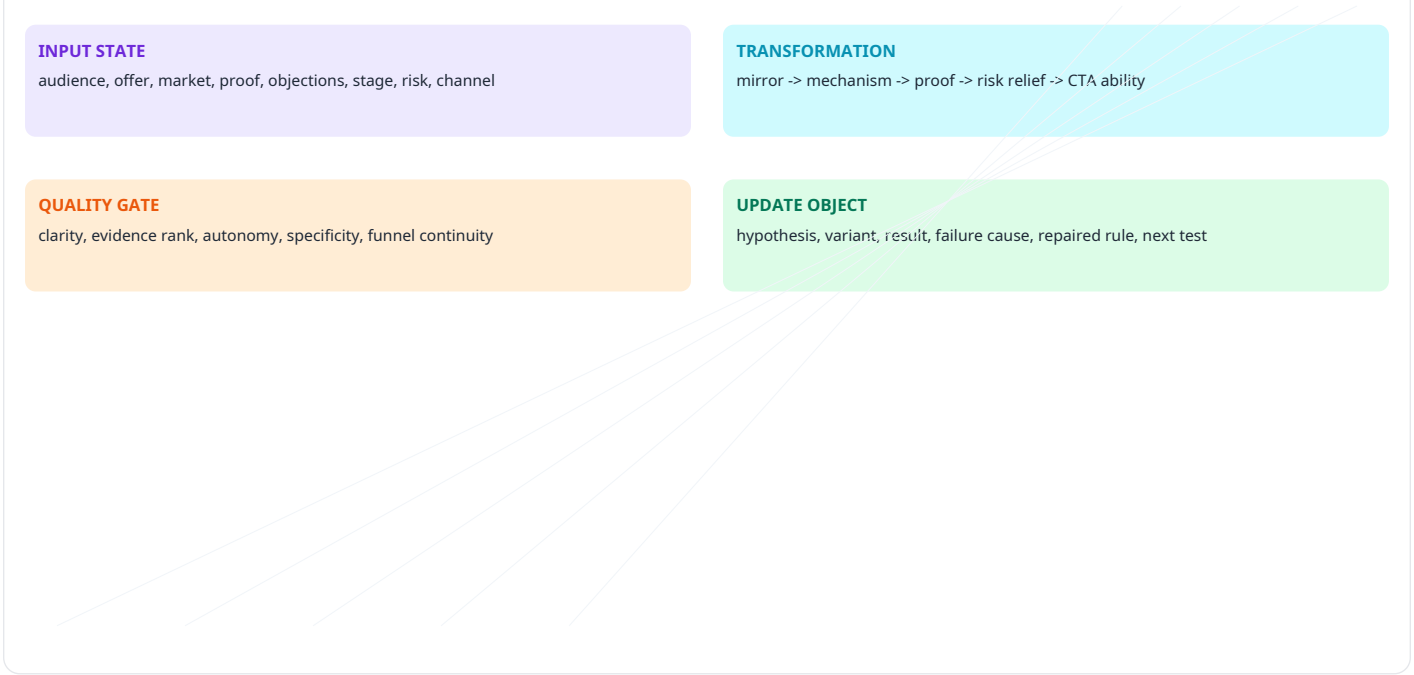
FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Trust Escalation Funnel; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Risk Decomposition Funnel; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Stage Logic

Funnels are belief-migration systems, not page chains.

CORE THESIS

Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Risk Decomposition Funnel; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Risk Decomposition Funnel; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Risk Decomposition Funnel; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Risk Decomposition Funnel; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Risk Decomposition Funnel; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Risk Decomposition Funnel; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Risk Decomposition Funnel; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS
Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS
The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL
For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION
Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE
The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE
The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA
concept:Risk Decomposition Funnel; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 3. Risk Decomposition Funnel - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

Resistance is decomposed into money, time, identity, implementation, social, and regret risks. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Risk Decomposition Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

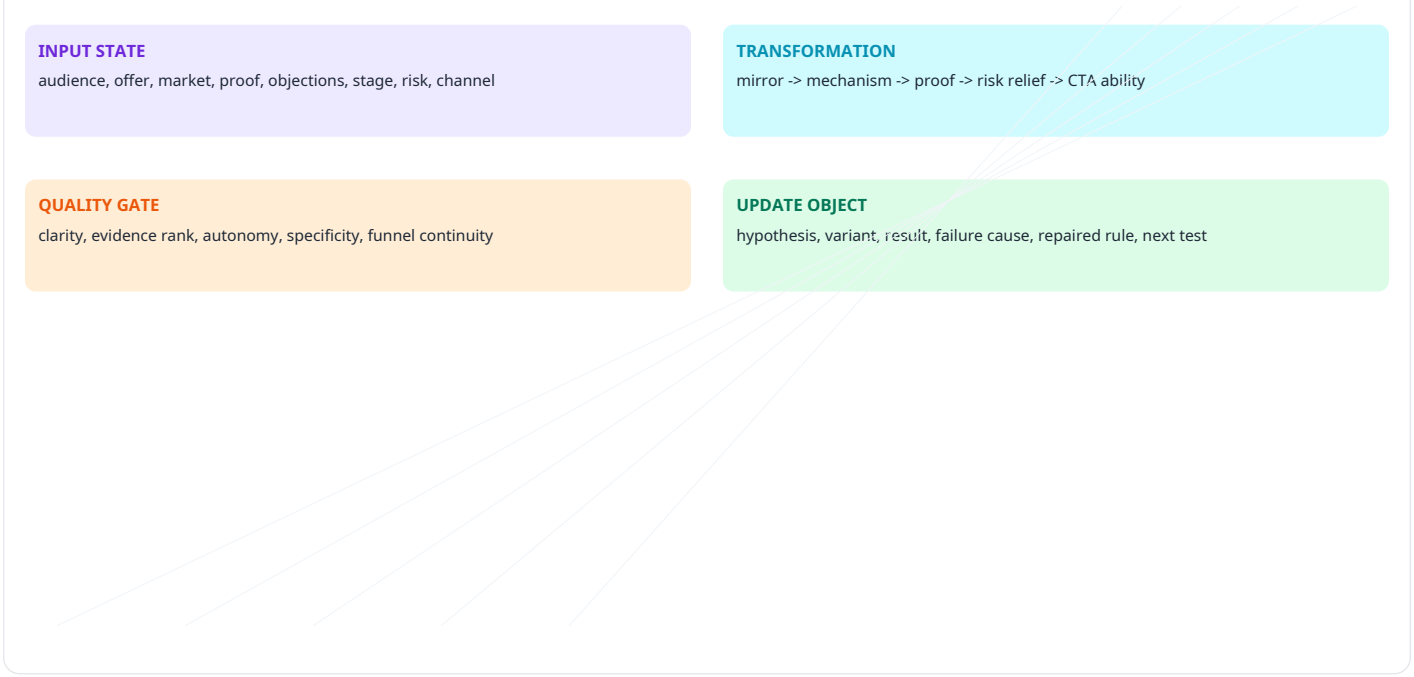
FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Risk Decomposition Funnel; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Stage Logic

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 4. Nonlinear Buyer Re-entry - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

Buyers revisit buying jobs; funnels must support loops, not just straight paths. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Nonlinear Buyer Re-entry; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Nonlinear Buyer Re-entry to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Objection Memory Funnel; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Stage Logic

Funnels are belief-migration systems, not page chains.

CORE THESIS

Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Objection Memory Funnel; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Objection Memory Funnel; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Objection Memory Funnel; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Objection Memory Funnel; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Objection Memory Funnel; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Objection Memory Funnel; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Objection Memory Funnel; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS
Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS
The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL
For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION
Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE
The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE
The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA
concept:Objection Memory Funnel; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 5. Objection Memory Funnel - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

Every unresolved objection contaminates the next step unless the funnel carries memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Objection Memory Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Objection Memory Funnel; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Stage Logic

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

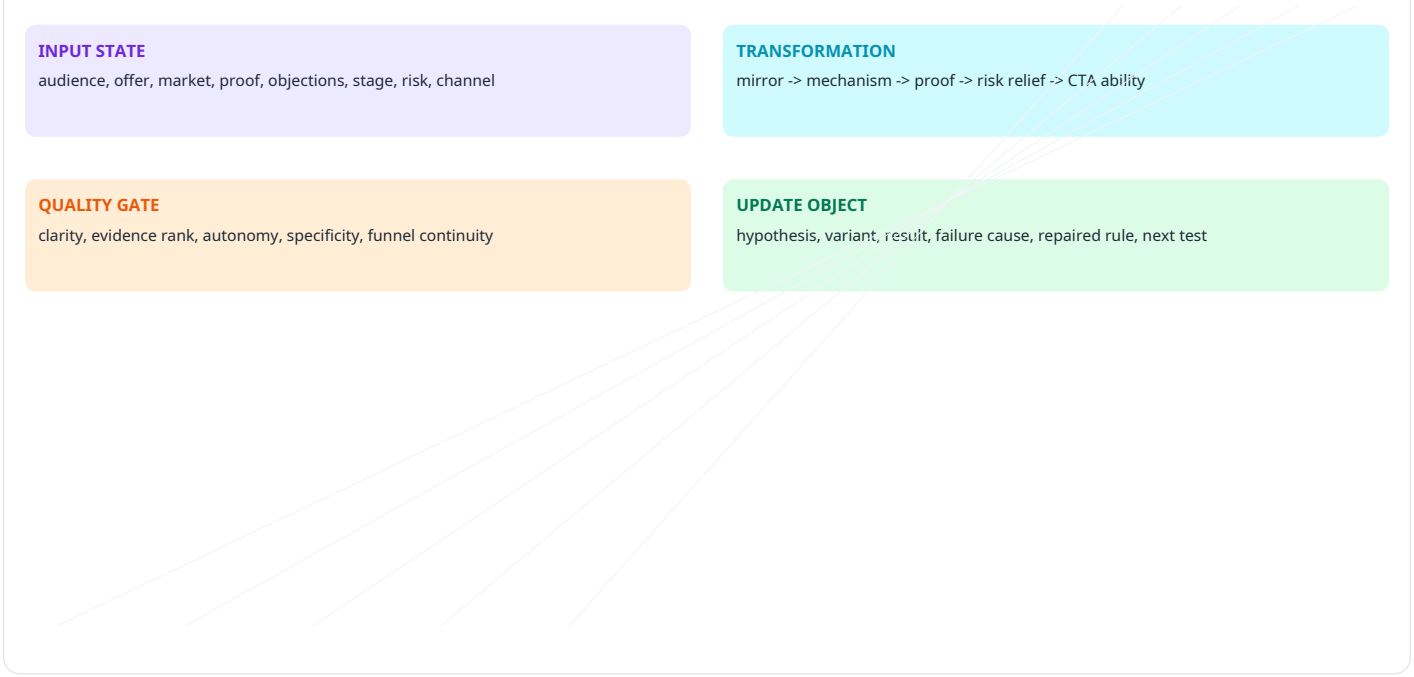
FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

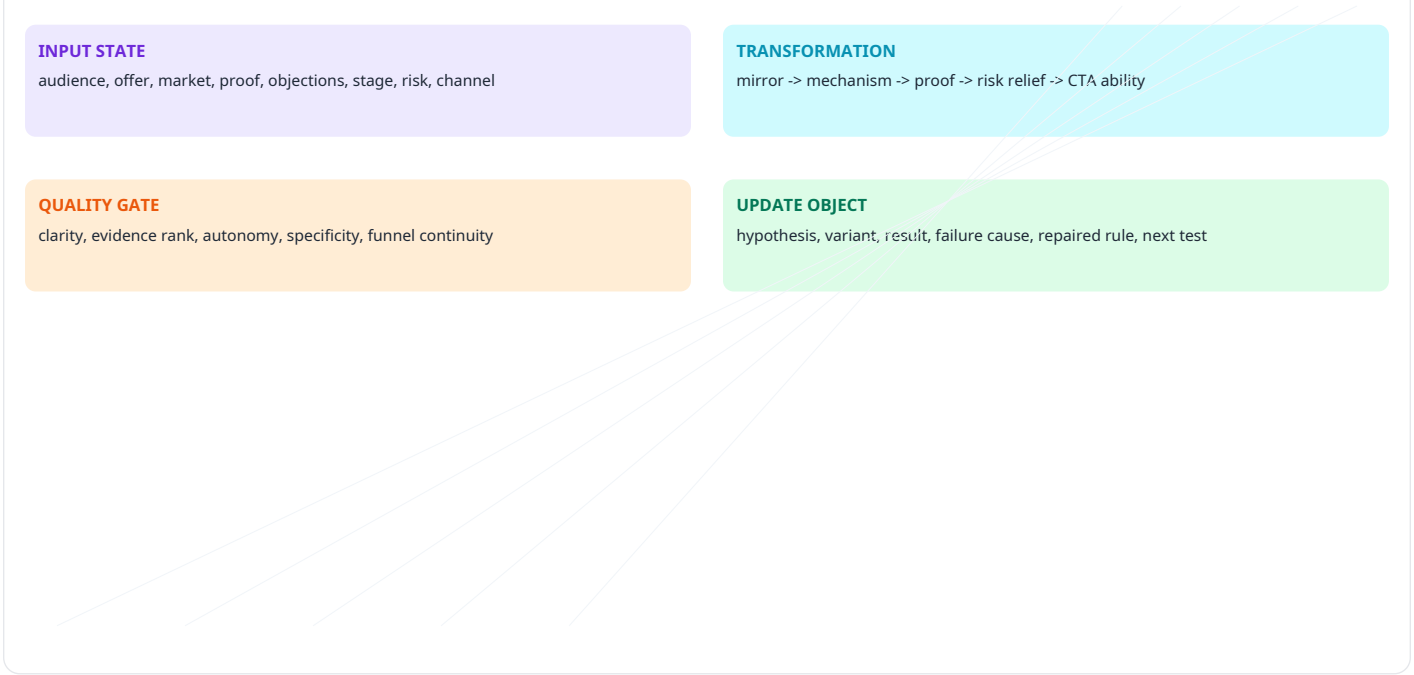
FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 6. Proof Laddering Funnel - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

Proof must escalate from familiar credibility to mechanism, demonstration, comparison, and risk reversal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Proof Laddering Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Proof Laddering Funnel; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Stage Logic

Funnels are belief-migration systems, not page chains.



CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

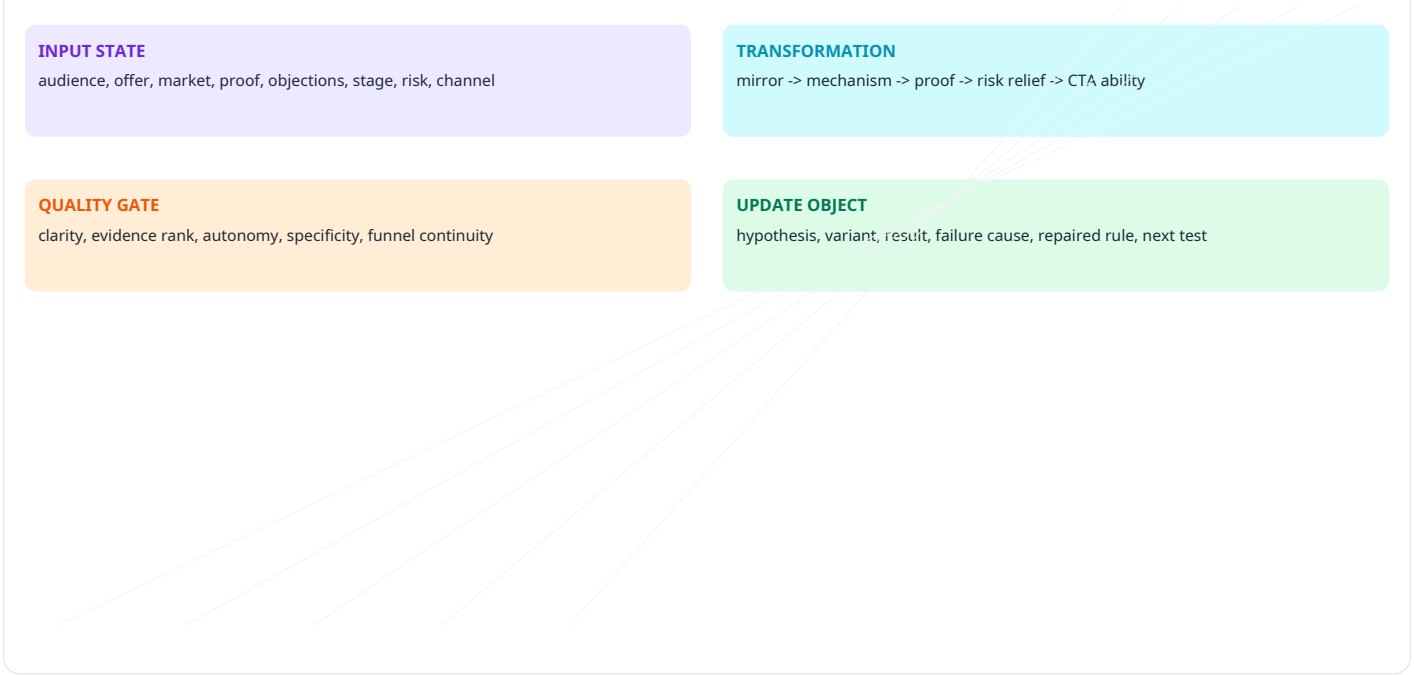
FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

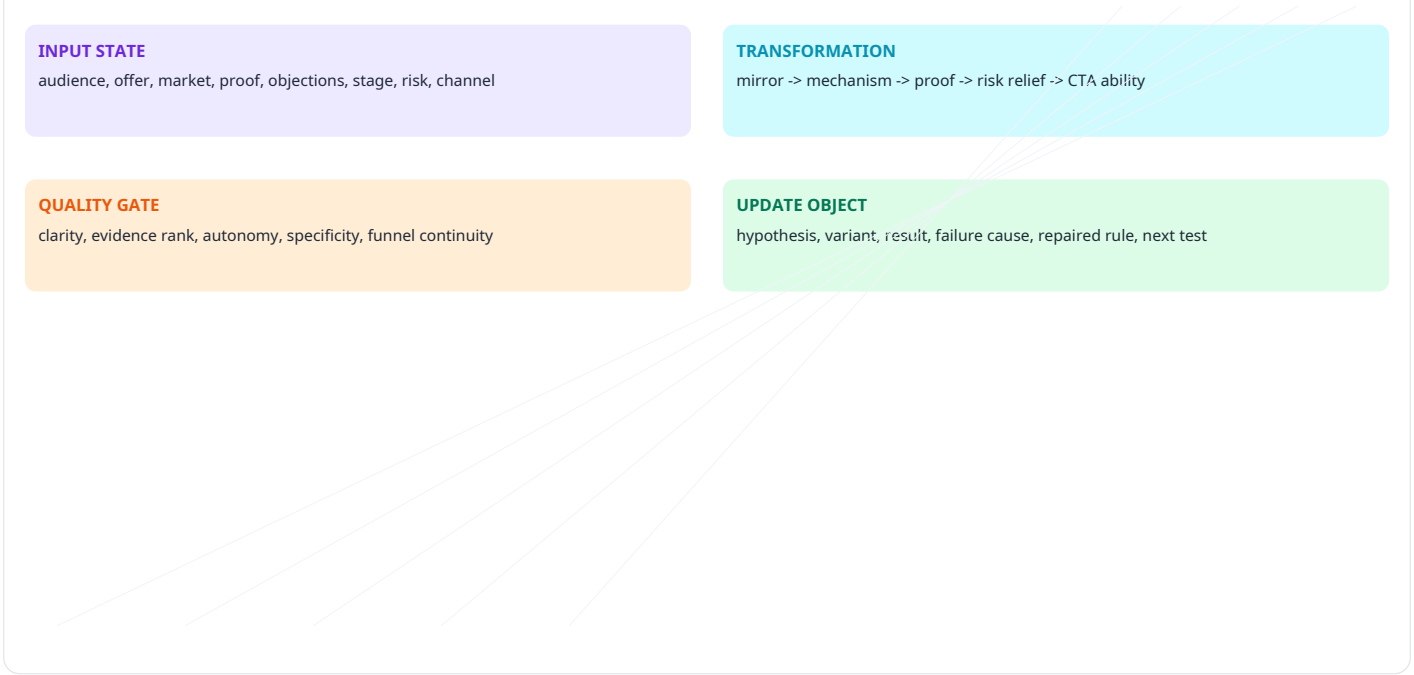
FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 7. CTA Ability Funnel - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

A call to action works when motivation, ability, prompt, and trust threshold align. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply CTA Ability Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:CTA Ability Funnel; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Stage Logic

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

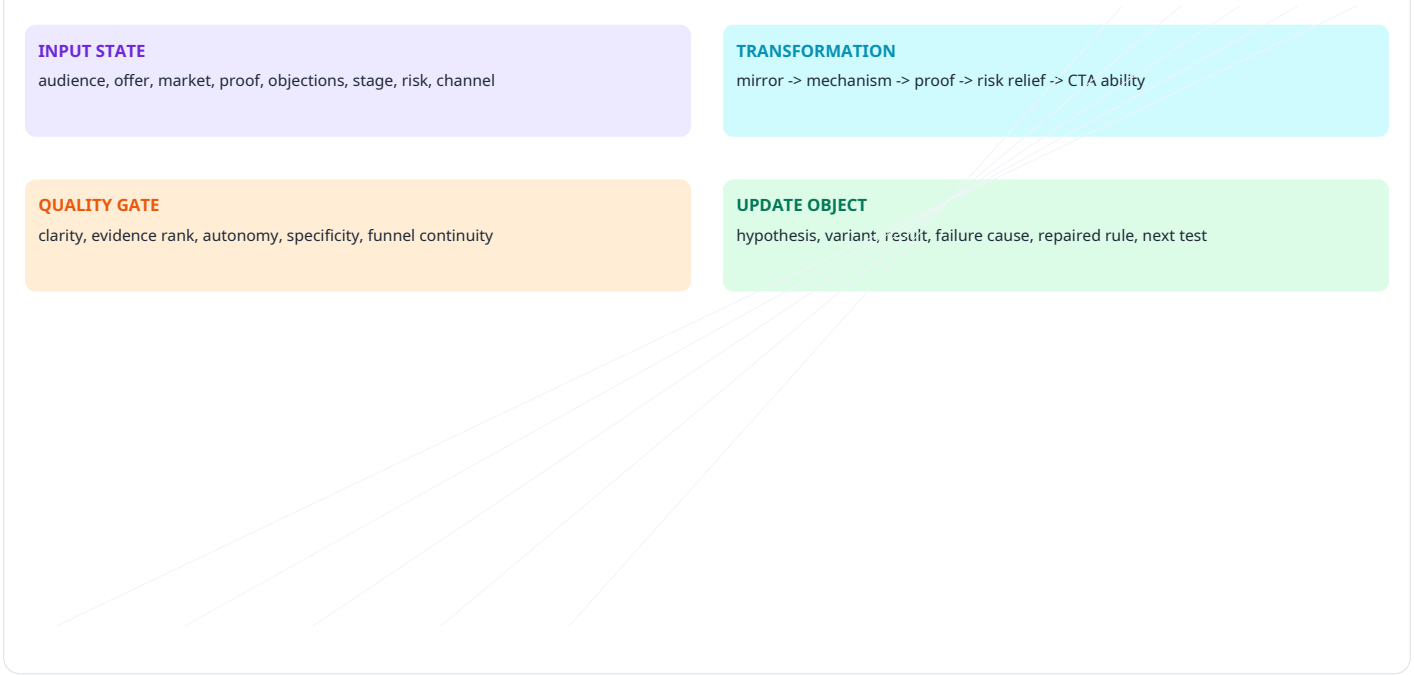
FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

