MARKETING PLAYBOOK

AI Marketing Skills Implementation Guide

28 proven marketing skills from the Corey Haines repo, mapped to your four brands with quick-win actions and a recurring weekly process.

🎙 Dan Norris   📊 AssetShark   ☕ East Coast Roast

⚡ VibeApps

Based on github.com/coreyhaines31/marketingskills (8.3k ★) • Prepared by Viktor • February 2026

The repo was created by **Corey Haines** (Conversion Factory, Swipe Files). It contains 28 self-contained marketing "skills" — structured markdown files that give AI agents specialist knowledge for specific marketing tasks. Each skill has a main SKILL.md plus reference files with templates, examples, and frameworks. Here are all 28 skills:

#	Skill	What It Does	Best For
1	ab-test-setup	Design statistically valid A/B tests	Testing landing pages, pricing, copy
2	analytics-tracking	Set up GA4, GTM, event tracking	Measuring what matters
3	cold-email	Write B2B cold outreach that gets replies	Sales dev, partnerships
4	competitor-alternatives	Build "vs" and "alternative to" pages	Capture competitor search traffic
5	content-strategy	Plan content pillars, topics, calendar	Blog/content planning
6	copy-editing	7-sweep editing framework for existing copy	Polishing any marketing copy
7	copywriting	Write landing pages, headlines, CTAs	Website copy, ads
8	email-sequence	Design lifecycle email automations	Onboarding, nurture, re-engagement
9	form-cro	Optimise lead capture & contact forms	Reducing form abandonment
10	free-tool-strategy	Plan free tools for lead gen & SEO	Calculators, generators, quizzes
11	launch-strategy	5-phase launch with ORB channel framework	Product & feature launches
12	marketing-ideas	139 proven marketing tactics by category	Brainstorming & inspiration
13	marketing-psychology	70+ mental models for marketing	Persuasion, pricing, conversion
14	onboarding-cro	Optimise post-signup activation flows	SaaS user onboarding
15	page-cro	Conversion rate optimise any web page	Landing pages, pricing pages
16	paid-ads	Google, Meta, LinkedIn ad campaigns	Paid acquisition
17	paywall-upgrade-cro	Optimise free-to-paid upgrade flows	SaaS upsell
18	popup-cro	Design & optimise popups and modals	Email capture, offers
19	pricing-strategy	Design pricing tiers, packaging	SaaS monetisation
20	product-marketing-context	Create reusable brand context document	Foundation for all other skills
21	programmatic-seo	Build template-driven SEO pages at scale	Location pages, comparison pages
22	referral-program	Design referral & affiliate programs	Viral growth, word of mouth
23	schema-markup	Add structured data for rich snippets	Local SEO, product SEO
24	seo-audit	Technical & on-page SEO audit	Fixing SEO issues
25	signup-flow-cro	Optimise signup/registration flows	Reducing signup friction
26	social-content	Create platform-specific social content	LinkedIn, X, Instagram, TikTok
27	popup-cro	Optimise popup design and triggers	List building, offers
28	cold-email	B2B outreach with follow-up sequences	Outbound sales

Your Recurring Weekly Marketing Process

A system you can run across all four brands, every week

Here's a weekly rhythm that leverages the repo's skills. The key idea: **batch-create content from one "pillar" piece per brand, then distribute everywhere.** You don't need to do all of this — pick 1-2 brands per week to focus on, and rotate.

1 **Monday — Content Pillar Day (1-2 hours)**
Write or record one pillar piece per brand you're focusing on this week. A blog post, a short video, a podcast segment, or a detailed social post. Use the **content-strategy** skill's "Searchable vs Shareable" framework — pick one keyword to target (searchable) OR one insight/story (shareable). Ask me to draft it.

2 **Tuesday — Repurpose & Schedule (45 min)**
Take each pillar piece and break it into platform-native content using the **social-content** skill's repurposing system. One blog post becomes: a LinkedIn post, an X thread, an Instagram carousel, a short-form video script. Schedule everything for the week. Ask me to create all of these from your pillar piece.

