



EMAIL AUTORESPONDER **"Fix'n Your System"**

By Daniel Stouffer

Project Notes:

Here's a 5-part nurture series designed to move Morgan from "interesting, but who are you?" to "[let's talk](#)."

Each email follows the core autoresponder flow: *clear subject, relatable lead, tight transition, benefits, one primary CTA, and a P.S. that primes the next send.*

Reader Note:

Morgan Vance is my [Ideal Buyer Persona](#). You'll see Morgan referenced throughout this document and across my "AI Slop Copy" marketing campaign. My writing is specifically targeting this persona's needs, wants, and desires.

These emails recommend hiring Daniel Stouffer (Kaperider Publishing) for all five emails.



Email #1

Subject:

Hi [buyer persona],

If your team is shipping more content than ever, but it feels like it's landing less, you're not imagining it.

This is the moment most B2B brands hit quietly: the calendar is full, the drafts look polished, approvals happen, and the market responds with a shrug.

Here's the 60-second test I use to spot "AI slop" without overthinking it.

Open any page you care about and ask:

1. Could a competitor paste their logo on this and have it still read "fine"?
2. Where is the proof, not the promise? Numbers, constraints, examples, tradeoffs.
3. Does it decide for the reader, or does it politely orbit the point?
4. Does it sound like your company, or like the internet?

If you answered "yes" to #1 or "I'm not sure" to #2, you're not dealing with a writing problem. You're dealing with a standards problem.

And that's good news, because standards can be engineered.

If you want, reply with one link to a page you're unsure about, and I'll send back a quick "slop score" with three specific fixes that will make it sharper, more defensible, and easier for sales to use.

Talk soon,
Daniel Stouffer
Kaperider Publishing

P.S. Next email: why "polished" copy is often the most expensive kind to publish right now.



Email #2

Subject:

Why “polished” copy is quietly costing you pipeline

Hi Morgan,

Most AI-assisted drafts fail in a particular way.

They're not ugly. They're not obviously wrong. They're just... smooth.

And smooth is the problem.

Smooth copy passes internal review because it doesn't create friction. It sounds plausible. It avoids sharp claims. It feels “professional.”

Then it hits a genuine buyer and disappears.

The issue is not AI. The problem is what AI amplifies when the inputs are thin.

If the brief is vague, AI averages.

If proof is optional, AI floats.

If voice is undefined, AI defaults to the most common tone online.

Here's the simplest way to say it:

AI slop occurs when you scale language faster than you scale standards.

So if you're feeling any of this lately, it's not your imagination:

- Content output is up, but sales adoption is down
- You publish more, but differentiation blurs
- The pages are “fine,” yet conversion softens
- Your team spends more time reviewing than building

The fix is not more prompts. It's a system that forces three things into every asset:



Proof density.

Voice constraints.

Editorial accountability.

If you want a practical next step, reply with “3 assets” and tell me the three pieces that matter most to your pipeline right now. I’ll let you know which one to fix first and why.

Daniel

P.S. Next email: the under-the-hood system I use to turn AI from a risk into a repeatable advantage.



Email #3

Subject:

The 7-step system that makes AI content safe to scale

Hi Morgan,

If you're going to use AI in marketing, you need a process that behaves more like engineering than creativity.

Because you're not trying to produce words.

You're trying to produce trust, clarity, and conversion at speed.

Here's the system I install and run with Teams. I call it the Anti-Slop Copy Pipeline.

1. Truth Intake
We collect the raw truth AI cannot invent: customer language, objections, proof, product constraints, and competitive reality.
2. Messaging Architecture
We define the primary claim, supporting claims, proof points, and objections before we write pages.
3. Voice DNA
Not "tone adjectives." Constraints. What you refuse to say. How you structure sentences. How you handle uncertainty.
4. AI Drafting With Guardrails
AI drafts inside boundaries, using the truth pack as a source of record.
5. Proof Density Upgrade
We add numbers, mechanisms, examples, tradeoffs, and "when not to do this" clarity.
6. Editorial Accountability
One owner who can defend every claim. No ghost promises.
7. Distribution Safety
Search, email, LinkedIn, and sales enablement each punish different mistakes. We adapt the asset for the channel.



This is why I describe my role as a strategic mechanic.

I'm not here to "write more."

I'm here to tune the machine so it performs under pressure.

If you'd like, message me on LinkedIn or reply here to request an "Under-the-Hood Session." It's a focused conversation where we identify where slop is entering your workflow and what to fix first.

Daniel

P.S. Next email: what changes when standards become a system, including why sales start using the assets again.



Email #4

Subject:

What happens when you stop sending AI Slop and start shipping assets

Hi Morgan,

Let me describe a pattern I see in innovative teams.

They adopt AI to move faster.

The backlog shrinks. Drafts multiply. Everyone feels a little relief.

Then something odd happens.