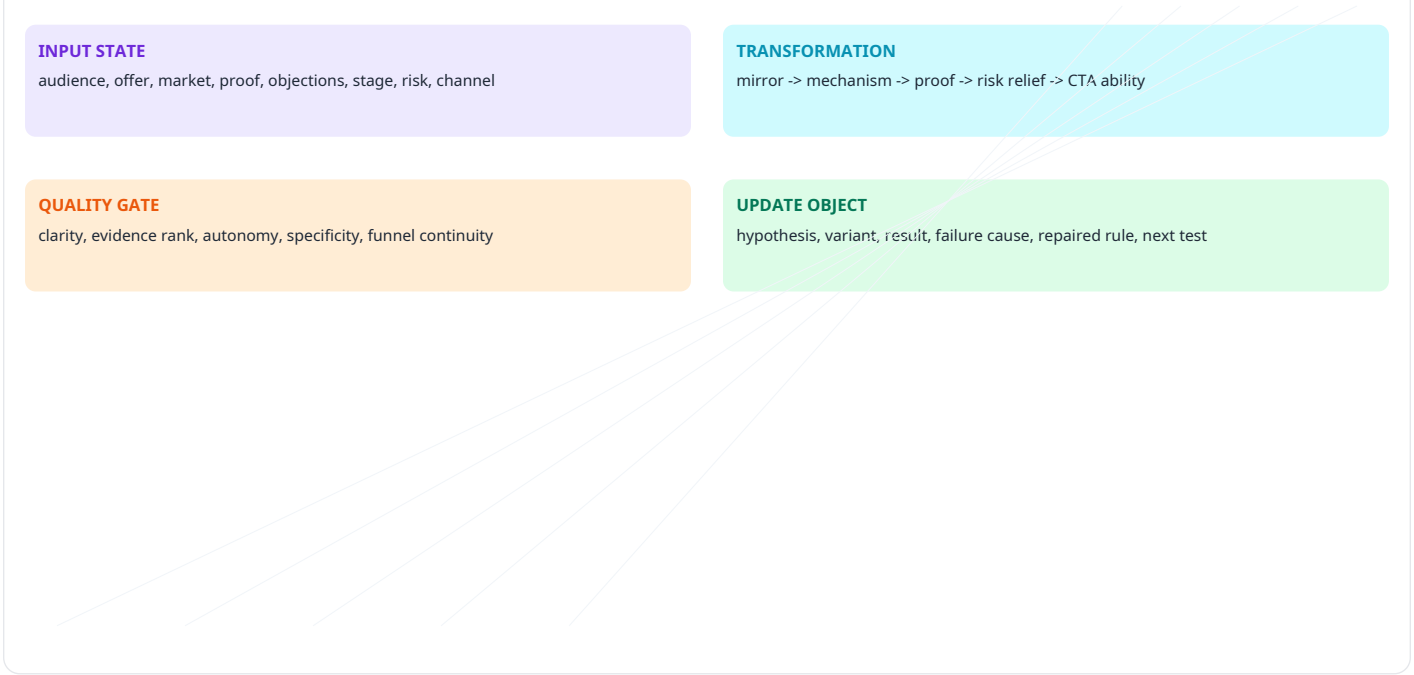
FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

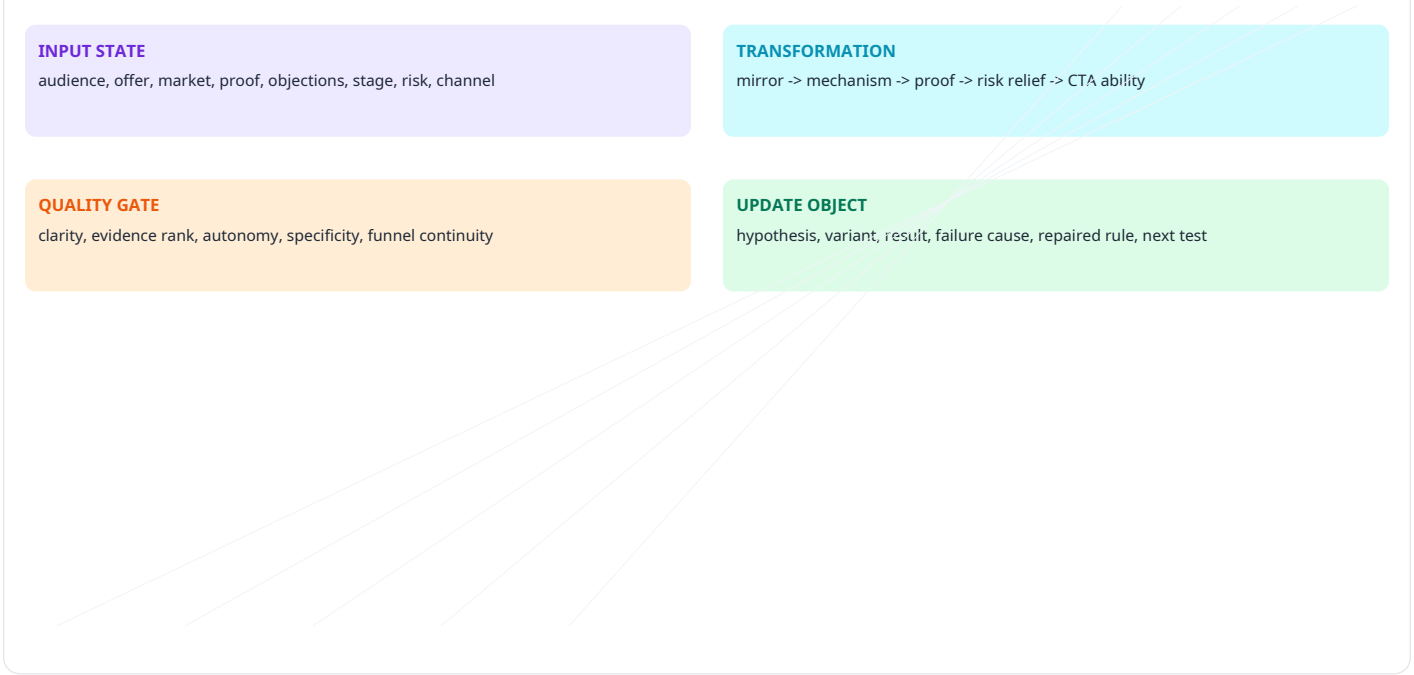
FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 8. Buyer Committee Funnel - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

B2B copy must equip the internal champion to persuade users, managers, finance, technical reviewers, and procurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Buyer Committee Funnel to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Buyer Committee Funnel; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Stage Logic

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 9. Value-Time Compression - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

A funnel earns attention credit when relevant value appears quickly without false simplification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Value-Time Compression to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Value-Time Compression; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Funnel Constitution

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Funnel Constitution; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Funnel Constitution lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Stage Logic

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stage Logic lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Stage Logic; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Belief Migration

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Belief Migration lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Belief Migration; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Proof Ladder

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Proof Ladder lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Proof Ladder; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Risk Architecture

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Risk Architecture lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Risk Architecture; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Stakeholder Path

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Stakeholder Path lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Stakeholder Path; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Channel Deployment

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Channel Deployment; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Channel Deployment lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Agent Prompt

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Agent Prompt lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Agent Prompt; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Failure Modes

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Failure Modes lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Failure Modes; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Funnel Theory 10. Post-Conversion Continuity - Metrics and Tests

Funnels are belief-migration systems, not page chains.

CORE THESIS

The funnel continues after the sale through onboarding, usage, reassurance, and proof of progress. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SUBPAGE LENS

The Metrics and Tests lens turns the funnel from a sequence into a state machine that remembers buyer belief, risk, and unresolved objections. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

STAGE PROTOCOL

For each step define: buyer belief before, belief after, proof delivered, risk reduced, CTA ability, next memory object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL APPLICATION

Apply Post-Conversion Continuity to landing pages, retargeting, emails, sales calls, onboarding, and post-purchase reassurance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENTIC RULE

The model must never generate the next funnel step without reading the previous step's unresolved objections and trust threshold. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FAILURE MODE

The funnel fails when it asks for more commitment than the buyer can justify at that moment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG METADATA

concept:Post-Conversion Continuity; theory:funnel; lens:Metrics and Tests; confidence:theoretical_synthesis; memory:objection_state Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The next step must inherit the previous doubt.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 1. Problem Mirror - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Use the buyer's own language for the problem before introducing brand language. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Analytical thinks 'Show me the logic.' Best tone: Structured, evidenced, comparative. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Pattern Scanner. Requirement: State the category before the novelty. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Symptom-Aware. Copy objective: Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Problem Mirror filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Problem Mirror from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 1. Problem Mirror - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Use the buyer's own language for the problem before introducing brand language. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Burned-Before thinks 'I tried this already.' Best tone: Empathic, differentiating, mechanism-led. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Pain Recognizer. Requirement: Mirror the pain with texture and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Problem-Aware. Copy objective: Clarify cause and cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Problem Mirror filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Problem Mirror from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 1. Problem Mirror - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Use the buyer's own language for the problem before introducing brand language. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Busy Executive thinks 'Give me the business case.' Best tone: Executive, compressed, outcome-led. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Benefit Seeker. Requirement: Make the benefit concrete and situated. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Cause-Aware. Copy objective: Explain mechanism and diagnosis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Problem Mirror filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Problem Mirror from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 1. Problem Mirror - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Use the buyer's own language for the problem before introducing brand language. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: CFO thinks 'Does the cost make sense?' Best tone: Financial, risk-adjusted, comparative. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Skeptical Scanner. Requirement: Use constraints, proof, anti-hype. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Solution-Aware. Copy objective: Differentiate the approach. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Problem Mirror filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Problem Mirror from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 1. Problem Mirror - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Use the buyer's own language for the problem before introducing brand language. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Compliance Buyer thinks 'Is this safe and defensible?' Best tone: Formal, precise, process-backed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Comparison Thinker. Requirement: Use contrast tables and tradeoffs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Product-Aware. Copy objective: Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Problem Mirror filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Problem Mirror from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 2. Pain Texture - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Classify pain as financial, emotional, operational, social, identity-based, strategic, or compliance-driven. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Status-Seeking thinks 'Will this elevate me?' Best tone: Aspirational, premium, socially aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Benefit Seeker. Requirement: Make the benefit concrete and situated. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Solution-Aware. Copy objective: Differentiate the approach. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Pain Texture filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Pain Texture from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 2. Pain Texture - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Classify pain as financial, emotional, operational, social, identity-based, strategic, or compliance-driven. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Expert thinks 'Do not insult me.' Best tone: Precise, advanced, respectful. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Skeptical Scanner. Requirement: Use constraints, proof, anti-hype. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Product-Aware. Copy objective: Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Pain Texture filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Pain Texture from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 2. Pain Texture - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Classify pain as financial, emotional, operational, social, identity-based, strategic, or compliance-driven. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Founder thinks 'Will this create growth?' Best tone: Strategic, urgent, market-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Comparison Thinker. Requirement: Use contrast tables and tradeoffs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Offer-Aware. Copy objective: Reduce risk and clarify terms. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Pain Texture filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Pain Texture from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 2. Pain Texture - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Classify pain as financial, emotional, operational, social, identity-based, strategic, or compliance-driven. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Technical Evaluator thinks 'Will this integrate?' Best tone: Architectural, exact, documented. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Mechanism Seeker. Requirement: Explain mechanism before superiority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Price-Aware. Copy objective: Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Pain Texture filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Pain Texture from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 2. Pain Texture - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Classify pain as financial, emotional, operational, social, identity-based, strategic, or compliance-driven. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Community-Driven thinks 'Do people like me use this?' Best tone: Relational, peer-proof, belonging-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Proof Seeker. Requirement: Show data, case, demonstration, or credentials. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Competitor-Aware. Copy objective: Create precise contrast. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Pain Texture filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Pain Texture from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 3. Desired Identity - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Identify the version of self, role, or company the buyer wants the decision to support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Risk-Averse thinks 'What if this fails?' Best tone: Reassuring, bounded, proof-heavy. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Comparison Thinker. Requirement: Use contrast tables and tradeoffs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Price-Aware. Copy objective: Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Desired Identity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Desired Identity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 3. Desired Identity - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Identify the version of self, role, or company the buyer wants the decision to support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Beginner thinks 'Explain without making me feel stupid.' Best tone: Pedagogical, concrete, safe. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Mechanism Seeker. Requirement: Explain mechanism before superiority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Competitor-Aware. Copy objective: Create precise contrast. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Desired Identity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Desired Identity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 3. Desired Identity - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Identify the version of self, role, or company the buyer wants the decision to support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Operator thinks 'Can the team implement this?' Best tone: Workflow-based, practical, specific. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Proof Seeker. Requirement: Show data, case, demonstration, or credentials. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Urgency-Aware. Copy objective: Explain why now without pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Desired Identity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Desired Identity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 3. Desired Identity - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Identify the version of self, role, or company the buyer wants the decision to support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Creative Buyer thinks 'Does this have taste?' Best tone: Conceptual, visual, non-generic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Budget-Limited. Copy objective: Use tiering, payment, ROI, or scope clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Desired Identity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Risk Calculator. Requirement: Decompose and reverse risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Desired Identity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 3. Desired Identity - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Identify the version of self, role, or company the buyer wants the decision to support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Self-Improver thinks 'Can this change my capability?' Best tone: Encouraging, stepwise, non-shaming. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Cost Justifier. Requirement: ROI, cost of inaction, break-even path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Authority-Dependent. Copy objective: Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Desired Identity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Desired Identity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 4. Fear of Loss - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Name what the buyer is afraid to lose, then frame urgency without coercion. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Burned-Before thinks 'I tried this already.' Best tone: Empathic, differentiating, mechanism-led. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Proof Seeker. Requirement: Show data, case, demonstration, or credentials. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Budget-Limited. Copy objective: Use tiering, payment, ROI, or scope clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Fear of Loss filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Fear of Loss from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 4. Fear of Loss - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Name what the buyer is afraid to lose, then frame urgency without coercion. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Busy Executive thinks 'Give me the business case.' Best tone: Executive, compressed, outcome-led. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Authority-Dependent. Copy objective: Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Fear of Loss from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Risk Calculator. Requirement: Decompose and reverse risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Fear of Loss filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 4. Fear of Loss - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Name what the buyer is afraid to lose, then frame urgency without coercion. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: CFO thinks 'Does the cost make sense?' Best tone: Financial, risk-adjusted, comparative. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Cost Justifier. Requirement: ROI, cost of inaction, break-even path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Committee-Driven. Copy objective: Map benefits by stakeholder role. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Fear of Loss filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Fear of Loss from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 4. Fear of Loss - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Name what the buyer is afraid to lose, then frame urgency without coercion. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Compliance Buyer thinks 'Is this safe and defensible?' Best tone: Formal, precise, process-backed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Time Optimizer. Requirement: Show implementation timeline and effort. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Procurement-Bound. Copy objective: Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Fear of Loss filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Fear of Loss from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 4. Fear of Loss - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Name what the buyer is afraid to lose, then frame urgency without coercion. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Luxury Buyer thinks 'Is this premium?' Best tone: Minimal, elegant, high-signal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Identity Interpreter. Requirement: Map offer to role and aspiration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: High-Ticket. Copy objective: Deep proof, process, guarantee, fit filter. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Fear of Loss filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Fear of Loss from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 5. Trust Deficit - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Define why the buyer would doubt the claim, the brand, the category, or the promised mechanism. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Expert thinks 'Do not insult me.' Best tone: Precise, advanced, respectful. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Cost Justifier. Requirement: ROI, cost of inaction, break-even path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Procurement-Bound. Copy objective: Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Trust Deficit filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Trust Deficit from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 5. Trust Deficit - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Define why the buyer would doubt the claim, the brand, the category, or the promised mechanism. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Founder thinks 'Will this create growth?' Best tone: Strategic, urgent, market-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Time Optimizer. Requirement: Show implementation timeline and effort. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: High-Ticket. Copy objective: Deep proof, process, guarantee, fit filter. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