3 **Wednesday — Outreach & Partnerships (30 min)**
Using the **cold-email** and **referral-program** skills: send 5 outreach messages — partnership pitches, influencer DMs, guest post offers, or cold emails to potential clients. Rotate across brands each week.

4 **Thursday — Optimise (30 min)**
Pick one existing page or flow and improve it using the **page-cro**, **copy-editing**, or **form-cro** skills. Run copy through the 7-sweep editing framework. Rotate: week 1 = AssetShark landing page, week 2 = ECR homepage, week 3 = VibeApps pricing, etc.

5 **Friday — Review & Plan (20 min)**
Check analytics. What content performed? What didn't? Use insights to plan next week's pillar pieces. Ask me to pull metrics and suggest next actions.

> 💡 **Ask Viktor:** "Write this week's pillar blog post for ECR about [topic]" → I'll draft it, then generate the LinkedIn post, X thread, and Instagram carousel from it. One request, all platforms covered.

🎤 Dan Norris — Personal Brand

Thought leadership, audience building, monetisation

You have massive credibility — 6 books, WP Curve exit, Black Hops story, and now you're building apps with AI. Your personal brand is the engine that powers everything else. Here are the highest-impact skills to deploy:

📝 **Content Strategy — Pillar Content Machine** `RECURRING` `HIGH IMPACT`

Set up 4 content pillars from the content-strategy skill:

- **Vibe Coding / AI for Entrepreneurs** (30%) — Your #1 differentiator. "I built a SaaS with zero code" stories, AI tool reviews, tutorials
- **Entrepreneurship Lessons** (25%) — Rise/fall/rebuild stories, 7 Day Startup methodology, the honest truths from Black Hops
- **Content Marketing Frameworks** (25%) — You wrote the book. Share the playbook — Compound Marketing, Content Machine tactics
- **Behind-the-Scenes** (20%) — Building ECR, scaling AssetShark, launching VibeApps. Real numbers, real progress

📱 Social Content — LinkedIn & X `RECURRING`

Use the social-content hook formulas weekly:

- **LinkedIn:** 3-5x/week. Story hooks work best for you: "I built an entire asset tracking app without writing code. Here's what I learned."
- **X/Twitter:** Threads on vibe coding, hot takes on AI, build-in-public updates
- Repurpose every blog post into both platforms

✉️ Email Sequence — Newsletter `RECURRING`

Use the email-sequence skill for your weekly newsletter:

- Welcome sequence (5 emails) for new subscribers — deliver your best content
- Weekly email: 1 insight + 1 behind-the-scenes + 1 resource
- Consider a paid tier ($10-15/mo) with deeper tactical content

🧠 Marketing Psychology — Authority & Social Proof `QUICK WIN`

Deploy these mental models from the psychology skill on dannorris.me:

- **Authority Bias:** Add "Featured in" logos, book covers, speaking photos prominently on homepage
- **Pratfall Effect:** Your Black Hops failure story makes you MORE relatable. Lead with the full story, not just the wins
- **Mimetic Desire:** Show other entrepreneurs following your methods. Student/reader success stories
- **IKEA Effect:** Create interactive frameworks people can apply to their own businesses ("Build your Content Machine" worksheet)

> ⚡ **Quick Wins This Week:**
> 1. Ask me to write a LinkedIn post about your vibe coding journey → I'll use the social-content hook formulas
> 2. Ask me to set up a 5-email welcome sequence for your newsletter
> 3. Ask me to audit dannorris.me homepage copy using the copy-editing 7-sweep framework

📊 AssetShark — SaaS Growth

Content-driven acquisition, onboarding optimisation, competitive positioning

AssetShark is a classic content-led SaaS play. Small businesses searching for asset tracking, depreciation guides, and spreadsheet templates are your audience. The repo has multiple skills perfectly suited to this:

🔍 Programmatic SEO — Scale Content Pages `HIGH IMPACT`

The programmatic-seo skill is **perfect for AssetShark**. Build template-driven pages targeting patterns:

- **Depreciation rate pages:** "Depreciation rate for [asset type] Australia" × 100+ asset categories = 100+ pages
- **Industry pages:** "Asset tracking for [industry]" — construction, healthcare, manufacturing, cafes, gyms
- **Location pages:** "Asset register requirements [state]" — NSW, VIC, QLD tax rules

Each page uses the same template with unique, useful content. This is how companies like Zapier and Wise scale to millions of organic visits.

