

The Sorting Table.

Eleven robots (twelve with the optional ad-sales bot). One person reads every card.

The AI team that would brief, plan, write, design, storyboard, check and deliver a monthly pack of ad creative for Packday's clients.



New business. No clients yet, so no reviews, logos or results, and none made up. Every forecast here is a labelled estimate. The AI staff are set up and ready to switch on, not running.

WHY ROBOTS

Ads go stale fast. **The robots don't.**

Once switched on, the robots can work **24/7**, with **no breaks, no sick days, no wages, no pension and no National Insurance**. A rush pack can be drafted overnight. The bot platform and AI use cost about £45 a month in the plan.

WHAT ROBOTS DO

Take briefs, plan angles, write headlines and scripts, lay out statics and carousels, storyboard videos, check claims and rights, write test plans, file and deliver.

WHAT A PERSON DOES

Reads every card before Pack Day. Approves every extra, booking and invoice. Reads the 07:00 brief.

WHAT ROBOTS NEVER DO

Log in to a client's ad account, spend money, contact anyone cold, or invent a review or result.

STATUS

Set up and ready to switch on. Not running. No clients.



ORG CHART

Who reports to whom.

The owner

A person. Reads every card; approves extras, invoices and bookings.

REPORT TO THE OWNER



Shuffle

Pack Lead (operations)



Sleeve

Claims & Rights Checker
(independent)



Mint

Approvals & Billing



Wrapper

Ad Sales (optional)

REPORT TO SHUFFLE, THE PACK LEAD



Scout

Brief Taker & Onboarding



Compass

Angle Planner



Hook

Copywriter



Gloss

Static & Carousel Designer



Flicker

Video Scripter & Storyboarder



Tally

Test Planner & Results Reader



Binder

Library & Delivery



Holo

Marketing (for Packday)

Sleeve (claims and rights) and Mint (money) report straight to the owner, so no robot checks its own work. Wrapper is optional and off by default.

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Shuffle

PACK LEAD (OPERATIONS)

Runs the month. Deals each robot its jobs, keeps every pack on time for Pack Day and writes the owner's morning brief.

In: Every robot's status, Pack calendar, Owner's notes. **Out:** 07:00 owner brief, Daily job lists, Late-card alerts.

When: Always on; brief at 07:00, sweep every hour. **Checked by:** The owner (daily brief).



Scout

BRIEF TAKER & ONBOARDING

Welcomes a new client, builds the brand kit, collects their own photos and offers, and writes the approved-claims list: only what the client can prove.

In: Signed terms, Brand files and photos, Offers and evidence. **Out:** Brand kit, Photo rights log, Approved-claims list.

When: On each new client; brief refresh on the 20th. **Checked by:** Sleeve and the owner.



Compass

ANGLE PLANNER

Picks the month's angles: problem, offer, how it works, objection, season, proof (real only). Makes sure the angles are genuinely different, not tweaks.

In: Brief, Last pack's results (if shared), Season calendar. **Out:** Angle list, Card plan for the pack.

When: 21st of each month; on rush packs. **Checked by:** Tally and the owner.

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Hook

COPYWRITER

Writes hooks, headlines and primary text inside each platform's limits, in the client's voice and only from approved claims.

In: Angle list, Approved claims, Voice notes. **Out:** Headlines (40 characters), Primary text (125 shown), 3 hooks per video.

When: 22nd to 24th; changes within a day. **Checked by:** Sleeve.



Gloss

STATIC & CAROUSEL DESIGNER

Lays out statics and carousels from the brand kit and the client's own photos, in 1:1, 4:5 and 9:16. Uses AI for backgrounds and layout, never to fake the product.

In: Copy, Brand kit, Client photos. **Out:** Static cards in 3 sizes, Carousels (2 to 10 frames).

When: 23rd to 26th. **Checked by:** Sleeve and the owner.



Flicker

VIDEO SCRIPTER & STORYBOARDER

Writes short-video scripts (21 to 34 s, with 9 to 15 s cuts) and draws the storyboard frame by frame, so the client or a filmer can shoot it on a phone.

In: Angle list, Hooks, Brand kit. **Out:** Scripts with timings, Storyboards (6 to 8 frames), Shot list.

When: 23rd to 26th. **Checked by:** Sleeve.

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Sleeve

CLAIMS & RIGHTS CHECKER (INDEPENDENT)

Checks every card before it leaves: CAP Code claims, no fake reviews or testimonials, no deepfakes or real-person likeness, images that don't exaggerate the product, photo and font rights.

In: Every card, Approved-claims list, Rights log, Rule list (dated). **Out:** Pass / needs evidence / blocked, Reasons in plain English.

When: Every card, within 15 minutes; full re-check before Pack Day.

Checked by: The owner (checks every card before Pack Day).



Tally

TEST PLANNER & RESULTS READER

Writes the test plan on the back of every card: what it tests, its pair, which week, what to watch. Reads results the client shares and picks what goes in the next pack.

In: Card plan, Results the client pastes or exports. **Out:** Test plan, Next-pack notes.

When: 25th; results read on the 15th. **Checked by:** Sleeve (wording) and the owner.



Binder

LIBRARY & DELIVERY

Names, sizes and exports every card, files the pack in the client's binder (shared folder) and sends the Pack Day note.

