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OPERATORIQ BLUEPRINT // BP-03

# Agentic AI Content Marketing Blueprint

Faceless content engine. Five short-form videos and one newsletter a week. No camera, no shoot day, no production team.

Building now. Want to be alerted when it ships? Drop your email at [operatoriq.io/blueprints/content-marketing](https://operatoriq.io/blueprints/content-marketing) and you will be the first to know.

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\$97 // Library Annual \$397/yr

COMING SOON

## What you get inside this blueprint

Ten pages. Each one earns its place. Skim the outline below, then dive in.

<b>02</b>	<b>What's Included</b>	The 10-page map. Skim this to see the whole engine.
<b>03</b>	<b>Founder Checklist</b>	What you need ready before you scaffold a single pillar.
<b>04</b>	<b>Setup Prompt</b>	The copy-paste prompt that scaffolds 12 agents and your 5 pillars.
<b>05</b>	<b>Skills and Rules</b>	7 opinionated rules so the engine stays on-strategy and on-voice.
<b>06</b>	<b>Agent Overview</b>	Every agent, what it does, what it depends on, when it runs.
<b>07</b>	<b>Tools and Cost Metrics</b>	OSS-first stack (Pollinations, Remotion), no voiceover, no Creatomate.
<b>08</b>	<b>Security and Parallelization</b>	Where credentials live, weekly schedule, parallel script generation.
<b>09</b>	<b>30-60-90 Day Milestones</b>	Measurable outcomes by day 30, 60, 90.
<b>10</b>	<b>Library CTA</b>	Single, Annual, Lifetime. The other 7 blueprints in the catalog.

## Have these ready before you start

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Pre-flight. Have these ready before you open Cowork.

- One sentence on what you teach, build, or sell expertise in
- Two to three pieces of writing that sound like you (blog post, email, sales page, anything)
- Your five content pillars in short labels with a one-sentence description each (the setup prompt will help if you don't have them yet)
- Your platform choices: which of TikTok, Instagram Reels, YouTube Shorts, LinkedIn, X, newsletter, blog matter to you, and which one is primary
- Image generation service set up (Pollinations is the default and is free)
- Remotion installed locally for self-hosted render (or alternative: CapCut-manual, Descript)
- Email platform account (MailerLite, Beehiiv, ConvertKit, Kit, Substack)
- Scheduler account if you use one (Buffer, Hypefury, native)
- A list of products or tools you would actually recommend for affiliate links
- 45 to 60 minutes for the setup conversation
- A weekly 90-minute review window for script and image-prompt approval

## 04 // SETUP PROMPT

## Paste this into Claude Cowork

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Note: when BP-03 ships, this setup prompt will include the same `# rules (always enforce, never bypass)` constraint section that BP-01, BP-02, and BP-04 carry. Pages 05 rules will be baked into the prompt as imperative Claude-facing constraints at ship time.

Paste the block below into a new Claude Cowork chat. Answer the 7 questions so your pillars, voice samples, platforms, production stack, and affiliate strategy are locked on Day 1 instead of drifting through the first six weeks. Then send the Monday trigger phrase and the engine ships the first week.

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# role
You are my Content Marketing Blueprint implementation operator. I am installing a faceless, agentic content production system that publishes weekly short-form video, newsletter copy, and cross-platform distribution on autopilot. Every asset routes through an approval gate before it goes live. I never appear on camera. No voiceover, no TTS. Text-led with striking imagery.

# expected skills
- trend-research
- content-strategy
- scriptwriting
- video-production-direction
- distribution-coordinator
- engagement-monitor
- email-copy-writer
- affiliate-ops
- performance-analyst

# expected files
- content_pillars.md
- content_brief_week.md
- scripts_week.md
- production_files_week.md
- distribution_week.md
- affiliate_link_registry.md
- trend_cache_week.md
- performance_summary_week.md

# what to do first
Before scaffolding any agents, ask me:

1. Your niche. What you teach, build, or sell expertise in. One sentence.
2. Your five content pillars. Five short labels with a one-sentence description each. Walk me through deriving them if I don't have them yet.
3. Your written-voice samples. 2-3 pieces of writing that sound like me.
4. Your platforms. Which of TikTok, Instagram Reels, YouTube Shorts, LinkedIn, X, newsletter, blog matter to me, and which is primary.
5. Your production stack. Image gen (default Pollinations, alternatives Midjourney or DALL-E), render service (default Remotion self-hosted, alternatives CapCut-manual or Descript), email platform, scheduler.
6. Your production cadence. Default 5 videos plus 1 newsletter per week.
7. Your affiliate strategy. Which tools or products to monetize. I will build rotation into scripts and email copy.