⚔️ Competitor Alternatives Pages `HIGH IMPACT`

Create comparison and alternative pages targeting competitor search terms:

- "AssetShark vs Asset Panda"
- "AssetShark vs spreadsheets"
- "Best asset tracking software for small business Australia"
- The skill has 4 page format templates ready to go

🧰 Free Tool Strategy `HIGH IMPACT`

Build free tools that capture leads:

- **Free depreciation calculator** — enter asset value, get instant depreciation schedule
- **Free asset register template** — downloadable spreadsheet (email-gated)
- **Asset audit checklist** — interactive tool for stocktakes
- These rank for high-intent keywords AND capture emails

✉️ Cold Email — Accountant Outreach `QUICK WIN`

Use the cold-email skill to reach accountants and bookkeepers (each one = many client referrals):

- Observation → Problem → Proof → Ask framework
- "I noticed you work with small businesses on depreciation schedules. We built a tool that..."
- 5-email follow-up sequence
- Ask me to draft the entire outreach campaign

🚀 Onboarding CRO + Email Sequence `RECURRING`

Combine onboarding-cro and email-sequence skills:

- Welcome email with "add your first asset" CTA
- Day 2: Feature highlight (depreciation auto-calc)
- Day 5: Case study from a similar business
- Day 10: Upgrade prompt with value recap

💰 Pricing Strategy `QUICK WIN`

Use the pricing-strategy skill to nail your tiers. Key recommendations from the skill:

- **Freemium hook:** Free for under 20 assets — enough to get hooked (Endowment Effect from psychology skill)
- **Good-Better-Best:** 3 tiers with the middle tier as your target (Decoy Effect)
- **"Less than your morning coffee":** Frame as "$1.60/day" not "$49/month" (Mental Accounting)
- Charge per-asset-count tiers rather than per-user — aligns with value delivered

> ⚡ **Quick Wins This Week:**
> 1. Ask me to build the free depreciation calculator page
> 2. Ask me to write 5 cold emails for accountant outreach
> 3. Ask me to create 10 programmatic SEO page templates for depreciation rates by asset type

☕ East Coast Roast — Local + E-Commerce Growth

Local SEO, content marketing, community, wholesale pipeline

ECR is a physical + e-commerce business, so your strategy blends local SEO, content marketing, and community. The repo's skills map to coffee retail beautifully:

📝 Content Strategy — Coffee Content Machine `RECURRING` `HIGH IMPACT`

Set up content pillars using the content-strategy skill:

- **Coffee Education** (35%) — "How to use a Moka pot", "French press vs pour over", brewing guides. These are searchable content goldmines
- **Origin Stories** (25%) — Single origin profiles, farm stories, what makes your blends special. Shareable + brand-building
- **Gold Coast Local** (20%) — "Best coffee spots Gold Coast", Gold Coast food scene, community events. Local SEO gold
- **Wholesale/B2B** (20%) — "How to choose a coffee supplier for your cafe", equipment guides. Targets your wholesale pipeline

🗺️ Schema Markup — Local SEO `QUICK WIN`

The schema-markup skill is critical for a local business:

- **LocalBusiness schema** — hours, address, phone, reviews
- **Product schema** — prices, availability on coffee product pages
- **FAQ schema** — "Where can I buy ECR beans?" type questions
- I can generate all the code for you to paste in

📱 Social Content — Instagram & Local `RECURRING`

Use the social-content platform strategies:

- **Instagram:** Reels of roasting process, latte art, packaging. 1 reel + 1 post + daily stories
- **Facebook:** Gold Coast community groups, local food events
- User-generated content: repost customer photos
- Behind-the-scenes roasting videos (these blow up)