In: Approved cards, Client folder. **Out:** Exports (PNG, MP4 boards, PDF), Pack Day note, Binder index.

When: Pack Day, the 1st of each month (or drop days). **Checked by:** The owner.

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Mint

APPROVALS & BILLING

Records each client's yes on every pack, logs rights handed over and invoices the fixed fee.

In: Client replies, Pack list. **Out:** Approval records, Rights handover notes, Invoices.

When: Pack Day and the 28th. **Checked by:** The owner (weekly).



Holo

MARKETING (FOR PACKDAY)

Keeps the free pack maker fresh, writes Pack Notes (an opt-in email of ad ideas) and drafts posts made with our own product.

In: Guide topics, Free pack use (anonymous), Owner's ideas. **Out:** Pack Notes drafts, Post drafts, Idea guides.

When: Tuesdays and Thursdays. **Checked by:** Sleeve and the owner.



Wrapper

AD SALES (OPTIONAL)

If the owner switches ads on: finds relevant sponsors for the free pack maker and Pack Notes, sends the rate card on request and books approved slots.

In: Rate card, Inbound sponsor enquiries, Slot calendar. **Out:** Booking drafts, Sponsor copy for Sleeve, Monthly ad income line.

When: Wednesdays; off by default. **Checked by:** Sleeve (CAP Code) and the owner (every booking).



SCHEDULE

A month at the Sorting Table.

20th	Scout asks each client for the monthly brief update
21st	Compass plans the angles; Tally checks they're distinct
22nd to 24th	Hook writes headlines, text and hooks
23rd to 26th	Gloss lays out statics and carousels; Flicker writes scripts and storyboards
25th	Tally writes each pack's test plan
26th to 28th	Sleeve's full re-check; the owner reads every card; Mint prepares invoices
1st	Pack Day: Binder files and delivers every pack
15th	Tally reads any results clients paste in; half-packs drop

Every day

- 07:00 Shuffle's owner brief; hourly sweep for anything late.
- Every card, within 15 minutes: Sleeve checks it.
- Tuesdays and Thursdays: Holo's marketing for Packday.
Wednesdays: Wrapper (only if switched on).

Planned schedule. Nothing is running.



CROSS-CHECKS

Nobody marks **their own** homework.

MADE BY	CHECKED BY	WHAT
Hook	Sleeve	Every headline and line of text: claims, prices, offers, CAP Code
Gloss	Sleeve	Every image: who owns it, licence on file, no real person's likeness
Flicker	Sleeve	Every script: claims, captions in the safe zone, no fake testimonials
Compass	Tally	Each month's angles: genuinely different, each testable
Tally	Sleeve	Test plan wording: no promised results
Holo	Sleeve	Packday's own marketing: no client named without a yes
Wrapper	Sleeve	Every sponsor ad: CAP Code, 'Sponsored' label
Sleeve	Owner	Every card before Pack Day, plus 1 in 5 of Sleeve's passes

Sleeve's rules (examples)

- Blocked: "guaranteed", "best", "No. 1", "cheapest" without the client's proof.
- Blocked: a price or "free" offer without its terms and end date.
- Blocked: any image without a rights record, or an AI person implying an endorsement.
- Blocked: weight-loss, credit, crypto and gambling ads.



REPORTS

What the owner gets.

07:00 · OWNER BRIEF

Drafting day, one yes needed.

- Six statics and a test plan due today for one example client.
- Sleeve blocked 2 cards yesterday, both rewritten.
- An extra-cards request to approve this afternoon.

PACK DAY · TO EACH CLIENT

Your October pack: 10 cards, 3 angles.

- The cards, named by size and angle.
- The test plan: what to run each week and what to watch.
- What changed since last month, and why.

- **Friday round-up** to the owner: packs on track, blocks, time spent.
- **Month end:** fees invoiced, extras approved, notes for next month.

Example contents, made up. **SIMULATED**



MAINTENANCE AND GROWTH

Keeping the deck **fresh**.

Maintenance

- Monthly: Sleeve's rules updated from CAP, ASA and Meta, TikTok and Google pages, with dates.
- Monthly: platform sizes and safe zones re-checked before Gloss and Flicker start.
- Monthly: Shuffle reviews every robot's log; anything late twice gets a fix.
- Any AI tool change: the robot runs in shadow mode on example businesses first.

Growth

- Over 12 clients: split Gloss into statics and carousels.
- Over 20 clients: a freelance designer spot-checks 1 pack in 10.
- Owner time over 8 hours a week: pause Holo first.
- A new format: shadow mode for two weeks first.

SWITCHING ON

The order to switch on.

1**Paperwork**

ICO fee, insurance, client agreement with rights and Article 28 data terms.

2**Licences**

Every AI tool's terms checked for commercial use.

3**Shadow mode**

Two weeks on example businesses; the owner checks every card.

4**Sleeve and Mint first**

Checks and approvals before any maker robot.

5**The rest**

Shuffle, Scout, Compass, Hook, Gloss, Flicker, Tally, Binder, Holo.

6**Wrapper last, if ever**

Only once there's a real audience, and only if the owner turns it on.

New business. No clients yet, so no reviews, logos or results, and none made up. Every forecast here is a labelled estimate. The AI staff are set up and ready to switch on, not running.