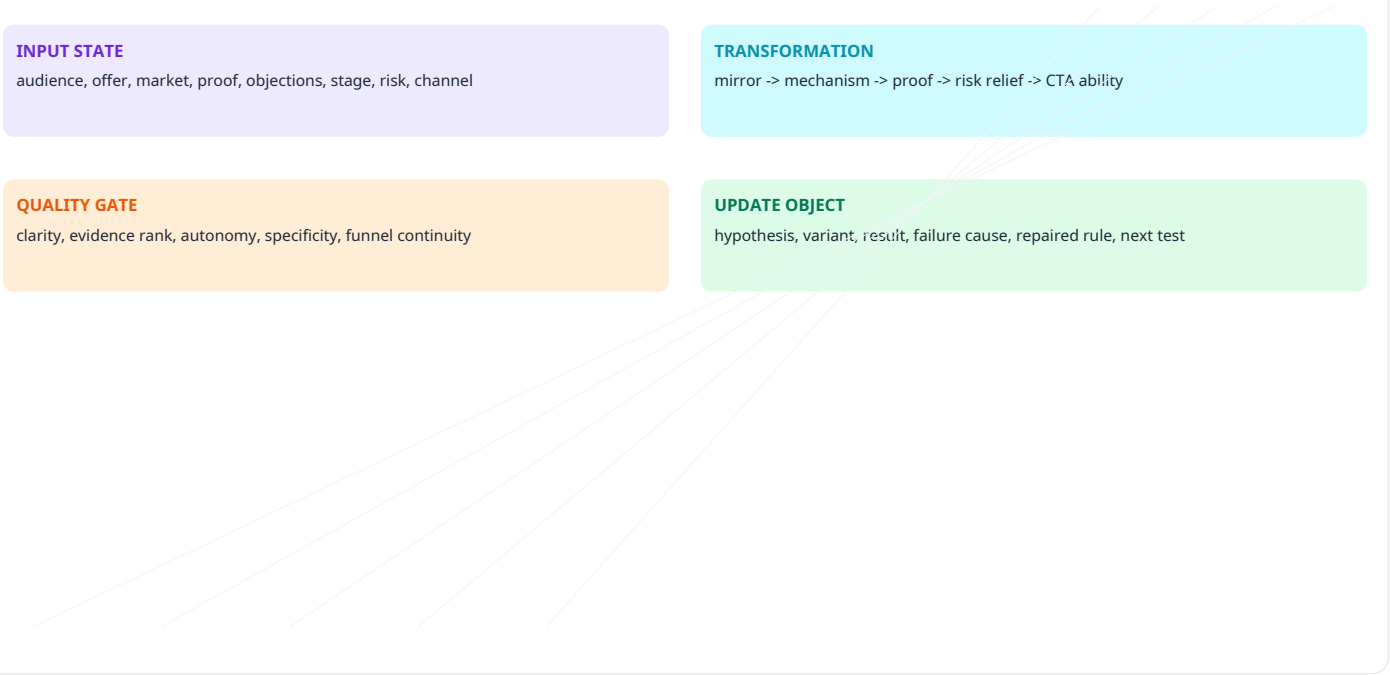
AGENT PROMPT

Apply the Trust Deficit filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Trust Deficit from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 5. Trust Deficit - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Define why the buyer would doubt the claim, the brand, the category, or the promised mechanism. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Technical Evaluator thinks 'Will this integrate?' Best tone: Architectural, exact, documented. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Identity Interpreter. Requirement: Map offer to role and aspiration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Low-Ticket Impulse. Copy objective: Fast clarity and simple CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Trust Deficit filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Trust Deficit from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 5. Trust Deficit - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Define why the buyer would doubt the claim, the brand, the category, or the promised mechanism. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Community-Driven thinks 'Do people like me use this?' Best tone: Relational, peer-proof, belonging-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Social Validator. Requirement: Use specific social proof and community markers. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Subscription. Copy objective: Continuity, onboarding, retention proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Trust Deficit filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Trust Deficit from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 5. Trust Deficit - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Define why the buyer would doubt the claim, the brand, the category, or the promised mechanism. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Bargain Hunter thinks 'Is the value real?' Best tone: Clear, stacked, economically grounded. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Authority Validator. Requirement: Credentials, method, institutional proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: One-Time Purchase. Copy objective: Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Trust Deficit filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Trust Deficit from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 6. Prior Failure - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Extract what the buyer tried before and why it failed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Beginner thinks 'Explain without making me feel stupid.' Best tone: Pedagogical, concrete, safe. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Subscription. Copy objective: Continuity, onboarding, retention proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Prior Failure from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Identity Interpreter. Requirement: Map offer to role and aspiration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Prior Failure filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 6. Prior Failure - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Extract what the buyer tried before and why it failed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Operator thinks 'Can the team implement this?' Best tone: Workflow-based, practical, specific. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: One-Time Purchase. Copy objective: Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Prior Failure from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Social Validator. Requirement: Use specific social proof and community markers. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Prior Failure filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 6. Prior Failure - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Extract what the buyer tried before and why it failed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Creative Buyer thinks 'Does this have taste?' Best tone: Conceptual, visual, non-generic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Service Offer. Copy objective: Process, standards, case logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Prior Failure from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Authority Validator. Requirement: Credentials, method, institutional proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Prior Failure filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 6. Prior Failure - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Extract what the buyer tried before and why it failed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Self-Improver thinks 'Can this change my capability?' Best tone: Encouraging, stepwise, non-shaming. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Productized Service. Copy objective: Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Prior Failure from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Technical Validator. Requirement: Architecture, compatibility, security. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Prior Failure filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 6. Prior Failure - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Extract what the buyer tried before and why it failed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Innovator thinks 'Is this early advantage?' Best tone: Frontier, strategic, future-facing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: SaaS. Copy objective: Use cases, integrations, activation path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Prior Failure from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Strategic Synthesizer. Requirement: Connect offer to market, moat, and trajectory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Prior Failure filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 7. Market Cynicism - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Measure saturation and formula fatigue before choosing a tone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Busy Executive thinks 'Give me the business case.' Best tone: Executive, compressed, outcome-led. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Productized Service. Copy objective: Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Market Cynicism from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Authority Validator. Requirement: Credentials, method, institutional proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Market Cynicism filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 7. Market Cynicism - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Measure saturation and formula fatigue before choosing a tone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: CFO thinks 'Does the cost make sense?' Best tone: Financial, risk-adjusted, comparative. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: SaaS. Copy objective: Use cases, integrations, activation path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Market Cynicism from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Technical Validator. Requirement: Architecture, compatibility, security. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Market Cynicism filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 7. Market Cynicism - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Measure saturation and formula fatigue before choosing a tone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Compliance Buyer thinks 'Is this safe and defensible?' Best tone: Formal, precise, process-backed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Agency. Copy objective: Case studies plus method. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Market Cynicism from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Strategic Synthesizer. Requirement: Connect offer to market, moat, and trajectory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Market Cynicism filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 7. Market Cynicism - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Measure saturation and formula fatigue before choosing a tone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Luxury Buyer thinks 'Is this premium?' Best tone: Minimal, elegant, high-signal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Consulting. Copy objective: Insight, authority, framework. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Market Cynicism from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Operational Planner. Requirement: Process, milestones, resource requirements. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Market Cynicism filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 7. Market Cynicism - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Measure saturation and formula fatigue before choosing a tone. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Conservative thinks 'Is this proven?' Best tone: Stable, cautious, precedent-rich. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Course. Copy objective: Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Market Cynicism from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Internal Champion. Requirement: Give shareable rationale and stakeholder proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Market Cynicism filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 8. Proof Appetite - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Select the proof type required by the buyer stage and risk profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Founder thinks 'Will this create growth?' Best tone: Strategic, urgent, market-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Consulting. Copy objective: Insight, authority, framework. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Proof Appetite from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Strategic Synthesizer. Requirement: Connect offer to market, moat, and trajectory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Proof Appetite filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 8. Proof Appetite - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Select the proof type required by the buyer stage and risk profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Technical Evaluator thinks 'Will this integrate?' Best tone: Architectural, exact, documented. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Course. Copy objective: Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Proof Appetite from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Operational Planner. Requirement: Process, milestones, resource requirements. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Proof Appetite filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 8. Proof Appetite - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Select the proof type required by the buyer stage and risk profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Community-Driven thinks 'Do people like me use this?' Best tone: Relational, peer-proof, belonging-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Book or KB. Copy objective: Table of transformation and use cases. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Proof Appetite from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Internal Champion. Requirement: Give shareable rationale and stakeholder proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Proof Appetite filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 8. Proof Appetite - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Select the proof type required by the buyer stage and risk profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Bargain Hunter thinks 'Is the value real?' Best tone: Clear, stacked, economically grounded. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: AI System. Copy objective: Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Proof Appetite from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Objection Generator. Requirement: FAQ, limits, why alternatives fail. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Proof Appetite filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 8. Proof Appetite - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Select the proof type required by the buyer stage and risk profile. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Cynical Marketer thinks 'I know the tricks.' Best tone: Meta-aware, transparent, anti-formula. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Local Service. Copy objective: Availability, reviews, local proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Proof Appetite from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Long-Form Learner. Requirement: Full argument, examples, cases, glossary. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Proof Appetite filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 9. Cognitive Load - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Control the complexity the buyer must process before the next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Operator thinks 'Can the team implement this?' Best tone: Workflow-based, practical, specific. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: AI System. Copy objective: Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Cognitive Load from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Internal Champion. Requirement: Give shareable rationale and stakeholder proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Cognitive Load filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 9. Cognitive Load - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Control the complexity the buyer must process before the next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Creative Buyer thinks 'Does this have taste?' Best tone: Conceptual, visual, non-generic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Local Service. Copy objective: Availability, reviews, local proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Cognitive Load from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Objection Generator. Requirement: FAQ, limits, why alternatives fail. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Cognitive Load filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 9. Cognitive Load - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Control the complexity the buyer must process before the next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Self-Improver thinks 'Can this change my capability?' Best tone: Encouraging, stepwise, non-shaming. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Corporate Deal. Copy objective: Governance, service-level clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Cognitive Load from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Long-Form Learner. Requirement: Full argument, examples, cases, glossary. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Cognitive Load filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 9. Cognitive Load - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Control the complexity the buyer must process before the next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Innovator thinks 'Is this early advantage?' Best tone: Frontier, strategic, future-facing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Premium Brand. Copy objective: Minimalism, craft, scarcity only if real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Cognitive Load from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Narrative Processor. Requirement: Case story and transformation sequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Cognitive Load filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 9. Cognitive Load - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Control the complexity the buyer must process before the next action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Team Leader thinks 'Can I defend this internally?' Best tone: Shareable, business-case focused. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Market Creation. Copy objective: Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Cognitive Load from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Visual Processor. Requirement: Visual hierarchy and model diagrams. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Cognitive Load filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 10. Buyer Role - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Separate user, economic buyer, technical evaluator, internal champion, and approver. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: CFO thinks 'Does the cost make sense?' Best tone: Financial, risk-adjusted, comparative. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Long-Form Learner. Requirement: Full argument, examples, cases, glossary. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Premium Brand. Copy objective: Minimalism, craft, scarcity only if real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Buyer Role filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Buyer Role from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 10. Buyer Role - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Separate user, economic buyer, technical evaluator, internal champion, and approver. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Compliance Buyer thinks 'Is this safe and defensible?' Best tone: Formal, precise, process-backed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Narrative Processor. Requirement: Case story and transformation sequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Market Creation. Copy objective: Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Buyer Role filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Buyer Role from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 10. Buyer Role - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Separate user, economic buyer, technical evaluator, internal champion, and approver. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Luxury Buyer thinks 'Is this premium?' Best tone: Minimal, elegant, high-signal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Visual Processor. Requirement: Visual hierarchy and model diagrams. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Unaware. Copy objective: Reveal the hidden cost of the status quo. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Buyer Role filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Buyer Role from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 10. Buyer Role - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Separate user, economic buyer, technical evaluator, internal champion, and approver. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Conservative thinks 'Is this proven?' Best tone: Stable, cautious, precedent-rich. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Data Processor. Requirement: Benchmarks, results, caveats. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Symptom-Aware. Copy objective: Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Buyer Role filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Buyer Role from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 10. Buyer Role - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Separate user, economic buyer, technical evaluator, internal champion, and approver. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Student Learner thinks 'Will I understand and progress?' Best tone: Pedagogical, roadmap-based. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Ethical Evaluator. Requirement: Transparency and choice preservation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Problem-Aware. Copy objective: Clarify cause and cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Buyer Role filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Buyer Role from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 11. Decision Urgency - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Classify the decision as immediate, important, optional, exploratory, or forced by event. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Technical Evaluator thinks 'Will this integrate?' Best tone: Architectural, exact, documented. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Visual Processor. Requirement: Visual hierarchy and model diagrams. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Symptom-Aware. Copy objective: Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Decision Urgency filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Decision Urgency from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 11. Decision Urgency - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Classify the decision as immediate, important, optional, exploratory, or forced by event. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Community-Driven thinks 'Do people like me use this?' Best tone: Relational, peer-proof, belonging-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Data Processor. Requirement: Benchmarks, results, caveats. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Problem-Aware. Copy objective: Clarify cause and cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Decision Urgency filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Decision Urgency from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 11. Decision Urgency - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Classify the decision as immediate, important, optional, exploratory, or forced by event. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Bargain Hunter thinks 'Is the value real?' Best tone: Clear, stacked, economically grounded. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Ethical Evaluator. Requirement: Transparency and choice preservation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Cause-Aware. Copy objective: Explain mechanism and diagnosis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Decision Urgency filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Decision Urgency from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 11. Decision Urgency - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Classify the decision as immediate, important, optional, exploratory, or forced by event. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Cynical Marketer thinks 'I know the tricks.' Best tone: Meta-aware, transparent, anti-formula. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Brand-Sensitive. Requirement: Premium voice and design consistency. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Solution-Aware. Copy objective: Differentiate the approach. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Decision Urgency filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Decision Urgency from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 11. Decision Urgency - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION
Classify the decision as immediate, important, optional, exploratory, or forced by event. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Agency Client thinks 'Will this bring results?' Best tone: Outcome plus process, case-backed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Procurement Thinker. Requirement: Legal, security, compliance, documentation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Product-Aware. Copy objective: Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Decision Urgency filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Decision Urgency from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 12. Budget Logic - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Clarify whether the purchase is justified by ROI, relief, status, compliance, speed, or protection. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Creative Buyer thinks 'Does this have taste?' Best tone: Conceptual, visual, non-generic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Ethical Evaluator. Requirement: Transparency and choice preservation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Solution-Aware. Copy objective: Differentiate the approach. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Budget Logic filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Budget Logic from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 12. Budget Logic - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Clarify whether the purchase is justified by ROI, relief, status, compliance, speed, or protection. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Self-Improver thinks 'Can this change my capability?' Best tone: Encouraging, stepwise, non-shaming. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Brand-Sensitive. Requirement: Premium voice and design consistency. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Product-Aware. Copy objective: Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Budget Logic filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Budget Logic from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 12. Budget Logic - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Clarify whether the purchase is justified by ROI, relief, status, compliance, speed, or protection. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Innovator thinks 'Is this early advantage?' Best tone: Frontier, strategic, future-facing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Procurement Thinker. Requirement: Legal, security, compliance, documentation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Offer-Aware. Copy objective: Reduce risk and clarify terms. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Budget Logic filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Budget Logic from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 12. Budget Logic - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Clarify whether the purchase is justified by ROI, relief, status, compliance, speed, or protection. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Team Leader thinks 'Can I defend this internally?' Best tone: Shareable, business-case focused. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Future Planner. Requirement: Roadmap, adaptability, support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Price-Aware. Copy objective: Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Budget Logic filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Budget Logic from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 12. Budget Logic - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION
Clarify whether the purchase is justified by ROI, relief, status, compliance, speed, or protection. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Enterprise Buyer thinks 'Will this survive procurement?' Best tone: Governed, documented, multi-stakeholder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Failure Historian. Requirement: Explain why this time is different. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Competitor-Aware. Copy objective: Create precise contrast. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Budget Logic filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Budget Logic from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 13. Implementation Fear - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Show how the buyer avoids being abandoned after the purchase. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Compliance Buyer thinks 'Is this safe and defensible?' Best tone: Formal, precise, process-backed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Price-Aware. Copy objective: Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Implementation Fear from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Procurement Thinker. Requirement: Legal, security, compliance, documentation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Implementation Fear filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 13. Implementation Fear - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Show how the buyer avoids being abandoned after the purchase. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Luxury Buyer thinks 'Is this premium?' Best tone: Minimal, elegant, high-signal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Competitor-Aware. Copy objective: Create precise contrast. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Implementation Fear from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Future Planner. Requirement: Roadmap, adaptability, support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Implementation Fear filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 13. Implementation Fear - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Show how the buyer avoids being abandoned after the purchase. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Conservative thinks 'Is this proven?' Best tone: Stable, cautious, precedent-rich. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Urgency-Aware. Copy objective: Explain why now without pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Implementation Fear from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Failure Historian. Requirement: Explain why this time is different. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Implementation Fear filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 13. Implementation Fear - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Show how the buyer avoids being abandoned after the purchase. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Student Learner thinks 'Will I understand and progress?' Best tone: Pedagogical, roadmap-based. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Budget-Limited. Copy objective: Use tiering, payment, ROI, or scope clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Implementation Fear from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Meta-Buyer. Requirement: Use explicit anti-trick framing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Implementation Fear filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 13. Implementation Fear - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Show how the buyer avoids being abandoned after the purchase. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Creator thinks 'Will this fit my voice?' Best tone: Personal, flexible, audience-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Authority-Dependent. Copy objective: Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Implementation Fear from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Decision-Ready. Requirement: Clear CTA and risk-reduced action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Implementation Fear filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 14. Social Risk - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Give the buyer language to defend the decision to peers or superiors. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Community-Driven thinks 'Do people like me use this?' Best tone: Relational, peer-proof, belonging-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Budget-Limited. Copy objective: Use tiering, payment, ROI, or scope clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Social Risk from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Failure Historian. Requirement: Explain why this time is different. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Social Risk filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 14. Social Risk - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Give the buyer language to defend the decision to peers or superiors. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Bargain Hunter thinks 'Is the value real?' Best tone: Clear, stacked, economically grounded. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Authority-Dependent. Copy objective: Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Social Risk from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Meta-Buyer. Requirement: Use explicit anti-trick framing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Social Risk filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 14. Social Risk - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Give the buyer language to defend the decision to peers or superiors. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Cynical Marketer thinks 'I know the tricks.' Best tone: Meta-aware, transparent, anti-formula. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Committee-Driven. Copy objective: Map benefits by stakeholder role. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Social Risk from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Decision-Ready. Requirement: Clear CTA and risk-reduced action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Social Risk filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 14. Social Risk - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Give the buyer language to defend the decision to peers or superiors. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Agency Client thinks 'Will this bring results?' Best tone: Outcome plus process, case-backed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Procurement-Bound. Copy objective: Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Social Risk from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Glance Scanner. Requirement: Headline, subhead, proof cue, clear CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Social Risk filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 14. Social Risk - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Give the buyer language to defend the decision to peers or superiors. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Local Business thinks 'Will this bring customers?' Best tone: Plain, concrete, locally relevant. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: High-Ticket. Copy objective: Deep proof, process, guarantee, fit filter. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Social Risk from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Pattern Scanner. Requirement: State the category before the novelty. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Social Risk filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 15. Authority Need - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Determine whether expertise, credentials, institutions, or demonstrations are required. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Self-Improver thinks 'Can this change my capability?' Best tone: Encouraging, stepwise, non-shaming. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Decision-Ready. Requirement: Clear CTA and risk-reduced action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Procurement-Bound. Copy objective: Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Authority Need filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Authority Need from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 15. Authority Need - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Determine whether expertise, credentials, institutions, or demonstrations are required. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Innovator thinks 'Is this early advantage?' Best tone: Frontier, strategic, future-facing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Glance Scanner. Requirement: Headline, subhead, proof cue, clear CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: High-Ticket. Copy objective: Deep proof, process, guarantee, fit filter. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Authority Need filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Authority Need from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 15. Authority Need - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Determine whether expertise, credentials, institutions, or demonstrations are required. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Team Leader thinks 'Can I defend this internally?' Best tone: Shareable, business-case focused. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Pattern Scanner. Requirement: State the category before the novelty. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Low-Ticket Impulse. Copy objective: Fast clarity and simple CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Authority Need filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Authority Need from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 15. Authority Need - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Determine whether expertise, credentials, institutions, or demonstrations are required. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Enterprise Buyer thinks 'Will this survive procurement?' Best tone: Governed, documented, multi-stakeholder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Pain Recognizer. Requirement: Mirror the pain with texture and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Subscription. Copy objective: Continuity, onboarding, retention proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Authority Need filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Authority Need from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 15. Authority Need - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Determine whether expertise, credentials, institutions, or demonstrations are required. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: High-Trust Follower thinks 'What should I do next?' Best tone: Warm, directive, relationship-based. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Benefit Seeker. Requirement: Make the benefit concrete and situated. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: One-Time Purchase. Copy objective: Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Authority Need filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Authority Need from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 16. Autonomy Sensitivity - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Detect resistance to being sold to and preserve choice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Luxury Buyer thinks 'Is this premium?' Best tone: Minimal, elegant, high-signal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Subscription. Copy objective: Continuity, onboarding, retention proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Autonomy Sensitivity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Pattern Scanner. Requirement: State the category before the novelty. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Autonomy Sensitivity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 16. Autonomy Sensitivity - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Detect resistance to being sold to and preserve choice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Conservative thinks 'Is this proven?' Best tone: Stable, cautious, precedent-rich. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: One-Time Purchase. Copy objective: Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Autonomy Sensitivity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Pain Recognizer. Requirement: Mirror the pain with texture and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Autonomy Sensitivity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 16. Autonomy Sensitivity - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Detect resistance to being sold to and preserve choice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Student Learner thinks 'Will I understand and progress?' Best tone: Pedagogical, roadmap-based. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Service Offer. Copy objective: Process, standards, case logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Autonomy Sensitivity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Benefit Seeker. Requirement: Make the benefit concrete and situated. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Autonomy Sensitivity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 16. Autonomy Sensitivity - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Detect resistance to being sold to and preserve choice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Creator thinks 'Will this fit my voice?' Best tone: Personal, flexible, audience-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Productized Service. Copy objective: Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Autonomy Sensitivity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Skeptical Scanner. Requirement: Use constraints, proof, anti-hype. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Autonomy Sensitivity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 16. Autonomy Sensitivity - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Detect resistance to being sold to and preserve choice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Skeptic thinks 'Everyone says this.' Best tone: Calm, specific, anti-hype. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: SaaS. Copy objective: Use cases, integrations, activation path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Autonomy Sensitivity from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Comparison Thinker. Requirement: Use contrast tables and tradeoffs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Autonomy Sensitivity filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 17. Comparison Frame - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Identify the obvious alternative and the hidden alternative: doing nothing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Bargain Hunter thinks 'Is the value real?' Best tone: Clear, stacked, economically grounded. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Benefit Seeker. Requirement: Make the benefit concrete and situated. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Productized Service. Copy objective: Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Comparison Frame filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Comparison Frame from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 17. Comparison Frame - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Identify the obvious alternative and the hidden alternative: doing nothing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Cynical Marketer thinks 'I know the tricks.' Best tone: Meta-aware, transparent, anti-formula. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Skeptical Scanner. Requirement: Use constraints, proof, anti-hype. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: SaaS. Copy objective: Use cases, integrations, activation path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Comparison Frame filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Comparison Frame from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 17. Comparison Frame - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Identify the obvious alternative and the hidden alternative: doing nothing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Agency Client thinks 'Will this bring results?' Best tone: Outcome plus process, case-backed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Comparison Thinker. Requirement: Use contrast tables and tradeoffs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Agency. Copy objective: Case studies plus method. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Comparison Frame filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Comparison Frame from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 17. Comparison Frame - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Identify the obvious alternative and the hidden alternative: doing nothing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Local Business thinks 'Will this bring customers?' Best tone: Plain, concrete, locally relevant. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Mechanism Seeker. Requirement: Explain mechanism before superiority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Consulting. Copy objective: Insight, authority, framework. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Comparison Frame filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Comparison Frame from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 17. Comparison Frame - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Identify the obvious alternative and the hidden alternative: doing nothing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Overwhelmed thinks 'I do not know where to start.' Best tone: Guiding, simple, structured. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Proof Seeker. Requirement: Show data, case, demonstration, or credentials. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Course. Copy objective: Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Comparison Frame filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Comparison Frame from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 18. Time Horizon - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Match the promise to immediate relief, medium-term progress, or long-term compounding. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Innovator thinks 'Is this early advantage?' Best tone: Frontier, strategic, future-facing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Comparison Thinker. Requirement: Use contrast tables and tradeoffs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Consulting. Copy objective: Insight, authority, framework. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Time Horizon filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Time Horizon from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 18. Time Horizon - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Match the promise to immediate relief, medium-term progress, or long-term compounding. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Team Leader thinks 'Can I defend this internally?' Best tone: Shareable, business-case focused. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Mechanism Seeker. Requirement: Explain mechanism before superiority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Course. Copy objective: Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Time Horizon filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Time Horizon from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 18. Time Horizon - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Match the promise to immediate relief, medium-term progress, or long-term compounding. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Enterprise Buyer thinks 'Will this survive procurement?' Best tone: Governed, documented, multi-stakeholder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Proof Seeker. Requirement: Show data, case, demonstration, or credentials. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Book or KB. Copy objective: Table of transformation and use cases. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Time Horizon filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Time Horizon from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 18. Time Horizon - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Match the promise to immediate relief, medium-term progress, or long-term compounding. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: High-Trust Follower thinks 'What should I do next?' Best tone: Warm, directive, relationship-based. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: AI System. Copy objective: Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Time Horizon from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Risk Calculator. Requirement: Decompose and reverse risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Time Horizon filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 18. Time Horizon - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Match the promise to immediate relief, medium-term progress, or long-term compounding. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Urgent thinks 'I need the fix now.' Best tone: Direct, practical, low-friction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Cost Justifier. Requirement: ROI, cost of inaction, break-even path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Local Service. Copy objective: Availability, reviews, local proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Time Horizon filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Time Horizon from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 19. Buying Trigger - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Find the event that activated the search: failure, deadline, opportunity, threat, or curiosity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Conservative thinks 'Is this proven?' Best tone: Stable, cautious, precedent-rich. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Proof Seeker. Requirement: Show data, case, demonstration, or credentials. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: AI System. Copy objective: Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Buying Trigger filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Buying Trigger from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 19. Buying Trigger - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Find the event that activated the search: failure, deadline, opportunity, threat, or curiosity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Student Learner thinks 'Will I understand and progress?' Best tone: Pedagogical, roadmap-based. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Local Service. Copy objective: Availability, reviews, local proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Buying Trigger from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Risk Calculator. Requirement: Decompose and reverse risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Buying Trigger filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 19. Buying Trigger - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Find the event that activated the search: failure, deadline, opportunity, threat, or curiosity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Creator thinks 'Will this fit my voice?' Best tone: Personal, flexible, audience-aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Cost Justifier. Requirement: ROI, cost of inaction, break-even path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Corporate Deal. Copy objective: Governance, service-level clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Buying Trigger filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Buying Trigger from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 19. Buying Trigger - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Find the event that activated the search: failure, deadline, opportunity, threat, or curiosity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Skeptic thinks 'Everyone says this.' Best tone: Calm, specific, anti-hype. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Time Optimizer. Requirement: Show implementation timeline and effort. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Premium Brand. Copy objective: Minimalism, craft, scarcity only if real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Buying Trigger filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Buying Trigger from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 19. Buying Trigger - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION
Find the event that activated the search: failure, deadline, opportunity, threat, or curiosity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS
Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR
Example mindset: Analytical thinks 'Show me the logic.' Best tone: Structured, evidenced, comparative. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH
Cognitive level: Identity Interpreter. Requirement: Map offer to role and aspiration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH
Commercial level: Market Creation. Copy objective: Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT
Apply the Buying Trigger filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Score Buying Trigger from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 20. Regret Scenario - Diagnostic

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Describe what would make the buyer regret the purchase and pre-resolve it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Diagnostic. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Cynical Marketer thinks 'I know the tricks.' Best tone: Meta-aware, transparent, anti-formula. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Cost Justifier. Requirement: ROI, cost of inaction, break-even path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Premium Brand. Copy objective: Minimalism, craft, scarcity only if real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Regret Scenario filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Regret Scenario from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Filter 20. Regret Scenario - Copy Transformation

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Describe what would make the buyer regret the purchase and pre-resolve it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Copy Transformation. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Agency Client thinks 'Will this bring results?' Best tone: Outcome plus process, case-backed. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Time Optimizer. Requirement: Show implementation timeline and effort. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Market Creation. Copy objective: Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Regret Scenario filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Regret Scenario from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 20. Regret Scenario - Funnel Use

Filters mirror the buyer's mental world before copy tries to move it.

