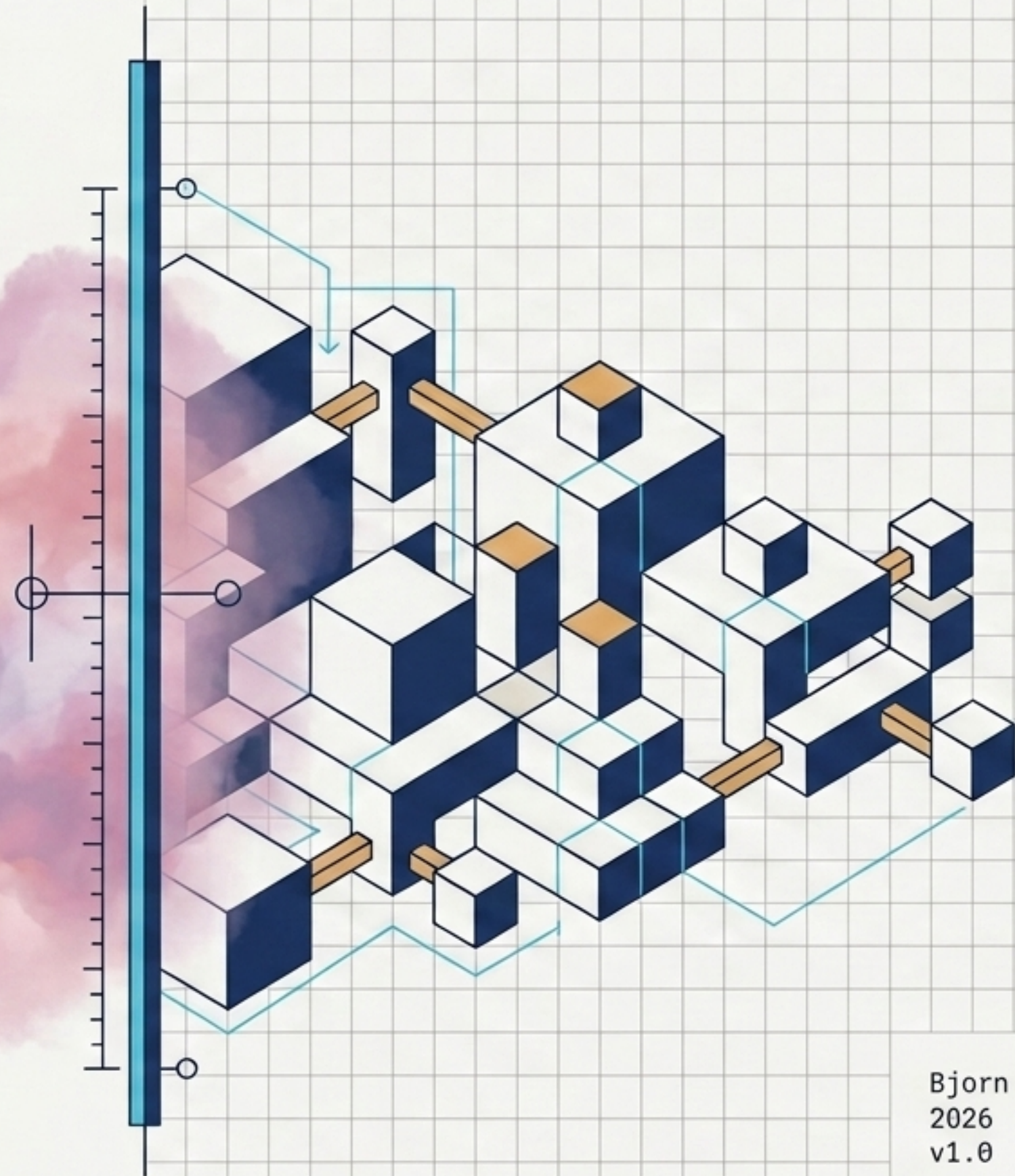