Once I have these, scaffold content_pillars.md from your answers, draft the first week's content brief, write the five
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scripts in your voice, give you the production checklist for image + text render plus newsletter send, and walk you through approving and shipping the first piece end to end.

## The opinionated rules that make this work

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These rules will be baked into the setup prompt on Page 04 at ship. Claude will enforce them automatically once you run the system. Nothing else will be required from you. This page is here so you understand why each rule exists.

### **TEXT-LED, NOT VOICE-LED.**

The format is on-screen text plus striking imagery plus music bed. No voiceover, no TTS. Removing the voice layer cuts production cost to nearly zero and removes the uncanny-valley failure mode that kills faceless engagement.

### **FIVE PILLARS, LOCKED DAY 1.**

Pillars are the topics that own your authority. They drift in month one if you don't lock them in setup. Drift is why most content engines stop converting. Locked pillars are why this one keeps compounding.

### **APPROVAL GATES AT THREE POINTS: SCRIPTS, IMAGE PROMPTS, NEWSLETTER.**

Scripts reviewed before image generation. Image prompts reviewed before render. Newsletter drafts reviewed before send. Nothing publishes without your sign-off. These gates are the difference between a brand engine and an AI slop firehose.

### **ONE SCRIPT BECOMES FIVE ASSETS.**

Every script repurposes to TikTok video, Instagram Reel, YouTube Short, newsletter excerpt, and 2-3 social text posts. Agent 05 handles every format adaptation from one source. You write strategy once, distribution scales five ways.

### **AFFILIATE LINKS ROTATE FROM A REGISTRY, NEVER HARDCODED.**

Links live in `affiliate_link_registry.md`. Agent 08 rotates them across video descriptions and newsletter CTAs by topic. Hardcoded links in scripts are how affiliate strategy turns into spam and dies in week three.

### **TREND RESEARCH CACHES WEEKLY, NOT PER-PIECE.**

Agent 01 writes one trend cache per week. Agents 02 through 04 read from it. You pay for research once a week, not 12 times. This is the cost-control rule that lets the engine run sustainably.

**THE RENDERER IS REPLACEABLE. THE SYSTEM IS NOT.**

Pollinations is the default image gen because it's free and self-routable. Remotion is the default render because it's open source and self-hosted. You can swap to Midjourney, DALL-E, CapCut, or Descript any time without rewriting the engine. The agent specs stay identical.

## 06 // AGENT OVERVIEW

## Every agent, what it does, when it runs

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AGENT	ONE-LINE PURPOSE	DEPENDS ON	RUNS
01 Trend Analysis	Researches trending topics and hooks across TikTok, LinkedIn, X within your pillars	Pillars	Monday 9:00 AM
01B Affiliate Conversion Intel	Reviews affiliate dashboard, surfaces converting tools and angles	Affiliate dashboard	Monday 9:00 AM (parallel)
01C Product Intelligence	Pulls new product updates from your affiliate stack	Affiliate stack	Monday 9:00 AM (parallel)
02 Content Strategy	Reads 01/01B/01C, produces weekly brief: 5 video topics + newsletter	Agents 01/01B/01C	Monday 10:00 AM
03 Scriptwriting	Writes 5 on-screen text scripts plus 3-5 image prompts per video	Agent 02 brief, voice samples	Tuesday 9:00 AM
04 Video Production	Generates production instructions: image prompts, render notes, on-screen text timing	Agent 03 scripts (post-approval)	Wednesday 9:00 AM
05 Distribution	Platform-specific captions, hashtags, schedule per video	Agent 04 production files	Per publish day
06 Engagement	Categorizes comments and DMs, drafts replies	Platform comments/DMs	Twice daily (AM and PM)
07 Email Marketing	Writes Thursday newsletter: subject, hook, body, affiliate CTA	Agent 02 brief, week's top performer	Wednesday 10:00 AM
08 Affiliate Ops	Rotates affiliate links across descriptions and newsletter	affiliate_link_registry.md	Wednesday 11:00 AM (after 07)
09 EVA Briefing	Compiles weekly performance brief, what to repeat, what to drop	Week's outputs	Friday 5:00 PM
10 Lead Sourcing	Identifies content engagers matching your ICP, surfaces as warm leads	Engagement data	Friday 5:30 PM

## What the stack costs and where the money goes

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### OPEN-SOURCE / NO RECURRING COST:

- Pollinations (free image generation, no API key required)
- Remotion (self-hosted video render, open source)
- Agent specs in plain markdown
- Content pillars, scripts, production files all as markdown
- Affiliate link registry as markdown
- No ElevenLabs, no Creatomate, no TTS, no per-render fees