FILTER DEFINITION

Describe what would make the buyer regret the purchase and pre-resolve it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Funnel Use. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Local Business thinks 'Will this bring customers?' Best tone: Plain, concrete, locally relevant. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Identity Interpreter. Requirement: Map offer to role and aspiration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Unaware. Copy objective: Reveal the hidden cost of the status quo. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Regret Scenario filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Regret Scenario from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Filter 20. Regret Scenario - Prompt and RAG

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Describe what would make the buyer regret the purchase and pre-resolve it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Prompt and RAG. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Overwhelmed thinks 'I do not know where to start.' Best tone: Guiding, simple, structured. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Social Validator. Requirement: Use specific social proof and community markers. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Symptom-Aware. Copy objective: Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Regret Scenario filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Regret Scenario from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Filter 20. Regret Scenario - Court and Metrics

Filters mirror the buyer's mental world before copy tries to move it.



FILTER DEFINITION

Describe what would make the buyer regret the purchase and pre-resolve it. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CURRENT LENS

Court and Metrics. This filter should be used before drafting to prevent copy from speaking to the wrong psychological object. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MINDSET MIRROR

Example mindset: Status-Seeking thinks 'Will this elevate me?' Best tone: Aspirational, premium, socially aware. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COGNITIVE MATCH

Cognitive level: Authority Validator. Requirement: Credentials, method, institutional proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL MATCH

Commercial level: Problem-Aware. Copy objective: Clarify cause and cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGENT PROMPT

Apply the Regret Scenario filter. Return the buyer signal, the copy implication, the proof implication, the CTA implication, and the risk of misuse. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Score Regret Scenario from 1-5: 1 = ignored; 3 = visible; 5 = changes the claim, proof, tone, and funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Mirroring is not manipulation; it is cognitive alignment with truth.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Mindset 1. Skeptic - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL
The Skeptic buyer carries the internal sentence: 'Everyone says this.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Calm, specific, anti-hype. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY
Use Moussaif Proof-Weighted Desire because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER
Run the Pain Texture filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT
Example commercial level: Symptom-Aware. Objective: Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA
Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK
Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 1. Skeptic - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL
The Skeptic buyer carries the internal sentence: 'Everyone says this.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Calm, specific, anti-hype. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY
Use Moussaif Cognitive Mirror Fit because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER
Run the Desired Identity filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT
Example commercial level: Problem-Aware. Objective: Clarify cause and cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA
Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK
Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 1. Skeptic - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL
The Skeptic buyer carries the internal sentence: 'Everyone says this.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Calm, specific, anti-hype. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY
Use Moussaif Objection Pre-Resolution because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER
Run the Fear of Loss filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT
Example commercial level: Cause-Aware. Objective: Explain mechanism and diagnosis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA
Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK
Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 2. Overwhelmed - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Overwhelmed buyer carries the internal sentence: 'I do not know where to start.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Cognitive Mirror Fit because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Cause-Aware. Objective: Explain mechanism and diagnosis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Guiding, simple, structured. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Desired Identity filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 2. Overwhelmed - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Overwhelmed buyer carries the internal sentence: 'I do not know where to start.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Objection Pre-Resolution because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Solution-Aware. Objective: Differentiate the approach. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Guiding, simple, structured. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Fear of Loss filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Mindset 2. Overwhelmed - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL
The Overwhelmed buyer carries the internal sentence: 'I do not know where to start.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY
Use Moussaif Agency-Preserving Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT
Example commercial level: Product-Aware. Objective: Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK
Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Guiding, simple, structured. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER
Run the Trust Deficit filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA
Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 3. Urgent - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Urgent buyer carries the internal sentence: 'I need the fix now.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Direct, practical, low-friction. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Objection Pre-Resolution because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Fear of Loss filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Product-Aware. Objective: Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 3. Urgent - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Urgent buyer carries the internal sentence: 'I need the fix now.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Direct, practical, low-friction. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Agency-Preserving Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Trust Deficit filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Offer-Aware. Objective: Reduce risk and clarify terms. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 3. Urgent - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Urgent buyer carries the internal sentence: 'I need the fix now.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Direct, practical, low-friction. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Mechanism-First Promise because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Prior Failure filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Price-Aware. Objective: Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 4. Analytical - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Analytical buyer carries the internal sentence: 'Show me the logic.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Agency-Preserving Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Price-Aware. Objective: Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Structured, evidenced, comparative. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Trust Deficit filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 4. Analytical - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Analytical buyer carries the internal sentence: 'Show me the logic.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Mechanism-First Promise because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Competitor-Aware. Objective: Create precise contrast. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Structured, evidenced, comparative. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Prior Failure filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 4. Analytical - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Analytical buyer carries the internal sentence: 'Show me the logic.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Decision-Path Compression because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Urgency-Aware. Objective: Explain why now without pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Structured, evidenced, comparative. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Market Cynicism filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 5. Status-Seeking - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Status-Seeking buyer carries the internal sentence: 'Will this elevate me?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Mechanism-First Promise because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Urgency-Aware. Objective: Explain why now without pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Aspirational, premium, socially aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Prior Failure filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 5. Status-Seeking - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Status-Seeking buyer carries the internal sentence: 'Will this elevate me?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Decision-Path Compression because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Budget-Limited. Objective: Use tiering, payment, ROI, or scope clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Aspirational, premium, socially aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Market Cynicism filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 5. Status-Seeking - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Status-Seeking buyer carries the internal sentence: 'Will this elevate me?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Trust-Threshold Sequencing because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Authority-Dependent. Objective: Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Aspirational, premium, socially aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Proof Appetite filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Mindset 6. Risk-Averse - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Risk-Averse buyer carries the internal sentence: 'What if this fails?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Decision-Path Compression because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Authority-Dependent. Objective: Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Reassuring, bounded, proof-heavy. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Market Cynicism filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 6. Risk-Averse - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Risk-Averse buyer carries the internal sentence: 'What if this fails?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Trust-Threshold Sequencing because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Committee-Driven. Objective: Map benefits by stakeholder role. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Reassuring, bounded, proof-heavy. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Proof Appetite filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 6. Risk-Averse - Page 3/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL
The Risk-Averse buyer carries the internal sentence: 'What if this fails?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY
Use Moussaif Commercial Identity Alignment because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT
Example commercial level: Procurement-Bound. Objective: Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK
Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Reassuring, bounded, proof-heavy. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER
Run the Cognitive Load filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA
Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 7. Burned-Before - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Burned-Before buyer carries the internal sentence: 'I tried this already.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Trust-Threshold Sequencing because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Procurement-Bound. Objective: Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Empathic, differentiating, mechanism-led. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Proof Appetite filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 7. Burned-Before - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Burned-Before buyer carries the internal sentence: 'I tried this already.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Commercial Identity Alignment because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: High-Ticket. Objective: Deep proof, process, guarantee, fit filter. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Empathic, differentiating, mechanism-led. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Cognitive Load filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 7. Burned-Before - Page 3/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Burned-Before buyer carries the internal sentence: 'I tried this already.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Anti-Wow Conversion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Low-Ticket Impulse. Objective: Fast clarity and simple CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Empathic, differentiating, mechanism-led. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Buyer Role filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 8. Expert - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL
The Expert buyer carries the internal sentence: 'Do not insult me.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Precise, advanced, respectful. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY
Use Moussaif Commercial Identity Alignment because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER
Run the Cognitive Load filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT
Example commercial level: Low-Ticket Impulse. Objective: Fast clarity and simple CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA
Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK
Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 8. Expert - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL
The Expert buyer carries the internal sentence: 'Do not insult me.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Precise, advanced, respectful. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY
Use Moussaif Anti-Wow Conversion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER
Run the Buyer Role filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT
Example commercial level: Subscription. Objective: Continuity, onboarding, retention proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA
Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK
Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 8. Expert - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL
The Expert buyer carries the internal sentence: 'Do not insult me.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Precise, advanced, respectful. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY
Use Moussaif Silent Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER
Run the Decision Urgency filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT
Example commercial level: One-Time Purchase. Objective: Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA
Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK
Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 9. Beginner - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Beginner buyer carries the internal sentence: 'Explain without making me feel stupid.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Anti-Wow Conversion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: One-Time Purchase. Objective: Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Pedagogical, concrete, safe. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Buyer Role filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 9. Beginner - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Beginner buyer carries the internal sentence: 'Explain without making me feel stupid.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Silent Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Service Offer. Objective: Process, standards, case logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Pedagogical, concrete, safe. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Decision Urgency filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 9. Beginner - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Beginner buyer carries the internal sentence: 'Explain without making me feel stupid.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Proof-Weighted Desire because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Productized Service. Objective: Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Pedagogical, concrete, safe. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Budget Logic filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Mindset 10. Busy Executive - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Busy Executive buyer carries the internal sentence: 'Give me the business case.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Silent Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Productized Service. Objective: Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Executive, compressed, outcome-led. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Decision Urgency filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 10. Busy Executive - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Busy Executive buyer carries the internal sentence: 'Give me the business case.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Proof-Weighted Desire because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: SaaS. Objective: Use cases, integrations, activation path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Executive, compressed, outcome-led. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Budget Logic filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 10. Busy Executive - Page 3/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Busy Executive buyer carries the internal sentence: 'Give me the business case.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Cognitive Mirror Fit because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Agency. Objective: Case studies plus method. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Executive, compressed, outcome-led. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Implementation Fear filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Mindset 11. Founder - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Founder buyer carries the internal sentence: 'Will this create growth?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Proof-Weighted Desire because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Agency. Objective: Case studies plus method. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Strategic, urgent, market-aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Budget Logic filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 11. Founder - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Founder buyer carries the internal sentence: 'Will this create growth?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Cognitive Mirror Fit because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Consulting. Objective: Insight, authority, framework. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Strategic, urgent, market-aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Implementation Fear filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 11. Founder - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Founder buyer carries the internal sentence: 'Will this create growth?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Objection Pre-Resolution because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Course. Objective: Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Strategic, urgent, market-aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Social Risk filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 12. Operator - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Operator buyer carries the internal sentence: 'Can the team implement this?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Cognitive Mirror Fit because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Course. Objective: Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Workflow-based, practical, specific. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Implementation Fear filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 12. Operator - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Operator buyer carries the internal sentence: 'Can the team implement this?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Objection Pre-Resolution because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Book or KB. Objective: Table of transformation and use cases. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Workflow-based, practical, specific. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Social Risk filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 12. Operator - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Operator buyer carries the internal sentence: 'Can the team implement this?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Agency-Preserving Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: AI System. Objective: Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Workflow-based, practical, specific. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Authority Need filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 13. CFO - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The CFO buyer carries the internal sentence: 'Does the cost make sense?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Objection Pre-Resolution because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: AI System. Objective: Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Financial, risk-adjusted, comparative. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Social Risk filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 13. CFO - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The CFO buyer carries the internal sentence: 'Does the cost make sense?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Agency-Preserving Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Local Service. Objective: Availability, reviews, local proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Financial, risk-adjusted, comparative. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Authority Need filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 13. CFO - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The CFO buyer carries the internal sentence: 'Does the cost make sense?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Mechanism-First Promise because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Corporate Deal. Objective: Governance, service-level clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Financial, risk-adjusted, comparative. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Autonomy Sensitivity filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 14. Technical Evaluator - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Technical Evaluator buyer carries the internal sentence: 'Will this integrate?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Agency-Preserving Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Corporate Deal. Objective: Governance, service-level clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Architectural, exact, documented. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Authority Need filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 14. Technical Evaluator - Page 2/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Technical Evaluator buyer carries the internal sentence: 'Will this integrate?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Mechanism-First Promise because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Premium Brand. Objective: Minimalism, craft, scarcity only if real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Architectural, exact, documented. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Autonomy Sensitivity filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 14. Technical Evaluator - Page 3/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Technical Evaluator buyer carries the internal sentence: 'Will this integrate?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Decision-Path Compression because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Market Creation. Objective: Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Architectural, exact, documented. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

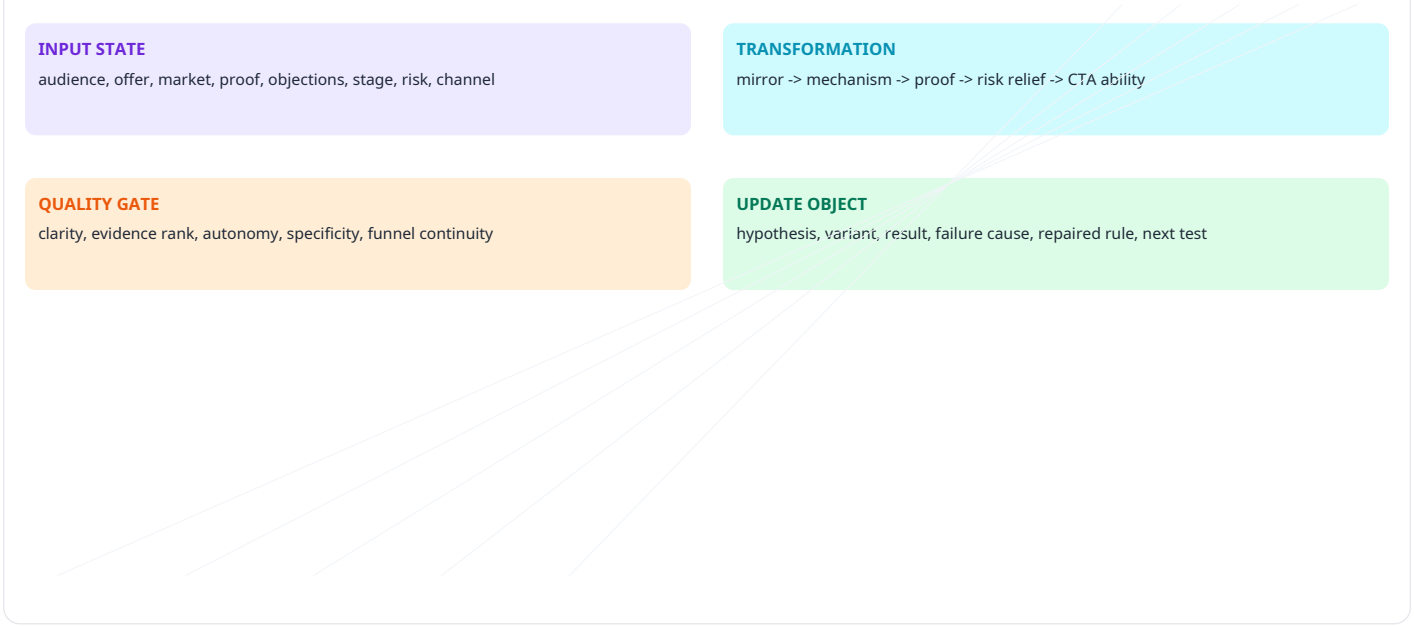
BEST FILTER

Run the Comparison Frame filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 15. Creative Buyer - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Creative Buyer buyer carries the internal sentence: 'Does this have taste?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Mechanism-First Promise because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Market Creation. Objective: Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Conceptual, visual, non-generic. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Autonomy Sensitivity filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 15. Creative Buyer - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Creative Buyer buyer carries the internal sentence: 'Does this have taste?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Decision-Path Compression because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Unaware. Objective: Reveal the hidden cost of the status quo. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Conceptual, visual, non-generic. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Comparison Frame filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 15. Creative Buyer - Page 3/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Creative Buyer buyer carries the internal sentence: 'Does this have taste?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Trust-Threshold Sequencing because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Symptom-Aware. Objective: Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Conceptual, visual, non-generic. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Time Horizon filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 16. Compliance Buyer - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Compliance Buyer buyer carries the internal sentence: 'Is this safe and defensible?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Decision-Path Compression because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Symptom-Aware. Objective: Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Formal, precise, process-backed. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Comparison Frame filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 16. Compliance Buyer - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Compliance Buyer buyer carries the internal sentence: 'Is this safe and defensible?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Trust-Threshold Sequencing because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Problem-Aware. Objective: Clarify cause and cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Formal, precise, process-backed. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Time Horizon filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Mindset 16. Compliance Buyer - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Compliance Buyer buyer carries the internal sentence: 'Is this safe and defensible?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Commercial Identity Alignment because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Cause-Aware. Objective: Explain mechanism and diagnosis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Formal, precise, process-backed. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Buying Trigger filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 17. Community-Driven - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Community-Driven buyer carries the internal sentence: 'Do people like me use this?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Trust-Threshold Sequencing because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Cause-Aware. Objective: Explain mechanism and diagnosis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Relational, peer-proof, belonging-aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Time Horizon filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 17. Community-Driven - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Community-Driven buyer carries the internal sentence: 'Do people like me use this?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Commercial Identity Alignment because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Solution-Aware. Objective: Differentiate the approach. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Relational, peer-proof, belonging-aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Buying Trigger filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 17. Community-Driven - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL
The Community-Driven buyer carries the internal sentence: 'Do people like me use this?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY
Use Moussaif Anti-Wow Conversion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT
Example commercial level: Product-Aware. Objective: Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK
Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Relational, peer-proof, belonging-aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER
Run the Regret Scenario filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA
Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 18. Self-Improver - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Self-Improver buyer carries the internal sentence: 'Can this change my capability?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Commercial Identity Alignment because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Product-Aware. Objective: Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Encouraging, stepwise, non-shaming. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Buying Trigger filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 18. Self-Improver - Page 2/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Self-Improver buyer carries the internal sentence: 'Can this change my capability?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Anti-Wow Conversion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Offer-Aware. Objective: Reduce risk and clarify terms. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Encouraging, stepwise, non-shaming. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Regret Scenario filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Mindset 18. Self-Improver - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Self-Improver buyer carries the internal sentence: 'Can this change my capability?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Silent Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Price-Aware. Objective: Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Encouraging, stepwise, non-shaming. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Problem Mirror filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 19. Luxury Buyer - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Luxury Buyer buyer carries the internal sentence: 'Is this premium?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Anti-Wow Conversion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Price-Aware. Objective: Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Minimal, elegant, high-signal. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Regret Scenario filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 19. Luxury Buyer - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Luxury Buyer buyer carries the internal sentence: 'Is this premium?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Silent Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Competitor-Aware. Objective: Create precise contrast. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Minimal, elegant, high-signal. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Problem Mirror filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 19. Luxury Buyer - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Luxury Buyer buyer carries the internal sentence: 'Is this premium?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Proof-Weighted Desire because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Urgency-Aware. Objective: Explain why now without pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Minimal, elegant, high-signal. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Pain Texture filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 20. Bargain Hunter - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Bargain Hunter buyer carries the internal sentence: 'Is the value real?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Silent Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Urgency-Aware. Objective: Explain why now without pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Clear, stacked, economically grounded. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Problem Mirror filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 20. Bargain Hunter - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Bargain Hunter buyer carries the internal sentence: 'Is the value real?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Proof-Weighted Desire because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Budget-Limited. Objective: Use tiering, payment, ROI, or scope clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Clear, stacked, economically grounded. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Pain Texture filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 20. Bargain Hunter - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Bargain Hunter buyer carries the internal sentence: 'Is the value real?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Cognitive Mirror Fit because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Authority-Dependent. Objective: Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Clear, stacked, economically grounded. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Desired Identity filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 21. Innovator - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Innovator buyer carries the internal sentence: 'Is this early advantage?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Proof-Weighted Desire because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Authority-Dependent. Objective: Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Frontier, strategic, future-facing. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Pain Texture filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 21. Innovator - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Innovator buyer carries the internal sentence: 'Is this early advantage?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Cognitive Mirror Fit because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Committee-Driven. Objective: Map benefits by stakeholder role. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Frontier, strategic, future-facing. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Desired Identity filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 21. Innovator - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Innovator buyer carries the internal sentence: 'Is this early advantage?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Objection Pre-Resolution because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Procurement-Bound. Objective: Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Frontier, strategic, future-facing. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Fear of Loss filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 22. Conservative - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Conservative buyer carries the internal sentence: 'Is this proven?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Cognitive Mirror Fit because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Procurement-Bound. Objective: Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Stable, cautious, precedent-rich. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Desired Identity filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 22. Conservative - Page 2/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Conservative buyer carries the internal sentence: 'Is this proven?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Objection Pre-Resolution because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: High-Ticket. Objective: Deep proof, process, guarantee, fit filter. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Stable, cautious, precedent-rich. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Fear of Loss filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 22. Conservative - Page 3/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Conservative buyer carries the internal sentence: 'Is this proven?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Agency-Preserving Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Low-Ticket Impulse. Objective: Fast clarity and simple CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Stable, cautious, precedent-rich. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Trust Deficit filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 23. Cynical Marketer - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Cynical Marketer buyer carries the internal sentence: 'I know the tricks.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Objection Pre-Resolution because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Low-Ticket Impulse. Objective: Fast clarity and simple CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Meta-aware, transparent, anti-formula. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Fear of Loss filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 23. Cynical Marketer - Page 2/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Cynical Marketer buyer carries the internal sentence: 'I know the tricks.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Agency-Preserving Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Subscription. Objective: Continuity, onboarding, retention proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Meta-aware, transparent, anti-formula. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Trust Deficit filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 23. Cynical Marketer - Page 3/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Cynical Marketer buyer carries the internal sentence: 'I know the tricks.' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Mechanism-First Promise because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: One-Time Purchase. Objective: Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Meta-aware, transparent, anti-formula. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Prior Failure filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 24. Team Leader - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Team Leader buyer carries the internal sentence: 'Can I defend this internally?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Agency-Preserving Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: One-Time Purchase. Objective: Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Shareable, business-case focused. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Trust Deficit filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 24. Team Leader - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Team Leader buyer carries the internal sentence: 'Can I defend this internally?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Mechanism-First Promise because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Service Offer. Objective: Process, standards, case logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Shareable, business-case focused. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Prior Failure filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 24. Team Leader - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Team Leader buyer carries the internal sentence: 'Can I defend this internally?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Decision-Path Compression because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Productized Service. Objective: Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Shareable, business-case focused. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Market Cynicism filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 25. Student Learner - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Student Learner buyer carries the internal sentence: 'Will I understand and progress?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Mechanism-First Promise because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Productized Service. Objective: Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Pedagogical, roadmap-based. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Prior Failure filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 25. Student Learner - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Student Learner buyer carries the internal sentence: 'Will I understand and progress?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Decision-Path Compression because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: SaaS. Objective: Use cases, integrations, activation path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Pedagogical, roadmap-based. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Market Cynicism filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 25. Student Learner - Page 3/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Student Learner buyer carries the internal sentence: 'Will I understand and progress?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Trust-Threshold Sequencing because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Agency. Objective: Case studies plus method. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Pedagogical, roadmap-based. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Proof Appetite filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 26. Agency Client - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Agency Client buyer carries the internal sentence: 'Will this bring results?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Decision-Path Compression because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Agency. Objective: Case studies plus method. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Outcome plus process, case-backed. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Market Cynicism filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Mindset 26. Agency Client - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Agency Client buyer carries the internal sentence: 'Will this bring results?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Trust-Threshold Sequencing because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Consulting. Objective: Insight, authority, framework. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Outcome plus process, case-backed. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Proof Appetite filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 26. Agency Client - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Agency Client buyer carries the internal sentence: 'Will this bring results?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Commercial Identity Alignment because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Course. Objective: Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Outcome plus process, case-backed. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Cognitive Load filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 27. Enterprise Buyer - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Enterprise Buyer buyer carries the internal sentence: 'Will this survive procurement?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Trust-Threshold Sequencing because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Course. Objective: Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Governed, documented, multi-stakeholder. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Proof Appetite filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 27. Enterprise Buyer - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Enterprise Buyer buyer carries the internal sentence: 'Will this survive procurement?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Commercial Identity Alignment because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Book or KB. Objective: Table of transformation and use cases. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Governed, documented, multi-stakeholder. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Cognitive Load filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 27. Enterprise Buyer - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Enterprise Buyer buyer carries the internal sentence: 'Will this survive procurement?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Anti-Wow Conversion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: AI System. Objective: Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Governed, documented, multi-stakeholder. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Buyer Role filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 28. Creator - Page 1/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Creator buyer carries the internal sentence: 'Will this fit my voice?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Commercial Identity Alignment because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: AI System. Objective: Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Personal, flexible, audience-aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Cognitive Load filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 28. Creator - Page 2/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Creator buyer carries the internal sentence: 'Will this fit my voice?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Anti-Wow Conversion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Local Service. Objective: Availability, reviews, local proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Personal, flexible, audience-aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Buyer Role filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 28. Creator - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Creator buyer carries the internal sentence: 'Will this fit my voice?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Silent Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Corporate Deal. Objective: Governance, service-level clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Personal, flexible, audience-aware. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Decision Urgency filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 29. Local Business - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Local Business buyer carries the internal sentence: 'Will this bring customers?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Anti-Wow Conversion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Corporate Deal. Objective: Governance, service-level clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Plain, concrete, locally relevant. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Buyer Role filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 29. Local Business - Page 2/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The Local Business buyer carries the internal sentence: 'Will this bring customers?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Silent Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Premium Brand. Objective: Minimalism, craft, scarcity only if real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Plain, concrete, locally relevant. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Decision Urgency filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 29. Local Business - Page 3/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The Local Business buyer carries the internal sentence: 'Will this bring customers?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Proof-Weighted Desire because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Market Creation. Objective: Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Plain, concrete, locally relevant. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Budget Logic filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 30. High-Trust Follower - Page 1/3

Mindsets are interpretive postures, not fixed identities.