Sales starts rewriting everything.

Not because the copy is “bad,” but because it’s hard to defend. It’s too soft.

Too similar to the category. Too light on proof.

That’s when marketing becomes a service desk instead of a growth engine.

Here’s what changes when you install standards.

The team stops debating taste and starts checking truth.

Claims get cleaner because proof must exist.

Voice gets consistent because constraints are real.

Pages become easier to use because they make decisions for the reader.

The result is not just “better writing.”

It’s lower friction in the entire go-to-market system.

That’s the part most people miss. Copy is not decoration. It’s the interface between your company and your buyer’s trust.



If you want to feel this difference quickly, send me one page you're relying on for the pipeline right now. I'll show you exactly where it's leaking trust and what to change.

Daniel Stouffer
Kaperider Publishing

P.S. Next email: if we worked together, here's the fastest, lowest-drama way to start.



Email #5

Subject:

The fastest way to fix AI Slop without a six-month rebrand

Hi Morgan,

If you're still reading, you're probably not asking, "Is AI real?"

You're asking a better question:

"How do we use AI without sounding like everyone else, and without risking brand trust?"

Here's the simplest starting point I recommend for most teams.

A 30-day Anti-Slop Stabilization Sprint.

We focus on the pages that pay your bills, not the entire internet.

- Audit your top revenue pages and top traffic pages
- Build a Truth Pack so the team stops guessing
- Create Voice DNA constraints so AI stops defaulting to generic tone
- Rewrite 2 to 3 high-impact assets so you can see the difference immediately
- deliver a channel-ready version so sales and marketing can deploy with confidence

This is designed to do one thing fast.

Protect trust while increasing speed.

If you want to talk through fit, you have three easy options:

1. Reply to this email with your top priority page
2. Message me on LinkedIn with the words "Under the hood."
3. Email me with a one-sentence description of what's not working



Either way, I'll come back with a clean recommendation, not a pitch fog.

Daniel

P.S. If it's helpful, forward this thread to whoever owns demand gen or sales enablement. Slop usually shows up as a cross-team problem before anyone names it.



About Kaperider

If you made it this far, thank you for doing the real work, showing up, staying curious, and turning reflection into action. Thank you!

Kaperider, LLC helps sales and marketing teams turn scattered messaging into a decision engine that drives revenue.

If your website sounds fine but does not convert, if your emails feel busy but not compounding, if sales depend on one person who can “explain it,” you do not have a content problem.

You have a systems problem. Your pages, campaigns, and sales assets were built in different seasons by different people, and the story drifted. The market perceives drift as friction, and friction manifests as longer cycles, lower conversion rates, and greater discounting.

We fix what is under the hood.

Kaperider rebuilds your messaging spine and translates it into the assets that drive revenue: website copy, landing pages, sales letters, VSL scripts, email sequences, case studies, and sales talk tracks. Every deliverable is anchored to the same promise, proof, and positioning, so marketing and sales no longer conflict.

Our differentiator is a human-led, AI-assisted workflow with editorial accountability. AI accelerates research, synthesis, and variant drafting. Humans own truth, voice, and verification. You move faster without publishing generic content that quietly erodes trust.

You will leave with more than “better copy.” You will leave with a reusable system: proof blocks, objection answers, message pillars, and templates your team can deploy without reverting to vague language.

If you want loud marketing, there are cheaper options. If you wish to clear, credible messaging that compounds across your funnel, Kaperider is built for that.

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What's Next?

Think further. Build smarter. Lead human.

Daniel Stouffer is a futurist, systems thinker, and nonfiction author who helps B2B teams turn scattered messaging into decision-ready copy that sells with integrity.

He is the founder of Kaperider, LLC and Kaperider Publishing, where he builds websites, landing pages, sales letters, email sequences, case studies, and thought leadership. Each asset pulls from the same messaging spine, so the market hears one story.

Daniel's differentiator is a human-led, AI-assisted workflow with editorial accountability. AI accelerates research and draft variants. Daniel stays responsible for truth, voice, and proof, so the finished work feels specific, credible, and human.

Atypical engagement starts with sales call notes, customer language, and the proof you already have but are not using. Then Daniel rebuilds the core assets that carry revenue, often a homepage hero, one landing page, and an email sequence that makes the offer easy to repeat.

Before this work, Daniel served as a firefighter, which gave him a bias for calm urgency and clear communication when the stakes are real. He brings that same mindset to marketing, diagnosing what is broken under the hood before writing a single headline.

His books include Future Ready, Broken Ladder, and Hirable, and he builds AILKEMY, an insights engine for leaders who want to think further, build smarter, and lead human.

If you want hype or content that sounds like everyone else, he is not your partner. If you wish to message that resonates with a sales call and compounds across your funnel, connect with him on LinkedIn.

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Let's talk about your [next copywriting project](#).

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