### PAID (THIRD-PARTY SAAS):

- Claude (Pro or Team) for agent runtime
- Email platform (MailerLite free up to ~500 subs, ConvertKit, Beehiiv, Substack)
- Optional: Buffer or Hypefury for scheduling (~\$15-25/mo)
- Optional: Midjourney if you upgrade from Pollinations (~\$10-30/mo)

### SETUP COST (ONE-TIME):

- \$0 for the blueprint stack if you self-host Remotion
- Your time: 45-60 minutes setup, ~2 hours installing Remotion and image-gen pipeline first time

### ONGOING COST PER MONTH:

- Claude Pro: ~\$20
- Email platform: \$0-29 depending on list size
- Optional scheduler: \$0-25
- Optional image-gen upgrade: \$0-30
- **Monthly total: ~\$20-100** depending on stack choices
- **12-month projection: ~\$240-1,200** plus blueprint price

The OSS-first stack is the reason this engine runs at startup-friendly cost while shipping 5 videos and 1 newsletter a week.

## Where credentials live, what runs concurrent

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### CREDENTIALS AND STORAGE

- Image gen and ESP API keys live in your AI platform's connector settings only
- Never referenced in agent prompts or script files
- Affiliate links managed only in the registry file read by Agent 08, never hardcoded
- Content approval gates: scripts before image gen, image prompts before render, newsletter before send
- Platform credentials (TikTok, Instagram, YouTube): you (or a scheduling tool) handle the publish action, agents produce distribution-ready files

### PARALLELIZATION MAP

- Monday 9:00 AM: Agents 01, 01B, 01C run concurrently (three parallel research streams)
- Monday 10:00 AM: Agent 02 reads all three outputs, sequential
- Tuesday 9:00 AM: Agent 03 writes all 5 scripts concurrently (one sub-task per script)
- Wednesday 9:00 AM: Agent 04 generates production files per video concurrently
- Wednesday 10:00 AM and 11:00 AM: Agent 07 (newsletter) and Agent 08 (affiliate ops) sequential
- M-F publish days: Agent 05 (distribution) standalone per video
- Twice daily: Agent 06 (engagement) standalone
- Friday 5:00 PM and 5:30 PM: Agent 09 then Agent 10 sequential

The system uses parallelism inside each batch (3 research streams concurrent, 5 scripts concurrent) and sequential dependencies across batches (strategy reads research, production reads scripts).

### WHAT RUNS IN THE BACKGROUND VS WHAT NEEDS YOUR COMPUTER ON

- Background-capable: Trend caching (Agent 01, 01B, 01C) via scheduled tasks. Remote render jobs once approved scripts and image prompts are locked. Affiliate link rotation. Distribution scheduling via Buffer or Hypefury once captions are approved.
- Needs your computer on: Voice-calibrated script generation (Agent 03). Image-prompt review and approval. Newsletter drafting and final review. Engagement-reply approval. Any time a script or send is in the approval window, you need a Cowork session active.
- Practical pattern: research and render run while you sleep. The deep-work review window is Tuesday and Wednesday mornings for script and image-prompt approval, plus Wednesday afternoon for the newsletter. Friday performance briefing is read-only.

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09 // 30-60-90 DAY MILESTONES

## Measurable outcomes by day

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### BY DAY 30

- 5 pillars locked, voice samples calibrated, production stack installed and verified
- 20 short-form videos shipped (4 weeks x 5 videos)
- 4 newsletters sent
- Affiliate link registry populated with 5-10 active rotations
- First 100-1,000 organic followers across primary platform

### BY DAY 60

- 40 videos cumulative, distribution patterns stable across 3 platforms
- 8 newsletters sent, open rate baseline established
- Trend cache showing pillar-vs-pillar performance signal
- First measurable affiliate revenue
- Engagement-to-lead bridge: at least 1 warm lead from Agent 10 surfaced and routed to BP-01 Sales

### BY DAY 90

- 60 videos cumulative, full quarter of platform data
- 12 newsletters, list growth measurable
- One pillar identified as top performer, two flagged for review
- Affiliate revenue covering monthly stack cost
- Decision point: scale beyond 5 videos a week, or deepen newsletter / long-form

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10 // LIBRARY CTA

## The rest of the catalog

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This blueprint is COMING SOON. The waitlist is the path in. Drop your email at [operatoriq.io/blueprints/content-marketing](https://operatoriq.io/blueprints/content-marketing) and you will be the first to know when it ships. Founding Library members get it the day it ships at no additional cost.

The OperatorIQ Blueprint Library

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### **LIBRARY ANNUAL // \$397/YR // RECOMMENDED**

Every current blueprint, every new release for 12 months, free updates. The catalog grows. Your access grows. Includes BP-03 the moment it ships.

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This blueprint is one of 8 in the Library.