MINDSET SIGNAL

The High-Trust Follower buyer carries the internal sentence: 'What should I do next?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Silent Persuasion because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Market Creation. Objective: Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Warm, directive, relationship-based. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Decision Urgency filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Mindset 30. High-Trust Follower - Page 2/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The High-Trust Follower buyer carries the internal sentence: 'What should I do next?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Proof-Weighted Desire because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Unaware. Objective: Reveal the hidden cost of the status quo. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Warm, directive, relationship-based. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Budget Logic filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Mindset 30. High-Trust Follower - Page 3/3

Mindsets are interpretive postures, not fixed identities.

MINDSET SIGNAL

The High-Trust Follower buyer carries the internal sentence: 'What should I do next?' The copy must first respect that sentence before asking for belief or action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST THEORY

Use Moussaif Cognitive Mirror Fit because this buyer needs a copy mechanism that matches their psychological posture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COMMERCIAL CONTEXT

Example commercial level: Symptom-Aware. Objective: Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COURT CHECK

Does the copy exploit the mindset, or does it help the buyer make a clearer decision? Remove any line that depends on pressure or humiliation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Warm, directive, relationship-based. Avoid tone mismatch: it creates suspicion, shame, boredom, or overload. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

BEST FILTER

Run the Implementation Fear filter before writing. It determines the proof, risk, and CTA adjustments for this mindset. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY BLOCK FORMULA

Mirror sentence -> consequence -> mechanism -> proof -> bounded promise -> low-friction action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Write to the sentence already active in the buyer's mind.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 1. Glance Scanner - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Glance Scanner: Reads only hierarchy and first signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Sales Page, this level requires the headline set to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Headline, subhead, proof cue, clear CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Diagnostic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Glance Scanner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 1. Glance Scanner - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Glance Scanner: Reads only hierarchy and first signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Headline, subhead, proof cue, clear CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Ad, this level requires the CTA block to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Executive. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Glance Scanner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 1. Glance Scanner - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Glance Scanner: Reads only hierarchy and first signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Headline, subhead, proof cue, clear CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Cold Email, this level requires the FAQ to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Pedagogical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Glance Scanner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 2. Pattern Scanner - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Pattern Scanner: Looks for category familiarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
State the category before the novelty. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Ad, this level requires the FAQ to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Executive. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Pattern Scanner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 2. Pattern Scanner - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Pattern Scanner: Looks for category familiarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
State the category before the novelty. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Cold Email, this level requires the proof module to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Pedagogical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Pattern Scanner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 2. Pattern Scanner - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Pattern Scanner: Looks for category familiarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
State the category before the novelty. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Nurture Email, this level requires the pricing page to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Anti-Hype. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Pattern Scanner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 3. Pain Recognizer - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Pain Recognizer: Needs exact problem language. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Mirror the pain with texture and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Cold Email, this level requires the pricing page to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Pedagogical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Pain Recognizer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 3. Pain Recognizer - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Pain Recognizer: Needs exact problem language. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Mirror the pain with texture and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Nurture Email, this level requires the case study to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Anti-Hype. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Pain Recognizer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 3. Pain Recognizer - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Pain Recognizer: Needs exact problem language. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Mirror the pain with texture and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Webinar, this level requires the comparison table to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Technical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Pain Recognizer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 4. Benefit Seeker - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Benefit Seeker: Searches for outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Make the benefit concrete and situated. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Nurture Email, this level requires the comparison table to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Anti-Hype. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Benefit Seeker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 4. Benefit Seeker - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Benefit Seeker: Searches for outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Make the benefit concrete and situated. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Webinar, this level requires the email sequence to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Technical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Benefit Seeker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 4. Benefit Seeker - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Benefit Seeker: Searches for outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Make the benefit concrete and situated. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For VSL, this level requires the ad variants to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Premium Minimal. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Benefit Seeker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 5. Skeptical Scanner - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Skeptical Scanner: Looks for exaggeration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use constraints, proof, anti-hype. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Webinar, this level requires the ad variants to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Technical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Skeptical Scanner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 5. Skeptical Scanner - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Skeptical Scanner: Looks for exaggeration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use constraints, proof, anti-hype. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For VSL, this level requires the script intro to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Premium Minimal. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Skeptical Scanner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 5. Skeptical Scanner - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Skeptical Scanner: Looks for exaggeration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use constraints, proof, anti-hype. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Product Page, this level requires the sales call opener to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Warm Human. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Skeptical Scanner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 6. Comparison Thinker - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Comparison Thinker: Compares alternatives. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For VSL, this level requires the sales call opener to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use contrast tables and tradeoffs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Premium Minimal. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Comparison Thinker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 6. Comparison Thinker - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Comparison Thinker: Compares alternatives. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Product Page, this level requires the retargeting angle to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use contrast tables and tradeoffs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Warm Human. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Comparison Thinker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 6. Comparison Thinker - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Comparison Thinker: Compares alternatives. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For B2B Deck, this level requires the checkout reassurance to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use contrast tables and tradeoffs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Urgent Practical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Comparison Thinker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 7. Mechanism Seeker - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Mechanism Seeker: Wants how it works. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Explain mechanism before superiority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Product Page, this level requires the checkout reassurance to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Warm Human. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Mechanism Seeker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 7. Mechanism Seeker - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE

Mechanism Seeker: Wants how it works. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT

Explain mechanism before superiority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION

For B2B Deck, this level requires the onboarding promise to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Urgent Practical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT

Rewrite this copy for a Mechanism Seeker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 7. Mechanism Seeker - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Mechanism Seeker: Wants how it works. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Explain mechanism before superiority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Social Carousel, this level requires the hero section to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Strategic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Mechanism Seeker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 8. Proof Seeker - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Proof Seeker: Needs evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Show data, case, demonstration, or credentials. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For B2B Deck, this level requires the hero section to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Urgent Practical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Proof Seeker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 8. Proof Seeker - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Proof Seeker: Needs evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Show data, case, demonstration, or credentials. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Social Carousel, this level requires the headline set to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Strategic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Proof Seeker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 8. Proof Seeker - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Proof Seeker: Needs evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Show data, case, demonstration, or credentials. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Lead Magnet, this level requires the CTA block to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Investor-Grade. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Proof Seeker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 9. Risk Calculator - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Risk Calculator: Asks what could go wrong. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Decompose and reverse risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Social Carousel, this level requires the CTA block to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Strategic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Risk Calculator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 9. Risk Calculator - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Risk Calculator: Asks what could go wrong. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Decompose and reverse risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Lead Magnet, this level requires the FAQ to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Investor-Grade. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Risk Calculator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 9. Risk Calculator - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Risk Calculator: Asks what could go wrong. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Decompose and reverse risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Chatbot Flow, this level requires the proof module to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Compliance-Safe. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Risk Calculator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 10. Cost Justifier - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Cost Justifier: Needs financial logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
ROI, cost of inaction, break-even path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Lead Magnet, this level requires the proof module to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Investor-Grade. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Cost Justifier. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 10. Cost Justifier - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Cost Justifier: Needs financial logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
ROI, cost of inaction, break-even path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Chatbot Flow, this level requires the pricing page to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Compliance-Safe. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Cost Justifier. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 10. Cost Justifier - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Cost Justifier: Needs financial logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
ROI, cost of inaction, break-even path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Checkout, this level requires the case study to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Founder-to-Founder. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Cost Justifier. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 11. Time Optimizer - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Time Optimizer: Needs speed and ease. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Chatbot Flow, this level requires the case study to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Show implementation timeline and effort. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Compliance-Safe. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Time Optimizer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 11. Time Optimizer - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Time Optimizer: Needs speed and ease. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Show implementation timeline and effort. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Checkout, this level requires the comparison table to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Founder-to-Founder. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Time Optimizer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 11. Time Optimizer - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Time Optimizer: Needs speed and ease. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Show implementation timeline and effort. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Onboarding, this level requires the email sequence to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Scientific-Simple. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Time Optimizer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 12. Identity Interpreter - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Identity Interpreter: Asks if this is for people like them. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Map offer to role and aspiration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Checkout, this level requires the email sequence to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Founder-to-Founder. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Identity Interpreter. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 12. Identity Interpreter - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Identity Interpreter: Asks if this is for people like them. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Map offer to role and aspiration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Onboarding, this level requires the ad variants to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Scientific-Simple. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Identity Interpreter. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 12. Identity Interpreter - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Identity Interpreter: Asks if this is for people like them. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Map offer to role and aspiration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Retargeting, this level requires the script intro to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Creator-Native. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Identity Interpreter. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 13. Social Validator - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Social Validator: Needs peer signal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use specific social proof and community markers. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Onboarding, this level requires the script intro to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Scientific-Simple. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Social Validator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 13. Social Validator - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Social Validator: Needs peer signal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use specific social proof and community markers. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Retargeting, this level requires the sales call opener to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Creator-Native. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Social Validator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 13. Social Validator - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Social Validator: Needs peer signal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use specific social proof and community markers. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Landing Page, this level requires the retargeting angle to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Calm Authority. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Social Validator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 14. Authority Validator - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Authority Validator: Needs expertise. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Credentials, method, institutional proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Retargeting, this level requires the retargeting angle to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Creator-Native. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Authority Validator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 14. Authority Validator - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Authority Validator: Needs expertise. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Credentials, method, institutional proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Landing Page, this level requires the checkout reassurance to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Calm Authority. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Authority Validator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 14. Authority Validator - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Authority Validator: Needs expertise. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Credentials, method, institutional proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Sales Page, this level requires the onboarding promise to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Diagnostic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Authority Validator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 15. Technical Validator - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE

Technical Validator: Needs specs and integration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT

Architecture, compatibility, security. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION

For Landing Page, this level requires the onboarding promise to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE

Recommended tone: Calm Authority. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM

The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT

Rewrite this copy for a Technical Validator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 15. Technical Validator - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Technical Validator: Needs specs and integration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Architecture, compatibility, security. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Sales Page, this level requires the hero section to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Diagnostic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Technical Validator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 15. Technical Validator - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Technical Validator: Needs specs and integration. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Architecture, compatibility, security. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Ad, this level requires the headline set to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Executive. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Technical Validator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 16. Strategic Synthesizer - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Strategic Synthesizer: Wants the big picture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Connect offer to market, moat, and trajectory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Sales Page, this level requires the headline set to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Diagnostic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Strategic Synthesizer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 16. Strategic Synthesizer - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Strategic Synthesizer: Wants the big picture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Connect offer to market, moat, and trajectory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Ad, this level requires the CTA block to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Executive. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Strategic Synthesizer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 16. Strategic Synthesizer - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Strategic Synthesizer: Wants the big picture. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Cold Email, this level requires the FAQ to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Connect offer to market, moat, and trajectory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Pedagogical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Strategic Synthesizer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 17. Operational Planner - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Operational Planner: Needs steps. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Process, milestones, resource requirements. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Ad, this level requires the FAQ to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Executive. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Operational Planner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 17. Operational Planner - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Operational Planner: Needs steps. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Process, milestones, resource requirements. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Cold Email, this level requires the proof module to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Pedagogical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Operational Planner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 17. Operational Planner - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Operational Planner: Needs steps. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Process, milestones, resource requirements. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Nurture Email, this level requires the pricing page to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Anti-Hype. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Operational Planner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 18. Internal Champion - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Internal Champion: Must persuade others. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Give shareable rationale and stakeholder proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Cold Email, this level requires the pricing page to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Pedagogical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Internal Champion. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 18. Internal Champion - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Internal Champion: Must persuade others. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Nurture Email, this level requires the case study to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Give shareable rationale and stakeholder proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Anti-Hype. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Internal Champion. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 18. Internal Champion - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Internal Champion: Must persuade others. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Give shareable rationale and stakeholder proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Webinar, this level requires the comparison table to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Technical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Internal Champion. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 19. Objection Generator - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Objection Generator: Finds holes. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
FAQ, limits, why alternatives fail. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Nurture Email, this level requires the comparison table to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Anti-Hype. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Objection Generator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 19. Objection Generator - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Objection Generator: Finds holes. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
FAQ, limits, why alternatives fail. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Webinar, this level requires the email sequence to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Technical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Objection Generator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 19. Objection Generator - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Objection Generator: Finds holes. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
FAQ, limits, why alternatives fail. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For VSL, this level requires the ad variants to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Premium Minimal. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Objection Generator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 20. Long-Form Learner - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Long-Form Learner: Reads deeply. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Full argument, examples, cases, glossary. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Webinar, this level requires the ad variants to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Technical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Long-Form Learner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 20. Long-Form Learner - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Long-Form Learner: Reads deeply. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Full argument, examples, cases, glossary. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For VSL, this level requires the script intro to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Premium Minimal. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Long-Form Learner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 20. Long-Form Learner - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Long-Form Learner: Reads deeply. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Full argument, examples, cases, glossary. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Product Page, this level requires the sales call opener to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Warm Human. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Long-Form Learner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 21. Narrative Processor - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Narrative Processor: Needs story. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Case story and transformation sequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For VSL, this level requires the sales call opener to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Premium Minimal. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Narrative Processor. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 21. Narrative Processor - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Narrative Processor: Needs story. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Case story and transformation sequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Product Page, this level requires the retargeting angle to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Warm Human. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Narrative Processor. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 21. Narrative Processor - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Narrative Processor: Needs story. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Case story and transformation sequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For B2B Deck, this level requires the checkout reassurance to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Urgent Practical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Narrative Processor. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 22. Visual Processor - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Visual Processor: Needs diagrams. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Visual hierarchy and model diagrams. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Product Page, this level requires the checkout reassurance to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Warm Human. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Visual Processor. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 22. Visual Processor - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Visual Processor: Needs diagrams. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Visual hierarchy and model diagrams. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For B2B Deck, this level requires the onboarding promise to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Urgent Practical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Visual Processor. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 22. Visual Processor - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Visual Processor: Needs diagrams. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Visual hierarchy and model diagrams. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Social Carousel, this level requires the hero section to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Strategic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Visual Processor. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 23. Data Processor - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Data Processor: Needs metrics. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Benchmarks, results, caveats. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For B2B Deck, this level requires the hero section to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Urgent Practical. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Data Processor. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 23. Data Processor - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Data Processor: Needs metrics. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Benchmarks, results, caveats. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Social Carousel, this level requires the headline set to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Strategic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Data Processor. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 23. Data Processor - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Data Processor: Needs metrics. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Benchmarks, results, caveats. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Lead Magnet, this level requires the CTA block to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Investor-Grade. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Data Processor. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 24. Ethical Evaluator - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Ethical Evaluator: Checks manipulation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Transparency and choice preservation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Social Carousel, this level requires the CTA block to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Strategic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Ethical Evaluator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 24. Ethical Evaluator - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Ethical Evaluator: Checks manipulation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Transparency and choice preservation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Lead Magnet, this level requires the FAQ to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Investor-Grade. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Ethical Evaluator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 24. Ethical Evaluator - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Ethical Evaluator: Checks manipulation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Transparency and choice preservation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Chatbot Flow, this level requires the proof module to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Compliance-Safe. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Ethical Evaluator. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 25. Brand-Sensitive - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Brand-Sensitive: Reads taste and coherence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Premium voice and design consistency. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Lead Magnet, this level requires the proof module to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Investor-Grade. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Brand-Sensitive. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 25. Brand-Sensitive - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Brand-Sensitive: Reads taste and coherence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Premium voice and design consistency. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Chatbot Flow, this level requires the pricing page to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Compliance-Safe. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Brand-Sensitive. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 25. Brand-Sensitive - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Brand-Sensitive: Reads taste and coherence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Premium voice and design consistency. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Checkout, this level requires the case study to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Founder-to-Founder. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Brand-Sensitive. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 26. Procurement Thinker - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Procurement Thinker: Needs process defensibility. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Legal, security, compliance, documentation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Chatbot Flow, this level requires the case study to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Compliance-Safe. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Procurement Thinker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 26. Procurement Thinker - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Procurement Thinker: Needs process defensibility. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Legal, security, compliance, documentation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Checkout, this level requires the comparison table to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Founder-to-Founder. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Procurement Thinker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 26. Procurement Thinker - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Procurement Thinker: Needs process defensibility. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Legal, security, compliance, documentation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Onboarding, this level requires the email sequence to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Scientific-Simple. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Procurement Thinker. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 27. Future Planner - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Future Planner: Asks if this will last. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Roadmap, adaptability, support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Checkout, this level requires the email sequence to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Founder-to-Founder. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Future Planner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 27. Future Planner - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Future Planner: Asks if this will last. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Roadmap, adaptability, support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Onboarding, this level requires the ad variants to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Scientific-Simple. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Future Planner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 27. Future Planner - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Future Planner: Asks if this will last. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Roadmap, adaptability, support. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Retargeting, this level requires the script intro to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Creator-Native. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Future Planner. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 28. Failure Historian - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Failure Historian: Compares with past failure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Explain why this time is different. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Onboarding, this level requires the script intro to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Scientific-Simple. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Failure Historian. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 28. Failure Historian - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Failure Historian: Compares with past failure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Explain why this time is different. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Retargeting, this level requires the sales call opener to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Creator-Native. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Failure Historian. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 28. Failure Historian - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Failure Historian: Compares with past failure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Explain why this time is different. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Landing Page, this level requires the retargeting angle to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Calm Authority. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Failure Historian. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 29. Meta-Buyer - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Meta-Buyer: Knows marketing psychology. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use explicit anti-trick framing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Retargeting, this level requires the retargeting angle to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Creator-Native. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Meta-Buyer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 29. Meta-Buyer - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.



COGNITIVE STATE
Meta-Buyer: Knows marketing psychology. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use explicit anti-trick framing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Landing Page, this level requires the checkout reassurance to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Calm Authority. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Meta-Buyer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 29. Meta-Buyer - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Meta-Buyer: Knows marketing psychology. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Use explicit anti-trick framing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Sales Page, this level requires the onboarding promise to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Diagnostic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Meta-Buyer. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 30. Decision-Ready - Page 1/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Decision-Ready: Needs final prompt. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Clear CTA and risk-reduced action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Landing Page, this level requires the onboarding promise to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Calm Authority. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Decision-Ready. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 30. Decision-Ready - Page 2/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Decision-Ready: Needs final prompt. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Clear CTA and risk-reduced action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Sales Page, this level requires the hero section to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Diagnostic. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Decision-Ready. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Cognitive Level 30. Decision-Ready - Page 3/3

Cognitive levels describe processing states, not intelligence hierarchy.