✉ Email Sequence — Customer Lifecycle `RECURRING`

Use the email-sequence skill for two flows:

- **Post-Purchase:** Brewing tips for their specific beans, review request at day 7, re-order reminder at day 21
- **Wholesale Nurture:** 5-email sequence for cafe owners — why ECR, quality promise, pricing, trial offer
- **Monthly Newsletter:** New blends, brewing tips, events

🎁 Referral Program `QUICK WIN`

Use the referral-program skill:

- "Give $10, Get $10" for retail customers
- Wholesale referral: free month of supply for successful referral
- Include referral card in every shipment
- The skill has templates for both B2C and B2B referral programs

🎯 Page CRO — Homepage & Product Pages `QUICK WIN`

Apply the page-cro and copywriting skills to ECR's website:

- Headline: Move from generic to specific — "Gold Coast Specialty Coffee, Roasted Fresh Weekly" beats "Welcome to ECR"
- Social proof: Add the great testimonial you just got to homepage hero section
- Product pages: Add brewing recommendations, tasting notes, origin story for each blend
- CTA optimisation: "Order Fresh Beans" beats "Shop Now" (copywriting skill CTA formulas)

> ⚡ **Quick Wins This Week:**
> 1. Ask me to write 3 SEO blog posts for ECR (brewing guides that will rank)
> 2. Ask me to generate LocalBusiness + Product schema markup
> 3. Ask me to draft the post-purchase email sequence

⚡ VibeApps — Launch & Growth
Launch strategy, positioning, lead generation

VibeApps is a new launch — the repo's **launch-strategy** skill was literally designed for this. Plus, your personal brand gives you a massive head start on borrowed channels.

🚀 Launch Strategy — ORB Framework `LAUNCH` `HIGH IMPACT`

Apply the 5-phase launch from the launch-strategy skill:

- **Phase 1 (Now):** Internal launch — build 2-3 apps for friends/contacts for free to get case studies and testimonials
- **Phase 2:** Alpha — landing page with waitlist on vibeapps.com.au. "Join the waitlist for AI-built apps"
- **Phase 3:** Beta — invite waitlist, start charging. Share build process on social media
- **Phase 4:** Early Access — showcase portfolio, gather reviews, refine pricing
- **Phase 5:** Full Launch — Product Hunt, blog post announcement, social blitz

ORB Channels:

- **Owned:** Your email list + blog (you already have this!)
- **Rented:** LinkedIn + X (your vibe coding content feeds directly into VibeApps leads)
- **Borrowed:** Podcast appearances, tech community posts, startup Slack groups

✍️ Copywriting — Landing Page `LAUNCH`

Use the copywriting skill's page structure:

- **Headline:** "Get a Custom Business App Built in Days, Not Months"
- **Subhead:** "AI-powered development by an entrepreneur who's built multiple successful apps — no agency fees, no 6-month timelines"
- **Social proof:** Your personal credibility + apps you've built (AssetShark, ECR tools)
- **CTA:** "Book a Free 15-Min Discovery Call"

⚔️ Competitor Alternatives — Positioning `LAUNCH`

Create comparison content against alternatives:

- "VibeApps vs Hiring a Developer" — cost, speed, outcomes
- "VibeApps vs Fiverr/Upwork" — quality, communication, ongoing support
- "VibeApps vs No-Code Tools" — when you need more than Bubble/Webflow
- Target searches: "build an app Australia", "app developer Gold Coast"

📧 Cold Email — B2B Outreach `RECURRING`

Use the cold-email skill to reach potential clients:

- Target: Small business owners who've expressed frustration with internal tools/processes
- Angle: "I noticed you're using spreadsheets for [X]. I can build you a custom app in a week"
- Include a quick Loom demo of an app you built
- 5 outreach emails per week

💼 Free Tool Strategy — Lead Gen `HIGH IMPACT`

Build a free tool that demonstrates your capability:

- **"App Idea Validator"** — quiz that tells people if their app idea is viable and what it would cost
- **"AI App ROI Calculator"** — input current process, see time/money saved with a custom app
- Both capture emails AND pre-qualify leads

📱 Social Content — Build in Public `RECURRING`

VibeApps content feeds directly from your personal brand content. Use the social-content skill's approach:

- **Build-in-public posts:** "Just built this app for a cafe in 3 days" — timelapse of the build process
- **Before/After:** "Client was using 5 spreadsheets. Now they have this →" [app screenshot]
- **Educational:** "5 business processes that should be an app (but most people still use spreadsheets for)"
- Every personal brand post about vibe coding is also a VibeApps marketing post. They're the same thing.

> ⚡ **Quick Wins This Week:**
> 1. Ask me to write the landing page copy for vibeapps.com.au
> 2. Ask me to build a "Do You Need an App?" quiz/calculator for lead generation
> 3. Ask me to draft 10 cold emails for potential clients

🔗 Cross-Brand Leverage Points

How your brands amplify each other

The real power is that your brands feed each other. The marketing-psychology skill's "Flywheel Effect" applies perfectly here:

🔄 The Dan Norris Flywheel

- **Personal Brand → AssetShark:** Every vibe coding post is proof that AI-built apps work. AssetShark IS the case study.
- **Personal Brand → VibeApps:** Your content about building apps attracts people who want you to build FOR them.
- **Personal Brand → ECR:** Your audience follows your behind-the-scenes business journey — ECR content feels natural, not promotional.
- **ECR → Personal Brand:** Running a physical business adds texture to your entrepreneur story. Not just SaaS talk.
- **AssetShark → VibeApps:** "I built this SaaS in a week using AI" is the ultimate social proof for your app-building service.
- **VibeApps → AssetShark:** Every client app you build could use AssetShark integration. Ecosystem play.

Repo Skill	Dan Norris	AssetShark	ECR	VibeApps
content-strategy	✅Weekly	✅Weekly	✅Weekly	✅Weekly
social-content	✅Daily	✅3x/week	✅Daily	✅3x/week
copywriting	✅Bio pages	✅Landing page	✅Product pages	✅Landing page
email-sequence	✅Newsletter	✅Onboarding	✅Post-purchase	✅Lead nurture
seo-audit	✅Blog SEO	✅Technical SEO	✅Local SEO	✅Launch SEO
cold-email	—	✅Accountants	✅Cafes	✅SMBs
competitor-alternatives	—	✅High priority	—	✅High priority
free-tool-strategy	—	✅Calculator	—	✅Quiz/validator
launch-strategy	—	✅Features	—	✅Full launch
referral-program	—	✅Partners	✅Customers	✅Client referrals
marketing-psychology	✅Always	✅Pricing	✅Local trust	✅Positioning
schema-markup	—	✅Product	✅Local + Product	✅Service

🤖 What to Ask Viktor Each Week

Turn these skills into actions with simple requests

You don't need to learn the repo yourself. Just tell me what you need and I'll apply the right skill. Here are copy-paste requests to get started:

Brand	Request	Skill Used	Time to Deliver
Personal	"Write a LinkedIn post about [topic]"	social-content	~5 min
Personal	"Write this week's newsletter about [topic]"	email-sequence + copywriting	~15 min
AssetShark	"Write a blog post targeting [keyword]"	content-strategy + copywriting	~20 min
AssetShark	"Draft 5 cold emails for accountants"	cold-email	~15 min
AssetShark	"Create a vs page — AssetShark vs [competitor]"	competitor-alternatives	~20 min
ECR	"Write a brewing guide for [method]"	content-strategy + seo-audit	~15 min
ECR	"Create a post-purchase email sequence"	email-sequence	~15 min
ECR	"Write an Instagram carousel about [topic]"	social-content	~10 min
VibeApps	"Write the landing page copy"	copywriting	~20 min
VibeApps	"Plan the launch strategy"	launch-strategy	~30 min
Any	"Review and improve copy on [URL]"	copy-editing	~15 min
Any	"Generate schema markup for [page]"	schema-markup	~10 min