COGNITIVE STATE
Decision-Ready: Needs final prompt. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY REQUIREMENT
Clear CTA and risk-reduced action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL TRANSLATION
For Ad, this level requires the headline set to carry the first usable unit of decision clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TONE
Recommended tone: Executive. The tone must reduce cognitive burden rather than perform brand personality for its own sake. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MECHANISM
The copy succeeds when the reader can process the next unit without holding too many unresolved claims in working memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

PROMPT
Rewrite this copy for a Decision-Ready. Preserve truth, reduce unnecessary load, make the next action obvious, and flag claims needing proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Measure scan clarity, comprehension, proof recall, objection rate, CTA clicks, and qualified conversion quality. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The buyer does not owe the copy attention; the copy must earn processing.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 1. Unaware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Unaware: No problem awareness. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Reveal the hidden cost of the status quo. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Trust Escalation Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Desired Identity to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Sales Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 1. Unaware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Unaware: No problem awareness. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Reveal the hidden cost of the status quo. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Risk Decomposition Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Trust Deficit to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Ad, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 1. Unaware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Unaware: No problem awareness. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Reveal the hidden cost of the status quo. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Nonlinear Buyer Re-entry. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Market Cynicism to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Cold Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 2. Symptom-Aware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Symptom-Aware: Feels pain vaguely. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Risk Decomposition Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Ad, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Fear of Loss to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 2. Symptom-Aware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Symptom-Aware: Feels pain vaguely. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Nonlinear Buyer Re-entry. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Prior Failure to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Cold Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 2. Symptom-Aware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Symptom-Aware: Feels pain vaguely. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Objection Memory Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Nurture Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Name the pattern and consequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Proof Appetite to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 3. Problem-Aware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Problem-Aware: Knows the problem. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Clarify cause and cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Nonlinear Buyer Re-entry. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Trust Deficit to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Cold Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 3. Problem-Aware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Problem-Aware: Knows the problem. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Clarify cause and cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Objection Memory Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Market Cynicism to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Nurture Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 3. Problem-Aware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Problem-Aware: Knows the problem. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Proof Laddering Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Webinar, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Clarify cause and cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Cognitive Load to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 4. Cause-Aware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Cause-Aware: Looks for root cause. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Explain mechanism and diagnosis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Objection Memory Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Prior Failure to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Nurture Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 4. Cause-Aware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Cause-Aware: Looks for root cause. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Proof Laddering Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Webinar, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Explain mechanism and diagnosis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Proof Appetite to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 4. Cause-Aware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Cause-Aware: Looks for root cause. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Explain mechanism and diagnosis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif CTA Ability Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Buyer Role to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For VSL, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 5. Solution-Aware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Solution-Aware: Knows the category. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Differentiate the approach. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Proof Laddering Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Market Cynicism to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Webinar, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 5. Solution-Aware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Solution-Aware: Knows the category. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Differentiate the approach. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif CTA Ability Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Cognitive Load to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For VSL, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 5. Solution-Aware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Solution-Aware: Knows the category. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Differentiate the approach. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Buyer Committee Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Decision Urgency to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Product Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 6. Product-Aware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Product-Aware: Knows the brand/product. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif CTA Ability Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For VSL, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Proof Appetite to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 6. Product-Aware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Product-Aware: Knows the brand/product. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Buyer Committee Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Buyer Role to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Product Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 6. Product-Aware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Product-Aware: Knows the brand/product. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Build credibility and relevance. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Value-Time Compression. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Budget Logic to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For B2B Deck, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 7. Offer-Aware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Offer-Aware: Considers the specific offer. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Buyer Committee Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Product Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Reduce risk and clarify terms. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Cognitive Load to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 7. Offer-Aware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Offer-Aware: Considers the specific offer. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Reduce risk and clarify terms. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Value-Time Compression. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Decision Urgency to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For B2B Deck, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 7. Offer-Aware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Offer-Aware: Considers the specific offer. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Reduce risk and clarify terms. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Post-Conversion Continuity. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Implementation Fear to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Social Carousel, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 8. Price-Aware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE

Price-Aware: Evaluates cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Value-Time Compression. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Buyer Role to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For B2B Deck, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 8. Price-Aware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Price-Aware: Evaluates cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Post-Conversion Continuity. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Budget Logic to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Social Carousel, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 8. Price-Aware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Price-Aware: Evaluates cost. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Justify value and alternative costs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Belief Migration Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Social Risk to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Lead Magnet, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 9. Competitor-Aware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Competitor-Aware: Compares vendors. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Create precise contrast. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Post-Conversion Continuity. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Decision Urgency to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Social Carousel, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 9. Competitor-Aware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Competitor-Aware: Compares vendors. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Create precise contrast. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Belief Migration Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Implementation Fear to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Lead Magnet, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 9. Competitor-Aware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Competitor-Aware: Compares vendors. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Trust Escalation Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Chatbot Flow, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Create precise contrast. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Authority Need to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 10. Urgency-Aware - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Urgency-Aware: Timing matters. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Belief Migration Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Lead Magnet, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Explain why now without pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Budget Logic to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 10. Urgency-Aware - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Urgency-Aware: Timing matters. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Trust Escalation Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Chatbot Flow, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Explain why now without pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Social Risk to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 10. Urgency-Aware - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Urgency-Aware: Timing matters. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Explain why now without pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Risk Decomposition Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Autonomy Sensitivity to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Checkout, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 11. Budget-Limited - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Budget-Limited: Cost constraint is real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Use tiering, payment, ROI, or scope clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Trust Escalation Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Implementation Fear to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Chatbot Flow, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 11. Budget-Limited - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Budget-Limited: Cost constraint is real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Risk Decomposition Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Checkout, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Use tiering, payment, ROI, or scope clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Authority Need to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 11. Budget-Limited - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Budget-Limited: Cost constraint is real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Use tiering, payment, ROI, or scope clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Nonlinear Buyer Re-entry. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Comparison Frame to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Onboarding, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 12. Authority-Dependent - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Authority-Dependent: Needs approval. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Risk Decomposition Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Checkout, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Social Risk to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 12. Authority-Dependent - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Authority-Dependent: Needs approval. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Nonlinear Buyer Re-entry. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Autonomy Sensitivity to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Onboarding, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 12. Authority-Dependent - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Authority-Dependent: Needs approval. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Provide stakeholder-ready rationale. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Objection Memory Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Time Horizon to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Retargeting, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 13. Committee-Driven - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE

Committee-Driven: Multiple decision makers. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Nonlinear Buyer Re-entry. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Onboarding, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Map benefits by stakeholder role. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Authority Need to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 13. Committee-Driven - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Committee-Driven: Multiple decision makers. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Map benefits by stakeholder role. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Objection Memory Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Comparison Frame to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Retargeting, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 13. Committee-Driven - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Committee-Driven: Multiple decision makers. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Proof Laddering Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Landing Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Map benefits by stakeholder role. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Buying Trigger to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 14. Procurement-Bound - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Procurement-Bound: Formal buying process. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Objection Memory Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Autonomy Sensitivity to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Retargeting, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 14. Procurement-Bound - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Procurement-Bound: Formal buying process. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Proof Laddering Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Time Horizon to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Landing Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 14. Procurement-Bound - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Procurement-Bound: Formal buying process. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Provide documentation and compliance proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif CTA Ability Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Regret Scenario to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Sales Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 15. High-Ticket - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

High-Ticket: Large perceived risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Deep proof, process, guarantee, fit filter. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Proof Laddering Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Comparison Frame to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Landing Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 15. High-Ticket - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
High-Ticket: Large perceived risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Deep proof, process, guarantee, fit filter. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif CTA Ability Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Buying Trigger to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Sales Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 15. High-Ticket - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
High-Ticket: Large perceived risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Deep proof, process, guarantee, fit filter. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Buyer Committee Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Problem Mirror to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Ad, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 16. Low-Ticket Impulse - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Low-Ticket Impulse: Low risk and fast action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Fast clarity and simple CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif CTA Ability Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Time Horizon to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Sales Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 16. Low-Ticket Impulse - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE

Low-Ticket Impulse: Low risk and fast action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Fast clarity and simple CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Buyer Committee Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Regret Scenario to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Ad, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 16. Low-Ticket Impulse - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Low-Ticket Impulse: Low risk and fast action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Fast clarity and simple CTA. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Value-Time Compression. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Pain Texture to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Cold Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 17. Subscription - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Subscription: Long-term commitment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Continuity, onboarding, retention proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Buyer Committee Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Buying Trigger to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Ad, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 17. Subscription - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Subscription: Long-term commitment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Continuity, onboarding, retention proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Value-Time Compression. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Problem Mirror to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Cold Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 17. Subscription - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Subscription: Long-term commitment. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Continuity, onboarding, retention proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Post-Conversion Continuity. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Desired Identity to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Nurture Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 18. One-Time Purchase - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
One-Time Purchase: Single action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Value-Time Compression. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Regret Scenario to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Cold Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 18. One-Time Purchase - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
One-Time Purchase: Single action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Post-Conversion Continuity. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Pain Texture to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Nurture Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 18. One-Time Purchase - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
One-Time Purchase: Single action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Immediate fit and clear value. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Belief Migration Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Fear of Loss to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Webinar, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 19. Service Offer - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Service Offer: Trust in provider matters. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Process, standards, case logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Post-Conversion Continuity. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Problem Mirror to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Nurture Email, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 19. Service Offer - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Service Offer: Trust in provider matters. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Process, standards, case logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Belief Migration Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Desired Identity to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Webinar, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 19. Service Offer - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Service Offer: Trust in provider matters. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Process, standards, case logic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Trust Escalation Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Trust Deficit to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For VSL, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 20. Productized Service - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Productized Service: System trust matters. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Belief Migration Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Pain Texture to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Webinar, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 20. Productized Service - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Productized Service: System trust matters. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Trust Escalation Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Fear of Loss to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For VSL, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 20. Productized Service - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Productized Service: System trust matters. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Deliverable clarity and timeline. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Risk Decomposition Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Prior Failure to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Product Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 21. SaaS - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
SaaS: Workflow and adoption risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Use cases, integrations, activation path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Trust Escalation Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Desired Identity to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For VSL, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 21. SaaS - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
SaaS: Workflow and adoption risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Use cases, integrations, activation path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Risk Decomposition Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Trust Deficit to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Product Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 21. SaaS - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
SaaS: Workflow and adoption risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Use cases, integrations, activation path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Nonlinear Buyer Re-entry. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Market Cynicism to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For B2B Deck, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 22. Agency - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Agency: Result and relationship risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Case studies plus method. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Risk Decomposition Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Fear of Loss to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Product Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 22. Agency - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Agency: Result and relationship risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Case studies plus method. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Nonlinear Buyer Re-entry. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Prior Failure to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For B2B Deck, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 22. Agency - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Agency: Result and relationship risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Case studies plus method. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Objection Memory Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Proof Appetite to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Social Carousel, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 23. Consulting - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE

Consulting: Expert diagnosis risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Insight, authority, framework. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Nonlinear Buyer Re-entry. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Trust Deficit to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For B2B Deck, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 23. Consulting - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Consulting: Expert diagnosis risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Insight, authority, framework. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Objection Memory Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Market Cynicism to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Social Carousel, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 23. Consulting - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Consulting: Expert diagnosis risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Insight, authority, framework. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Proof Laddering Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Cognitive Load to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Lead Magnet, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 24. Course - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Course: Capability gain risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Objection Memory Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Prior Failure to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Social Carousel, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 24. Course - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Course: Capability gain risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Proof Laddering Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Proof Appetite to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Lead Magnet, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 24. Course - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Course: Capability gain risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Curriculum, exercises, progression. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif CTA Ability Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Buyer Role to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Chatbot Flow, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 25. Book or KB - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Book or KB: Knowledge promise risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Table of transformation and use cases. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Proof Laddering Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Market Cynicism to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Lead Magnet, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 25. Book or KB - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

Book or KB: Knowledge promise risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Table of transformation and use cases. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif CTA Ability Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Cognitive Load to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Chatbot Flow, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 25. Book or KB - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Book or KB: Knowledge promise risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Table of transformation and use cases. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Buyer Committee Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Decision Urgency to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Checkout, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 26. AI System - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

AI System: Novelty and trust risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif CTA Ability Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Proof Appetite to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Chatbot Flow, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 26. AI System - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE

AI System: Novelty and trust risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Buyer Committee Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Buyer Role to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Checkout, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 26. AI System - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
AI System: Novelty and trust risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Demo, governance, limits, deployment path. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Value-Time Compression. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Budget Logic to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Onboarding, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 27. Local Service - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE

Local Service: Immediate location need. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Availability, reviews, local proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Buyer Committee Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Cognitive Load to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Checkout, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 27. Local Service - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Local Service: Immediate location need. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Availability, reviews, local proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Value-Time Compression. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Decision Urgency to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Onboarding, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 27. Local Service - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Local Service: Immediate location need. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Availability, reviews, local proof. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Post-Conversion Continuity. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Implementation Fear to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Retargeting, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 28. Corporate Deal - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE

Corporate Deal: Reputation and operational risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Value-Time Compression. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Onboarding, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Governance, service-level clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Buyer Role to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 28. Corporate Deal - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE

Corporate Deal: Reputation and operational risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE

Governance, service-level clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY

Use Moussaif Post-Conversion Continuity. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER

Apply Budget Logic to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE

For Retargeting, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA

State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS

Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 28. Corporate Deal - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Corporate Deal: Reputation and operational risk. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Governance, service-level clarity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Belief Migration Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Social Risk to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Landing Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 29. Premium Brand - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Premium Brand: Taste and status. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Minimalism, craft, scarcity only if real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Post-Conversion Continuity. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Decision Urgency to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Retargeting, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 29. Premium Brand - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Premium Brand: Taste and status. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Minimalism, craft, scarcity only if real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Belief Migration Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Implementation Fear to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Landing Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 29. Premium Brand - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Premium Brand: Taste and status. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Minimalism, craft, scarcity only if real. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Trust Escalation Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Authority Need to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Sales Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 30. Market Creation - Page 1/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Market Creation: New category. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Belief Migration Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Budget Logic to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Landing Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 30. Market Creation - Page 2/3

Commercial levels tell the model what kind of decision is actually being requested.



COMMERCIAL STATE
Market Creation: New category. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Trust Escalation Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Social Risk to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Sales Page, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Commercial Level 30. Market Creation - Page 3/3

Commercial levels tell the model what kind of decision is actually being requested.

COMMERCIAL STATE
Market Creation: New category. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

COPY OBJECTIVE
Education before selling. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FUNNEL THEORY
Use Moussaif Risk Decomposition Funnel. This stage must deliver the belief required for the next commercial action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FILTER
Apply Autonomy Sensitivity to mirror the buyer's decision frame before writing. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CHANNEL EXAMPLE
For Ad, the copy must match the current trust threshold and avoid asking for more commitment than the buyer can justify. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ASSET FORMULA
State the stage -> name the buyer's active question -> answer with mechanism/proof -> reduce stage-specific risk -> ask for the next reasonable action. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRICS
Track stage advancement, qualified intent, objections, lead quality, time-to-next-step, and post-action regret signals. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Never use one CTA intensity for all stages.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 1

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Landing Page. Industry: AI agency. Asset: hero section. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a AI agency Landing Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Landing Page; industry:AI agency; asset:hero section; tone:Calm Authority; theory:Silent Persuasion; funnel:Belief Migration Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Silent Persuasion for the copy layer and Belief Migration Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 2

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Sales Page. Industry: consulting. Asset: pricing page. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a consulting Sales Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Sales Page; industry:consulting; asset:pricing page; tone:Pedagogical; theory:Proof-Weighted Desire; funnel:Trust Escalation Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Proof-Weighted Desire for the copy layer and Trust Escalation Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 3

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Ad. Industry: knowledge product. Asset: script intro. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a knowledge product Ad, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Ad; industry:knowledge product; asset:script intro; tone:Premium Minimal; theory:Cognitive Mirror Fit; funnel:Risk Decomposition Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Cognitive Mirror Fit for the copy layer and Risk Decomposition Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 4

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Cold Email. Industry: finance. Asset: hero section. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a finance Cold Email, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Cold Email; industry:finance; asset:hero section; tone:Strategic; theory:Objection Pre-Resolution; funnel:Nonlinear Buyer Re-entry Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Objection Pre-Resolution for the copy layer and Nonlinear Buyer Re-entry for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 5

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Nurture Email. Industry: premium brand. Asset: pricing page. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a premium brand Nurture Email, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Nurture Email; industry:premium brand; asset:pricing page; tone:Founder-to-Founder; theory:Agency-Preserving Persuasion; funnel:Objection Memory Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Agency-Preserving Persuasion for the copy layer and Objection Memory Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 6

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Webinar. Industry: creator business. Asset: script intro. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a creator business Webinar, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Webinar; industry:creator business; asset:script intro; tone:Calm Authority; theory:Mechanism-First Promise; funnel:Proof Laddering Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Mechanism-First Promise for the copy layer and Proof Laddering Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 7

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: VSL. Industry: real estate. Asset: hero section. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a real estate VSL, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:VSL; industry:real estate; asset:hero section; tone:Pedagogical; theory:Decision-Path Compression; funnel:CTA Ability Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Decision-Path Compression for the copy layer and CTA Ability Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 8

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Product Page. Industry: DevOps. Asset: pricing page. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a DevOps Product Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Product Page; industry:DevOps; asset:pricing page; tone:Premium Minimal; theory:Trust-Threshold Sequencing; funnel:Buyer Committee Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Trust-Threshold Sequencing for the copy layer and Buyer Committee Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 9

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: B2B Deck. Industry: media agency. Asset: script intro. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a media agency B2B Deck, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:B2B Deck; industry:media agency; asset:script intro; tone:Strategic; theory:Commercial Identity Alignment; funnel:Value-Time Compression Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Commercial Identity Alignment for the copy layer and Value-Time Compression for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 10

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Social Carousel. Industry: B2B platform. Asset: hero section. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a B2B platform Social Carousel, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Social Carousel; industry:B2B platform; asset:hero section; tone:Founder-to-Founder; theory:Anti-Wow Conversion; funnel:Post-Conversion Continuity Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Anti-Wow Conversion for the copy layer and Post-Conversion Continuity for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 11

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Lead Magnet. Industry: AI agency. Asset: pricing page. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a AI agency Lead Magnet, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Lead Magnet; industry:AI agency; asset:pricing page; tone:Calm Authority; theory:Silent Persuasion; funnel:Belief Migration Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Silent Persuasion for the copy layer and Belief Migration Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 12

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Chatbot Flow. Industry: consulting. Asset: script intro. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a consulting Chatbot Flow, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Chatbot Flow; industry:consulting; asset:script intro; tone:Pedagogical; theory:Proof-Weighted Desire; funnel:Trust Escalation Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Proof-Weighted Desire for the copy layer and Trust Escalation Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 13

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Checkout. Industry: knowledge product. Asset: hero section. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a knowledge product Checkout, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Checkout; industry:knowledge product; asset:hero section; tone:Premium Minimal; theory:Cognitive Mirror Fit; funnel:Risk Decomposition Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Cognitive Mirror Fit for the copy layer and Risk Decomposition Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 14

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Onboarding. Industry: finance. Asset: pricing page. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a finance Onboarding, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Onboarding; industry:finance; asset:pricing page; tone:Strategic; theory:Objection Pre-Resolution; funnel:Nonlinear Buyer Re-entry Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Objection Pre-Resolution for the copy layer and Nonlinear Buyer Re-entry for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 15

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Retargeting. Industry: premium brand. Asset: script intro. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a premium brand Retargeting, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Retargeting; industry:premium brand; asset:script intro; tone:Founder-to-Founder; theory:Agency-Preserving Persuasion; funnel:Objection Memory Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Agency-Preserving Persuasion for the copy layer and Objection Memory Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 16

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Landing Page. Industry: creator business. Asset: hero section. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a creator business Landing Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Landing Page; industry:creator business; asset:hero section; tone:Calm Authority; theory:Mechanism-First Promise; funnel:Proof Laddering Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Mechanism-First Promise for the copy layer and Proof Laddering Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 17

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Sales Page. Industry: real estate. Asset: pricing page. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a real estate Sales Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Sales Page; industry:real estate; asset:pricing page; tone:Pedagogical; theory:Decision-Path Compression; funnel:CTA Ability Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Decision-Path Compression for the copy layer and CTA Ability Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 18

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Ad. Industry: DevOps. Asset: script intro. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a DevOps Ad, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Ad; industry:DevOps; asset:script intro; tone:Premium Minimal; theory:Trust-Threshold Sequencing; funnel:Buyer Committee Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Trust-Threshold Sequencing for the copy layer and Buyer Committee Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 19

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Cold Email. Industry: media agency. Asset: hero section. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a media agency Cold Email, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Cold Email; industry:media agency; asset:hero section; tone:Strategic; theory:Commercial Identity Alignment; funnel:Value-Time Compression Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Commercial Identity Alignment for the copy layer and Value-Time Compression for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 20

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Nurture Email. Industry: B2B platform. Asset: pricing page. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a B2B platform Nurture Email, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Nurture Email; industry:B2B platform; asset:pricing page; tone:Founder-to-Founder; theory:Anti-Wow Conversion; funnel:Post-Conversion Continuity Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Anti-Wow Conversion for the copy layer and Post-Conversion Continuity for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 21

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Webinar. Industry: AI agency. Asset: script intro. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a AI agency Webinar, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Webinar; industry:AI agency; asset:script intro; tone:Calm Authority; theory:Silent Persuasion; funnel:Belief Migration Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Silent Persuasion for the copy layer and Belief Migration Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 22

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: VSL. Industry: consulting. Asset: hero section. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a consulting VSL, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:VSL; industry:consulting; asset:hero section; tone:Pedagogical; theory:Proof-Weighted Desire; funnel:Trust Escalation Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Proof-Weighted Desire for the copy layer and Trust Escalation Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 23

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Product Page. Industry: knowledge product. Asset: pricing page. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a knowledge product Product Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Product Page; industry:knowledge product; asset:pricing page; tone:Premium Minimal; theory:Cognitive Mirror Fit; funnel:Risk Decomposition Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Cognitive Mirror Fit for the copy layer and Risk Decomposition Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 24

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: B2B Deck. Industry: finance. Asset: script intro. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Objection Pre-Resolution for the copy layer and Nonlinear Buyer Re-entry for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

TEMPLATE

For a finance B2B Deck, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:B2B Deck; industry:finance; asset:script intro; tone:Strategic; theory:Objection Pre-Resolution; funnel:Nonlinear Buyer Re-entry Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 25

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Social Carousel. Industry: premium brand. Asset: hero section. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a premium brand Social Carousel, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Social Carousel; industry:premium brand; asset:hero section; tone:Founder-to-Founder; theory:Agency-Preserving Persuasion; funnel:Objection Memory Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Agency-Preserving Persuasion for the copy layer and Objection Memory Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 26

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Lead Magnet. Industry: creator business. Asset: pricing page. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a creator business Lead Magnet, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Lead Magnet; industry:creator business; asset:pricing page; tone:Calm Authority; theory:Mechanism-First Promise; funnel:Proof Laddering Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Mechanism-First Promise for the copy layer and Proof Laddering Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 27

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Chatbot Flow. Industry: real estate. Asset: script intro. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a real estate Chatbot Flow, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Chatbot Flow; industry:real estate; asset:script intro; tone:Pedagogical; theory:Decision-Path Compression; funnel:CTA Ability Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Decision-Path Compression for the copy layer and CTA Ability Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 28

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Checkout. Industry: DevOps. Asset: hero section. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a DevOps Checkout, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Checkout; industry:DevOps; asset:hero section; tone:Premium Minimal; theory:Trust-Threshold Sequencing; funnel:Buyer Committee Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Trust-Threshold Sequencing for the copy layer and Buyer Committee Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 29

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Onboarding. Industry: media agency. Asset: pricing page. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a media agency Onboarding, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Onboarding; industry:media agency; asset:pricing page; tone:Strategic; theory:Commercial Identity Alignment; funnel:Value-Time Compression Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Commercial Identity Alignment for the copy layer and Value-Time Compression for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 30

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Retargeting. Industry: B2B platform. Asset: script intro. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a B2B platform Retargeting, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Retargeting; industry:B2B platform; asset:script intro; tone:Founder-to-Founder; theory:Anti-Wow Conversion; funnel:Post-Conversion Continuity Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Anti-Wow Conversion for the copy layer and Post-Conversion Continuity for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 31

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Landing Page. Industry: AI agency. Asset: hero section. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a AI agency Landing Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Landing Page; industry:AI agency; asset:hero section; tone:Calm Authority; theory:Silent Persuasion; funnel:Belief Migration Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Silent Persuasion for the copy layer and Belief Migration Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 32

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Sales Page. Industry: consulting. Asset: pricing page. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a consulting Sales Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Sales Page; industry:consulting; asset:pricing page; tone:Pedagogical; theory:Proof-Weighted Desire; funnel:Trust Escalation Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Proof-Weighted Desire for the copy layer and Trust Escalation Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 33

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Ad. Industry: knowledge product. Asset: script intro. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a knowledge product Ad, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Ad; industry:knowledge product; asset:script intro; tone:Premium Minimal; theory:Cognitive Mirror Fit; funnel:Risk Decomposition Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Cognitive Mirror Fit for the copy layer and Risk Decomposition Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 34

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Cold Email. Industry: finance. Asset: hero section. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a finance Cold Email, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Cold Email; industry:finance; asset:hero section; tone:Strategic; theory:Objection Pre-Resolution; funnel:Nonlinear Buyer Re-entry Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Objection Pre-Resolution for the copy layer and Nonlinear Buyer Re-entry for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 35

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Nurture Email. Industry: premium brand. Asset: pricing page. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a premium brand Nurture Email, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Nurture Email; industry:premium brand; asset:pricing page; tone:Founder-to-Founder; theory:Agency-Preserving Persuasion; funnel:Objection Memory Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Agency-Preserving Persuasion for the copy layer and Objection Memory Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

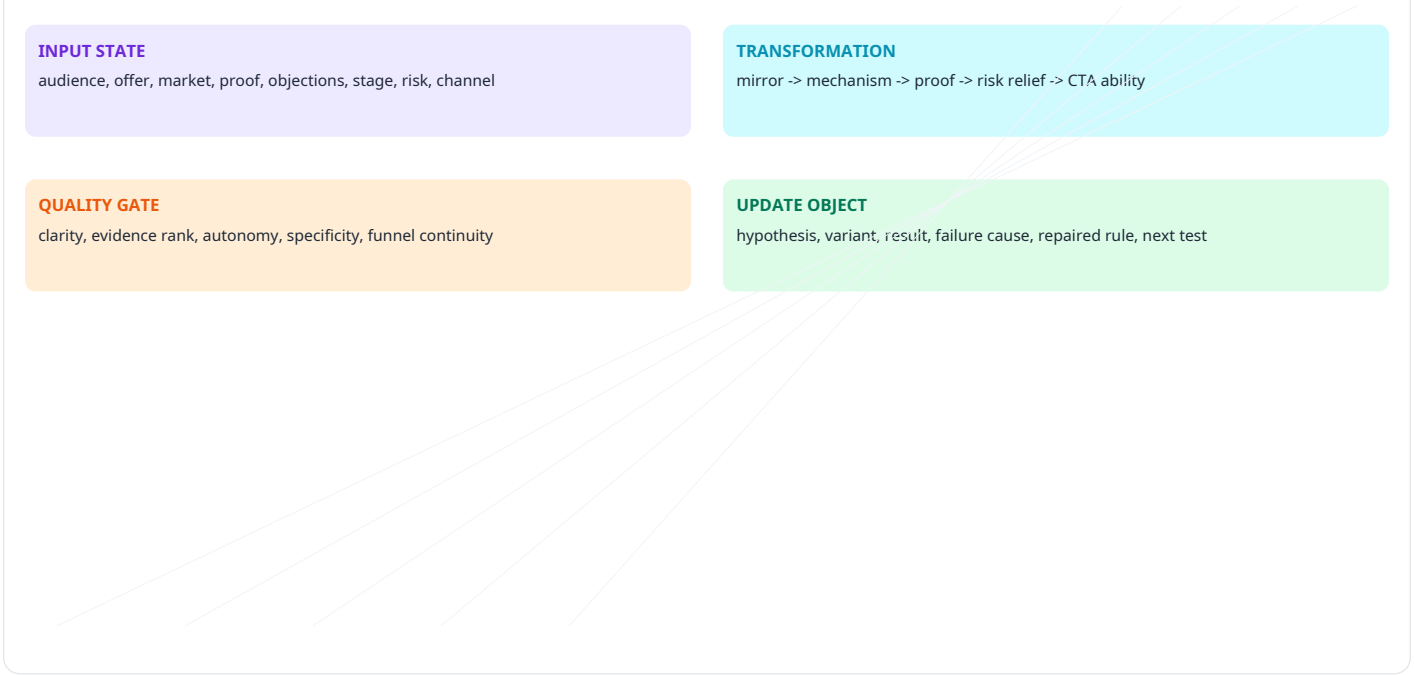
PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 36

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Webinar. Industry: creator business. Asset: script intro. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a creator business Webinar, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Webinar; industry:creator business; asset:script intro; tone:Calm Authority; theory:Mechanism-First Promise; funnel:Proof Laddering Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Mechanism-First Promise for the copy layer and Proof Laddering Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 37

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: VSL. Industry: real estate. Asset: hero section. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a real estate VSL, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:VSL; industry:real estate; asset:hero section; tone:Pedagogical; theory:Decision-Path Compression; funnel:CTA Ability Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Decision-Path Compression for the copy layer and CTA Ability Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 38

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Product Page. Industry: DevOps. Asset: pricing page. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a DevOps Product Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Product Page; industry:DevOps; asset:pricing page; tone:Premium Minimal; theory:Trust-Threshold Sequencing; funnel:Buyer Committee Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Trust-Threshold Sequencing for the copy layer and Buyer Committee Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 39

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: B2B Deck. Industry: media agency. Asset: script intro. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a media agency B2B Deck, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:B2B Deck; industry:media agency; asset:script intro; tone:Strategic; theory:Commercial Identity Alignment; funnel:Value-Time Compression Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Commercial Identity Alignment for the copy layer and Value-Time Compression for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 40

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Social Carousel. Industry: B2B platform. Asset: hero section. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a B2B platform Social Carousel, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Social Carousel; industry:B2B platform; asset:hero section; tone:Founder-to-Founder; theory:Anti-Wow Conversion; funnel:Post-Conversion Continuity Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Anti-Wow Conversion for the copy layer and Post-Conversion Continuity for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 41

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Lead Magnet. Industry: AI agency. Asset: pricing page. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a AI agency Lead Magnet, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Lead Magnet; industry:AI agency; asset:pricing page; tone:Calm Authority; theory:Silent Persuasion; funnel:Belief Migration Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Silent Persuasion for the copy layer and Belief Migration Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 42

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Chatbot Flow. Industry: consulting. Asset: script intro. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a consulting Chatbot Flow, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Chatbot Flow; industry:consulting; asset:script intro; tone:Pedagogical; theory:Proof-Weighted Desire; funnel:Trust Escalation Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Proof-Weighted Desire for the copy layer and Trust Escalation Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 43

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Checkout. Industry: knowledge product. Asset: hero section. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a knowledge product Checkout, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Checkout; industry:knowledge product; asset:hero section; tone:Premium Minimal; theory:Cognitive Mirror Fit; funnel:Risk Decomposition Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Cognitive Mirror Fit for the copy layer and Risk Decomposition Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 44

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Onboarding. Industry: finance. Asset: pricing page. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a finance Onboarding, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Onboarding; industry:finance; asset:pricing page; tone:Strategic; theory:Objection Pre-Resolution; funnel:Nonlinear Buyer Re-entry Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Objection Pre-Resolution for the copy layer and Nonlinear Buyer Re-entry for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 45

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Retargeting. Industry: premium brand. Asset: script intro. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a premium brand Retargeting, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Retargeting; industry:premium brand; asset:script intro; tone:Founder-to-Founder; theory:Agency-Preserving Persuasion; funnel:Objection Memory Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Agency-Preserving Persuasion for the copy layer and Objection Memory Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 46

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Landing Page. Industry: creator business. Asset: hero section. Tone: Calm Authority. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a creator business Landing Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Calm Authority must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Landing Page; industry:creator business; asset:hero section; tone:Calm Authority; theory:Mechanism-First Promise; funnel:Proof Laddering Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Mechanism-First Promise for the copy layer and Proof Laddering Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 47

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Sales Page. Industry: real estate. Asset: pricing page. Tone: Pedagogical. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a real estate Sales Page, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Pedagogical must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Sales Page; industry:real estate; asset:pricing page; tone:Pedagogical; theory:Decision-Path Compression; funnel:CTA Ability Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Decision-Path Compression for the copy layer and CTA Ability Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 48

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.



VERSATILITY CASE

Channel: Ad. Industry: DevOps. Asset: script intro. Tone: Premium Minimal. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a DevOps Ad, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the script intro carry one action only.

TONE RULE

Premium Minimal must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Ad; industry:DevOps; asset:script intro; tone:Premium Minimal; theory:Trust-Threshold Sequencing; funnel:Buyer Committee Funnel Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Trust-Threshold Sequencing for the copy layer and Buyer Committee Funnel for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 49

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Cold Email. Industry: media agency. Asset: hero section. Tone: Strategic. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a media agency Cold Email, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the hero section carry one action only.

TONE RULE

Strategic must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Cold Email; industry:media agency; asset:hero section; tone:Strategic; theory:Commercial Identity Alignment; funnel:Value-Time Compression Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Commercial Identity Alignment for the copy layer and Value-Time Compression for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Channel-Industry-Asset Card 50

V1.5 expands the OS across channels, tones, industries, assets, and funnel states.

VERSATILITY CASE

Channel: Nurture Email. Industry: B2B platform. Asset: pricing page. Tone: Founder-to-Founder. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TEMPLATE

For a B2B platform Nurture Email, open with the buyer's active problem, explain the mechanism in simple terms, add proof that fits the risk, and make the pricing page carry one action only.

TONE RULE

Founder-to-Founder must not be cosmetic. It should change sentence length, certainty level, proof density, risk language, and CTA pressure. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RAG TAGS

channel:Nurture Email; industry:B2B platform; asset:pricing page; tone:Founder-to-Founder; theory:Anti-Wow Conversion; funnel:Post-Conversion Continuity Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OPERATING DIAGNOSIS

Use Anti-Wow Conversion for the copy layer and Post-Conversion Continuity for the sequence layer. The goal is to match proof, action ability, and trust threshold to the context.

PROOF CHOICE

Choose among mechanism proof, demonstration proof, authority proof, comparative proof, social proof, data proof, or boundary proof. Do not use proof that the buyer cannot verify or does not care about.

ANTI-WOW REPAIR

Replace vague grandeur with precise contrast: what changes, by what mechanism, for whom, under what conditions, and with what evidence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE Versatility means adaptable principles, not generic copy everywhere.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 1: Research Agent + Copy Kernelizer

Thinking models need interfaces, not only instructions.

AGENT ROLE

Research Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Copy Kernelizer. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 2: Concept Agent + Trust Threshold Calculator

Thinking models need interfaces, not only instructions.

AGENT ROLE

Concept Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Trust Threshold Calculator. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 3: Evidence Agent + Cognitive Load Compressor

Thinking models need interfaces, not only instructions.

AGENT ROLE

Evidence Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Cognitive Load Compressor. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

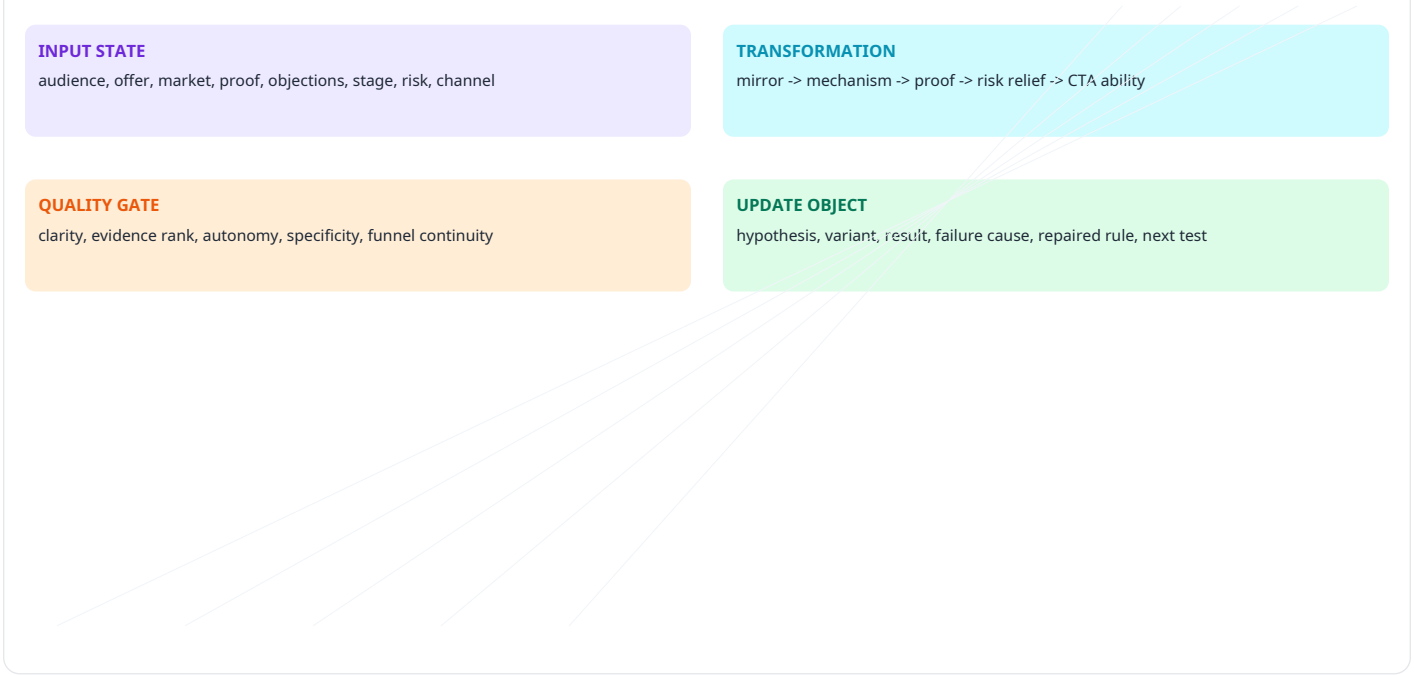
GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 4: Critique Agent + Objection Matrix

Thinking models need interfaces, not only instructions.

AGENT ROLE

Critique Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Objection Matrix. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 5: Tool Agent + Proof Ladder Builder

Thinking models need interfaces, not only instructions.

AGENT ROLE

Tool Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Proof Ladder Builder. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 6: Skill Agent + Tone-State Selector

Thinking models need interfaces, not only instructions.

AGENT ROLE

Skill Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Tone-State Selector. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 7: Retrieval Agent + Anti-Hype Sanitizer

Thinking models need interfaces, not only instructions.

AGENT ROLE

Retrieval Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Anti-Hype Sanitizer. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 8: Graph Agent + Funnel Belief Mapper

Thinking models need interfaces, not only instructions.

AGENT ROLE

Graph Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Funnel Belief Mapper. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 9: Pedagogy Agent + Reactance Scanner

Thinking models need interfaces, not only instructions.

AGENT ROLE

Pedagogy Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Reactance Scanner. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 10: Deployment Agent + GraphRAG Compiler

Thinking models need interfaces, not only instructions.

AGENT ROLE

Deployment Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: GraphRAG Compiler. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 11: Destruction Court Agent + Copy Kernelizer

Thinking models need interfaces, not only instructions.

AGENT ROLE

Destruction Court Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Copy Kernelizer. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 12: Versioning Agent + Trust Threshold Calculator

Thinking models need interfaces, not only instructions.

AGENT ROLE

Versioning Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Trust Threshold Calculator. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 13: Offer Mechanism Agent + Cognitive Load Compressor

Thinking models need interfaces, not only instructions.

AGENT ROLE

Offer Mechanism Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Cognitive Load Compressor. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 14: Risk Decomposition Agent + Objection Matrix

Thinking models need interfaces, not only instructions.

AGENT ROLE

Risk Decomposition Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Objection Matrix. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 15: CTA Ability Agent + Proof Ladder Builder

Thinking models need interfaces, not only instructions.

AGENT ROLE

CTA Ability Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Proof Ladder Builder. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 16: Tone Router + Tone-State Selector

Thinking models need interfaces, not only instructions.

AGENT ROLE

Tone Router is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Tone-State Selector. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 17: Proof Ladder Agent + Anti-Hype Sanitizer

Thinking models need interfaces, not only instructions.

AGENT ROLE

Proof Ladder Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Anti-Hype Sanitizer. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 18: Funnel Memory Agent + Funnel Belief Mapper

Thinking models need interfaces, not only instructions.

AGENT ROLE

Funnel Memory Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Funnel Belief Mapper. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 19: Buyer Committee Agent + Reactance Scanner

Thinking models need interfaces, not only instructions.

AGENT ROLE

Buyer Committee Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Reactance Scanner. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 20: Ethics Agent + GraphRAG Compiler

Thinking models need interfaces, not only instructions.

AGENT ROLE

Ethics Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: GraphRAG Compiler. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 21: Research Agent + Copy Kernelizer

Thinking models need interfaces, not only instructions.

AGENT ROLE

Research Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Copy Kernelizer. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 22: Concept Agent + Trust Threshold Calculator

Thinking models need interfaces, not only instructions.

AGENT ROLE

Concept Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Trust Threshold Calculator. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 23: Evidence Agent + Cognitive Load Compressor

Thinking models need interfaces, not only instructions.

AGENT ROLE

Evidence Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Cognitive Load Compressor. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 24: Critique Agent + Objection Matrix

Thinking models need interfaces, not only instructions.

AGENT ROLE

Critique Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Objection Matrix. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 25: Tool Agent + Proof Ladder Builder

Thinking models need interfaces, not only instructions.

AGENT ROLE

Tool Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Proof Ladder Builder. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 26: Skill Agent + Tone-State Selector

Thinking models need interfaces, not only instructions.

AGENT ROLE

Skill Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Tone-State Selector. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 27: Retrieval Agent + Anti-Hype Sanitizer

Thinking models need interfaces, not only instructions.

AGENT ROLE

Retrieval Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Anti-Hype Sanitizer. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 28: Graph Agent + Funnel Belief Mapper

Thinking models need interfaces, not only instructions.

AGENT ROLE

Graph Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Funnel Belief Mapper. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 29: Pedagogy Agent + Reactance Scanner

Thinking models need interfaces, not only instructions.

AGENT ROLE

Pedagogy Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Reactance Scanner. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 30: Deployment Agent + GraphRAG Compiler

Thinking models need interfaces, not only instructions.

AGENT ROLE

Deployment Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: GraphRAG Compiler. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 31: Destruction Court Agent + Copy Kernelizer

Thinking models need interfaces, not only instructions.

AGENT ROLE

Destruction Court Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Copy Kernelizer. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 32: Versioning Agent + Trust Threshold Calculator

Thinking models need interfaces, not only instructions.

AGENT ROLE

Versioning Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Trust Threshold Calculator. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 33: Offer Mechanism Agent + Cognitive Load Compressor

Thinking models need interfaces, not only instructions.

AGENT ROLE

Offer Mechanism Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Cognitive Load Compressor. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 34: Risk Decomposition Agent + Objection Matrix

Thinking models need interfaces, not only instructions.

AGENT ROLE

Risk Decomposition Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Objection Matrix. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 35: CTA Ability Agent + Proof Ladder Builder

Thinking models need interfaces, not only instructions.

AGENT ROLE

CTA Ability Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Proof Ladder Builder. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 36: Tone Router + Tone-State Selector

Thinking models need interfaces, not only instructions.

AGENT ROLE

Tone Router is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Tone-State Selector. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 37: Proof Ladder Agent + Anti-Hype Sanitizer

Thinking models need interfaces, not only instructions.

AGENT ROLE

Proof Ladder Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Anti-Hype Sanitizer. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 38: Funnel Memory Agent + Funnel Belief Mapper

Thinking models need interfaces, not only instructions.

AGENT ROLE

Funnel Memory Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Funnel Belief Mapper. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 39: Buyer Committee Agent + Reactance Scanner

Thinking models need interfaces, not only instructions.

AGENT ROLE

Buyer Committee Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: Reactance Scanner. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Agentic Module 40: Ethics Agent + GraphRAG Compiler

Thinking models need interfaces, not only instructions.

AGENT ROLE

Ethics Agent is responsible for one part of the copy operating loop. It receives constrained inputs and produces inspectable outputs. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

TOOL COUPLING

Primary tool: GraphRAG Compiler. The tool converts diagnosis into a repeatable operation rather than improvisational advice. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

INPUTS

Offer, audience, funnel stage, claims, proof, objections, risk types, channel, tone, previous results, and uncertainty tags. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

OUTPUTS

A decision object: what to write, what to prove, what to remove, what to test, what to store, and what claim needs verification. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

FORBIDDEN OPERATION

The agent may not invent evidence, exaggerate results, hide risk, create fake scarcity, or treat a theoretical synthesis as established fact. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GRAPHRAG SCHEMA

Nodes: buyer_state, claim, proof, objection, risk, CTA, asset, result. Edges: supports, reduces, requires, fails_when, tests, updates. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

EVALUATION

The output passes only if another agent can inspect it, critique it, reproduce it, and update the memory after market feedback. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE An agent that cannot be evaluated becomes a hallucination engine.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 1: Landing Page Generator

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Landing Page Generator: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Hallucination Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 2: Email Sequence Builder

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Email Sequence Builder: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Reductionism Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 3: Cold Outreach Writer

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Cold Outreach Writer: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run False Novelty Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 4: B2B Deck Copywriter

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE

B2B Deck Copywriter: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT

Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE

Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE

Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE

Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT

Run Weak Operationalization Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity.

METRIC

Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 5: Ad Angle Generator

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Ad Angle Generator: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Reactance Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 6: Sales Page Architect

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Sales Page Architect: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Ethics Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 7: Objection FAQ Builder

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Objection FAQ Builder: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Proof Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 8: Proof Ladder Compiler

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Proof Ladder Compiler: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Funnel Continuity Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 9: Tone Rewrite Engine

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Tone Rewrite Engine: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Hallucination Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 10: Risk Reversal Designer

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Risk Reversal Designer: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Reductionism Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 11: Checkout Reassurance Writer

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Checkout Reassurance Writer: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run False Novelty Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 12: Retargeting Angle Builder

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Retargeting Angle Builder: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Weak Operationalization Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 13: Lead Magnet Framer

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE

Lead Magnet Framer: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT

Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE

Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE

Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE

Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT

Run Reactance Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 14: Webinar Script Builder

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE

Webinar Script Builder: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT

Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE

Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE

Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE

Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT

Run Ethics Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 15: Case Study Narrativizer

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Case Study Narrativizer: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Proof Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 16: Pricing Page Rewriter

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE

Pricing Page Rewriter: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT

Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE

Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE

Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE

Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT

Run Funnel Continuity Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity.

METRIC

Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 17: AI Offer Explainer

Prompts are executable interfaces between the KB and thinking models.



PROMPT OBJECTIVE
AI Offer Explainer: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Hallucination Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 18: Corporate Proposal Copywriter

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE

Corporate Proposal Copywriter: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT

Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE

Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE

Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE

Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

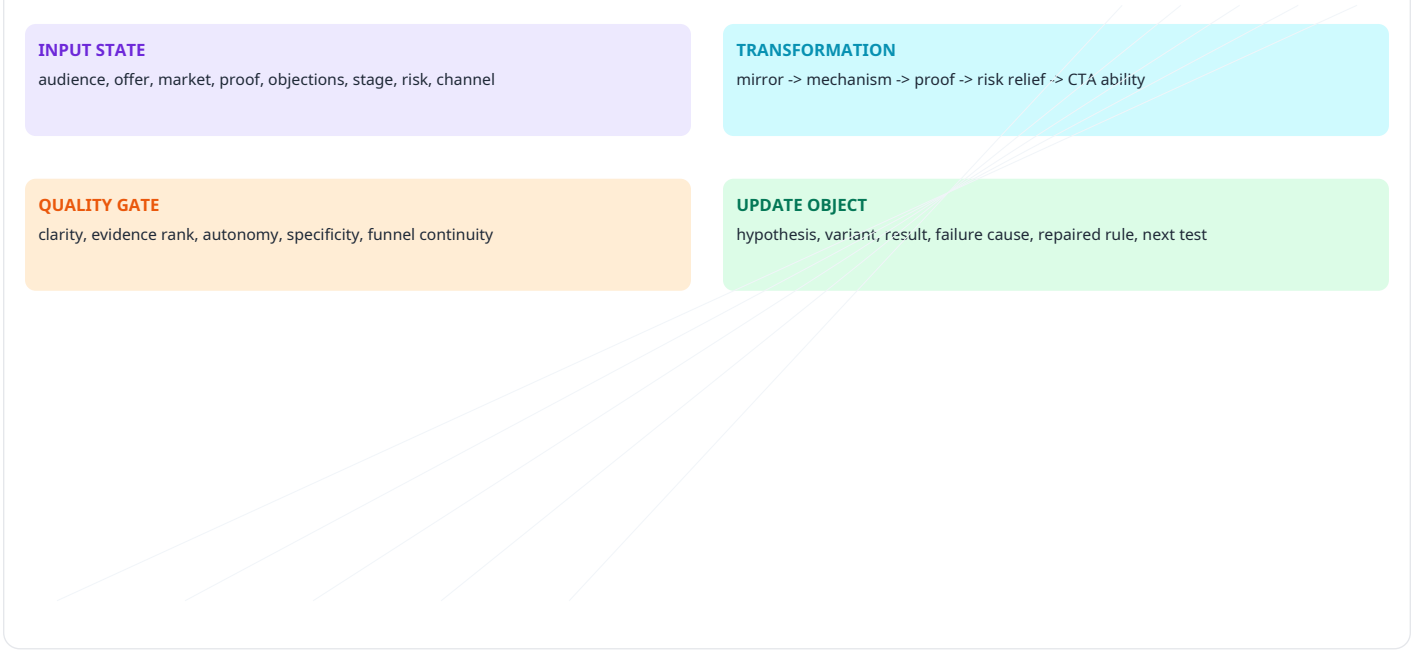
COURT

Run Reductionism Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 19: UGC Script Strategist

Prompts are executable interfaces between the KB and thinking models.



PROMPT OBJECTIVE
UGC Script Strategist: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run False Novelty Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 20: Carousel Copy System

Prompts are executable interfaces between the KB and thinking models.



PROMPT OBJECTIVE
Carousel Copy System: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Weak Operationalization Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 21: GraphRAG Chunker

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE

GraphRAG Chunker: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT

Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE

Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE

Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE

Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT

Run Reactance Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 22: Hallucination Court

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE

Hallucination Court: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT

Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE

Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE

Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE

Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT

Run Ethics Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 23: Reductionism Court

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
Reductionism Court: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Proof Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 24: False Novelty Court

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE
False Novelty Court: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT
Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE
Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE
Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE
Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

COURT
Run Funnel Continuity Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity.

METRIC
Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Operational Prompt Card 25: Weak Operationalization Court

Prompts are executable interfaces between the KB and thinking models.

PROMPT OBJECTIVE

Weak Operationalization Court: generate or repair commercial copy by diagnosing buyer state before drafting. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REQUIRED OUTPUT

Return final copy, why it works, evidence rank, assumptions, claims needing verification, risks, and the A/B test hypothesis. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR RULE

Every failed line must be repaired by one of: downgrade claim, add mechanism, add proof, simplify, preserve agency, change CTA, or move to later funnel step. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

MEMORY UPDATE

Store version, hypothesis, channel, audience state, result, failure cause, repaired rule, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SYSTEM PROMPT CORE

Do not write immediately. Diagnose mindset, cognitive level, commercial level, risk profile, trust threshold, proof appetite, tone, and CTA ability. Then draft and run courts.

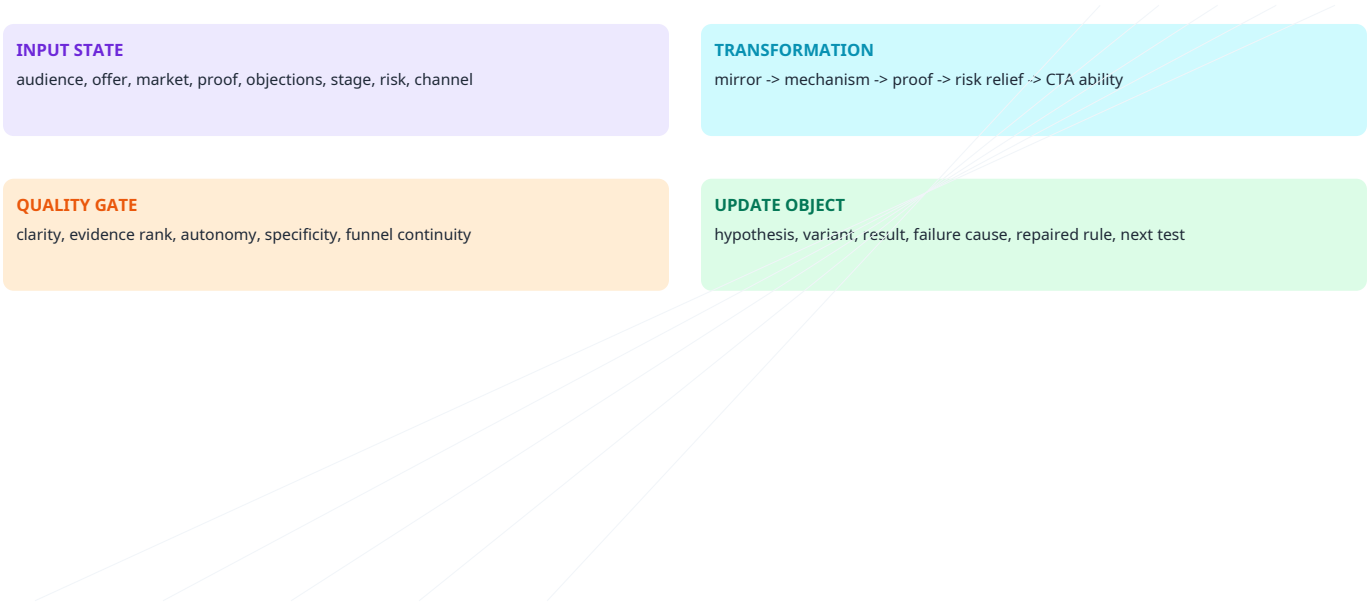
COURT

Run Hallucination Court. Identify unsupported claims, level confusion, fake novelty, weak operations, pressure, deception, insufficient proof, or funnel discontinuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

METRIC

Track clarity, trust density, risk relief, CTA ability, qualified conversion, objection reduction, and post-conversion regret. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX



OPERATING NOTE A prompt is strong when it forces diagnosis before generation.

MODEL ACTION	PROOF RULE	COURT	MEMORY
Diagnose the buyer state before writing; never begin from style alone.	Rank every important claim and attach mechanism, evidence, or boundary.	Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.	Store result, objection, winner, loser, failure cause, and next test.

Test Program 1: Mechanism-first vs promise-first in skeptical markets

The OS becomes stronger only when market results update its memory.

RESEARCH QUESTION

Mechanism-first vs promise-first in skeptical markets Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESIGN

Use matched traffic, one primary change, pre-registered success metric, trust metric, objection tracking, and post-action quality measurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONFOUNDS

Offer changes, traffic quality, seasonality, audience mismatch, proof imbalance, price changes, sales follow-up variation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RESEARCH MEMORY

Store result as an update chunk: hypothesis, condition, winner, loser, effect, confidence, failure note, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

HYPOTHESIS

A copy variant that reduces the dominant decision burden will improve qualified action more than a variant that merely increases excitement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DATA NEEDED

Traffic source, buyer segment, commercial stage, copy version, conversion action, lead quality, objections, bounce/scroll behavior, and follow-up outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DECISION RULE

Adopt the variant only if conversion gains do not reduce lead quality, trust, buyer satisfaction, or post-conversion continuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A conversion lift without trust quality is not a complete win.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Test Program 2: Anti-hype tone and lead quality in AI service offers

The OS becomes stronger only when market results update its memory.

RESEARCH QUESTION

Anti-hype tone and lead quality in AI service offers Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESIGN

Use matched traffic, one primary change, pre-registered success metric, trust metric, objection tracking, and post-action quality measurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONFOUNDS

Offer changes, traffic quality, seasonality, audience mismatch, proof imbalance, price changes, sales follow-up variation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RESEARCH MEMORY

Store result as an update chunk: hypothesis, condition, winner, loser, effect, confidence, failure note, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

HYPOTHESIS

A copy variant that reduces the dominant decision burden will improve qualified action more than a variant that merely increases excitement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DATA NEEDED

Traffic source, buyer segment, commercial stage, copy version, conversion action, lead quality, objections, bounce/scroll behavior, and follow-up outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DECISION RULE

Adopt the variant only if conversion gains do not reduce lead quality, trust, buyer satisfaction, or post-conversion continuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A conversion lift without trust quality is not a complete win.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Test Program 3: Proof laddering impact on high-ticket consultation booking

The OS becomes stronger only when market results update its memory.

RESEARCH QUESTION

Proof laddering impact on high-ticket consultation booking Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESIGN

Use matched traffic, one primary change, pre-registered success metric, trust metric, objection tracking, and post-action quality measurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONFOUNDS

Offer changes, traffic quality, seasonality, audience mismatch, proof imbalance, price changes, sales follow-up variation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RESEARCH MEMORY

Store result as an update chunk: hypothesis, condition, winner, loser, effect, confidence, failure note, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

HYPOTHESIS

A copy variant that reduces the dominant decision burden will improve qualified action more than a variant that merely increases excitement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DATA NEEDED

Traffic source, buyer segment, commercial stage, copy version, conversion action, lead quality, objections, bounce/scroll behavior, and follow-up outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DECISION RULE

Adopt the variant only if conversion gains do not reduce lead quality, trust, buyer satisfaction, or post-conversion continuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A conversion lift without trust quality is not a complete win.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Test Program 4: Stakeholder-specific B2B pages and internal sharing

The OS becomes stronger only when market results update its memory.

RESEARCH QUESTION

Stakeholder-specific B2B pages and internal sharing Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESIGN

Use matched traffic, one primary change, pre-registered success metric, trust metric, objection tracking, and post-action quality measurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONFOUNDS

Offer changes, traffic quality, seasonality, audience mismatch, proof imbalance, price changes, sales follow-up variation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RESEARCH MEMORY

Store result as an update chunk: hypothesis, condition, winner, loser, effect, confidence, failure note, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

HYPOTHESIS

A copy variant that reduces the dominant decision burden will improve qualified action more than a variant that merely increases excitement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DATA NEEDED

Traffic source, buyer segment, commercial stage, copy version, conversion action, lead quality, objections, bounce/scroll behavior, and follow-up outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DECISION RULE

Adopt the variant only if conversion gains do not reduce lead quality, trust, buyer satisfaction, or post-conversion continuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A conversion lift without trust quality is not a complete win.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Test Program 5: CTA ability vs CTA intensity on cold traffic

The OS becomes stronger only when market results update its memory.

RESEARCH QUESTION

CTA ability vs CTA intensity on cold traffic Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESIGN

Use matched traffic, one primary change, pre-registered success metric, trust metric, objection tracking, and post-action quality measurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONFOUNDS

Offer changes, traffic quality, seasonality, audience mismatch, proof imbalance, price changes, sales follow-up variation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RESEARCH MEMORY

Store result as an update chunk: hypothesis, condition, winner, loser, effect, confidence, failure note, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

HYPOTHESIS

A copy variant that reduces the dominant decision burden will improve qualified action more than a variant that merely increases excitement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DATA NEEDED

Traffic source, buyer segment, commercial stage, copy version, conversion action, lead quality, objections, bounce/scroll behavior, and follow-up outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DECISION RULE

Adopt the variant only if conversion gains do not reduce lead quality, trust, buyer satisfaction, or post-conversion continuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A conversion lift without trust quality is not a complete win.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Test Program 6: Transparent limitations and expert-buyer trust

The OS becomes stronger only when market results update its memory.

RESEARCH QUESTION

Transparent limitations and expert-buyer trust Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESIGN

Use matched traffic, one primary change, pre-registered success metric, trust metric, objection tracking, and post-action quality measurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONFOUNDS

Offer changes, traffic quality, seasonality, audience mismatch, proof imbalance, price changes, sales follow-up variation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RESEARCH MEMORY

Store result as an update chunk: hypothesis, condition, winner, loser, effect, confidence, failure note, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

HYPOTHESIS

A copy variant that reduces the dominant decision burden will improve qualified action more than a variant that merely increases excitement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DATA NEEDED

Traffic source, buyer segment, commercial stage, copy version, conversion action, lead quality, objections, bounce/scroll behavior, and follow-up outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DECISION RULE

Adopt the variant only if conversion gains do not reduce lead quality, trust, buyer satisfaction, or post-conversion continuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A conversion lift without trust quality is not a complete win.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Test Program 7: GraphRAG memory improving copy iteration

The OS becomes stronger only when market results update its memory.

RESEARCH QUESTION

GraphRAG memory improving copy iteration Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESIGN

Use matched traffic, one primary change, pre-registered success metric, trust metric, objection tracking, and post-action quality measurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONFOUNDS

Offer changes, traffic quality, seasonality, audience mismatch, proof imbalance, price changes, sales follow-up variation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RESEARCH MEMORY

Store result as an update chunk: hypothesis, condition, winner, loser, effect, confidence, failure note, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

HYPOTHESIS

A copy variant that reduces the dominant decision burden will improve qualified action more than a variant that merely increases excitement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DATA NEEDED

Traffic source, buyer segment, commercial stage, copy version, conversion action, lead quality, objections, bounce/scroll behavior, and follow-up outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DECISION RULE

Adopt the variant only if conversion gains do not reduce lead quality, trust, buyer satisfaction, or post-conversion continuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A conversion lift without trust quality is not a complete win.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Test Program 8: Risk decomposition at checkout and refund reduction

The OS becomes stronger only when market results update its memory.

RESEARCH QUESTION

Risk decomposition at checkout and refund reduction Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESIGN

Use matched traffic, one primary change, pre-registered success metric, trust metric, objection tracking, and post-action quality measurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONFOUNDS

Offer changes, traffic quality, seasonality, audience mismatch, proof imbalance, price changes, sales follow-up variation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RESEARCH MEMORY

Store result as an update chunk: hypothesis, condition, winner, loser, effect, confidence, failure note, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

HYPOTHESIS

A copy variant that reduces the dominant decision burden will improve qualified action more than a variant that merely increases excitement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DATA NEEDED

Traffic source, buyer segment, commercial stage, copy version, conversion action, lead quality, objections, bounce/scroll behavior, and follow-up outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DECISION RULE

Adopt the variant only if conversion gains do not reduce lead quality, trust, buyer satisfaction, or post-conversion continuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A conversion lift without trust quality is not a complete win.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Test Program 9: Post-conversion continuity and buyer regret

The OS becomes stronger only when market results update its memory.

RESEARCH QUESTION

Post-conversion continuity and buyer regret Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESIGN

Use matched traffic, one primary change, pre-registered success metric, trust metric, objection tracking, and post-action quality measurement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONFOUNDS

Offer changes, traffic quality, seasonality, audience mismatch, proof imbalance, price changes, sales follow-up variation. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

RESEARCH MEMORY

Store result as an update chunk: hypothesis, condition, winner, loser, effect, confidence, failure note, and next test. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

HYPOTHESIS

A copy variant that reduces the dominant decision burden will improve qualified action more than a variant that merely increases excitement. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DATA NEEDED

Traffic source, buyer segment, commercial stage, copy version, conversion action, lead quality, objections, bounce/scroll behavior, and follow-up outcome. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DECISION RULE

Adopt the variant only if conversion gains do not reduce lead quality, trust, buyer satisfaction, or post-conversion continuity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE A conversion lift without trust quality is not a complete win.

MODEL ACTION
Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE
Rank every important claim and attach mechanism, evidence, or boundary.

COURT
Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY
Store result, objection, winner, loser, failure cause, and next test.

Evidence and Source Governance 1/5

The PDF uses references as anchors and marks synthesis separately.

REFERENCE 1

Petty, R. E. and Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. Advances in Experimental Social Psychology. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REFERENCE 2

Fogg, B. J. Behavior Model: motivation, ability, and prompt as converging conditions for behavior. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SOURCE GOVERNANCE

Do not invent sources. Do not cite a source for a claim it does not support. Keep established research separate from model extensions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

USE IN OS

This source anchors a constraint or mechanism. It does not validate every Moussaif synthesis; those remain operational hypotheses until tested. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

USE IN OS

This source anchors a constraint or mechanism. It does not validate every Moussaif synthesis; those remain operational hypotheses until tested. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

VERIFICATION RULE

Before using this OS in regulated domains, verify claims, legal language, health/financial statements, and testimonial permissions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The source layer protects the OS from beautiful hallucination.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Evidence and Source Governance 2/5

The PDF uses references as anchors and marks synthesis separately.

REFERENCE 3

Sweller, J. Cognitive Load Theory and instructional design research: working memory constraints and schema construction. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REFERENCE 4

Kahneman, D. and Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. Econometrica. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SOURCE GOVERNANCE

Do not invent sources. Do not cite a source for a claim it does not support. Keep established research separate from model extensions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

USE IN OS

This source anchors a constraint or mechanism. It does not validate every Moussaif synthesis; those remain operational hypotheses until tested. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

USE IN OS

This source anchors a constraint or mechanism. It does not validate every Moussaif synthesis; those remain operational hypotheses until tested. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

VERIFICATION RULE

Before using this OS in regulated domains, verify claims, legal language, health/financial statements, and testimonial permissions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The source layer protects the OS from beautiful hallucination.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Evidence and Source Governance 3/5

The PDF uses references as anchors and marks synthesis separately.

REFERENCE 5

Reynolds-Tylus, T. (2019). Psychological Reactance and Persuasive Health Communication. Frontiers in Communication. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REFERENCE 6

McGuire, W. J. Inoculation theory: resistance to persuasion by pre-exposure to weakened counterarguments. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SOURCE GOVERNANCE

Do not invent sources. Do not cite a source for a claim it does not support. Keep established research separate from model extensions. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

USE IN OS

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VERIFICATION RULE

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AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The source layer protects the OS from beautiful hallucination.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Evidence and Source Governance 4/5

The PDF uses references as anchors and marks synthesis separately.

REFERENCE 7

Cialdini, R. Influence and Pre-Suasion frameworks: social proof, reciprocity, authority, scarcity, consistency, liking, unity. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REFERENCE 8

Nielsen Norman Group. F-shaped pattern and web scanning behavior research. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SOURCE GOVERNANCE

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AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE The source layer protects the OS from beautiful hallucination.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

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MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Evidence and Source Governance 5/5

The PDF uses references as anchors and marks synthesis separately.

REFERENCE 9

Gartner. B2B buying journey as nonlinear buying jobs and digital/human interaction sequence. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REFERENCE 10

Gray, Santos, Bielova, Mildner and related dark-pattern research on deceptive and coercive interface practices. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

SOURCE GOVERNANCE

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AGI OPERATING MATRIX

INPUT STATE

audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION

mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE

clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT

hypothesis, variant, result, failure cause, repaired rule, next test

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MEMORY

Store result, objection, winner, loser, failure cause, and next test.

Reusable System Prompt: Moussaif Copywriting Commercial OS

Copy must create justified action, not temporary amazement.

FINAL AGI OS KERNEL

Commercial copy is an operating system for buyer decision readiness. Begin with buyer state, not with wordplay. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

CONSTRUCT

Problem mirror, promise, mechanism, proof ladder, risk reversal, identity fit, ethical urgency, next action, and update memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DESTROY

Run hallucination, reductionism, false novelty, weak operationalization, reactance, ethics, proof, and funnel continuity courts. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REMEMBER

Store version, hypothesis, audience state, copy asset, result, objection, failure cause, and next test. No funnel without memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

DIAGNOSE

Mindset, cognitive level, commercial level, buyer role, decision burden, trust deficit, proof appetite, risk profile, CTA ability, and funnel memory. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

GENERATE

Draft copy that reduces confusion, suspicion, risk, and effort while increasing motivation, trust, fit, and action ability. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

REPAIR

Downgrade unsupported claims, add mechanism, add proof, simplify, preserve choice, reduce CTA friction, and move premature asks to later steps. Operationally, this must change at least one of: claim, mechanism, proof, tone, CTA, funnel stage, objection handling, or memory update.

AGI OPERATING MATRIX

INPUT STATE
audience, offer, market, proof, objections, stage, risk, channel

TRANSFORMATION
mirror -> mechanism -> proof -> risk relief -> CTA ability

QUALITY GATE
clarity, evidence rank, autonomy, specificity, funnel continuity

UPDATE OBJECT
hypothesis, variant, result, failure cause, repaired rule, next test

OPERATING NOTE No wow without proof. No proof without relevance. No CTA above trust threshold.

MODEL ACTION

Diagnose the buyer state before writing; never begin from style alone.

PROOF RULE

Rank every important claim and attach mechanism, evidence, or boundary.

COURT

Attack hype, hidden pressure, fake novelty, weak proof, and stage mismatch.

MEMORY

Store result, objection, winner, loser, failure cause, and next test.