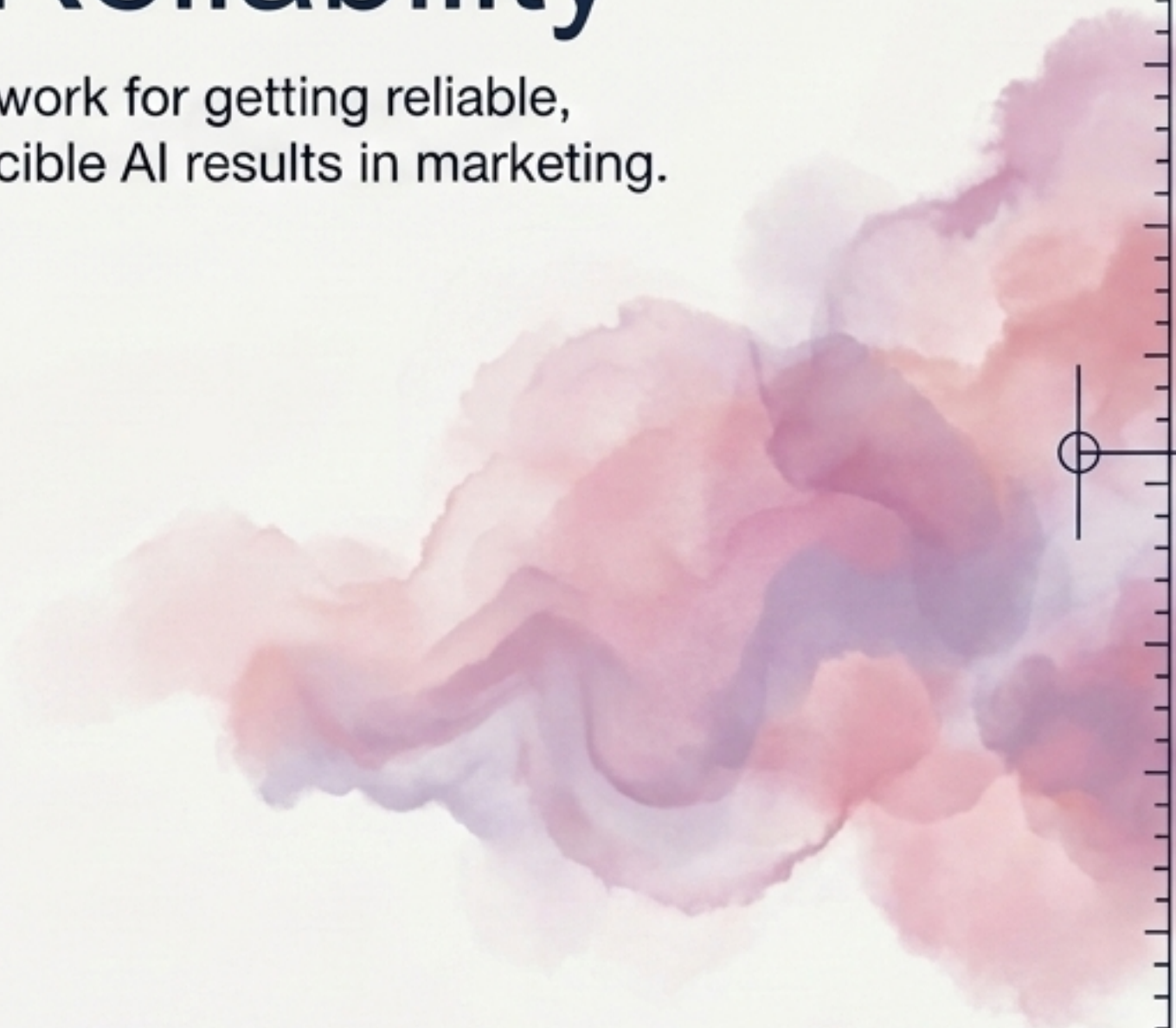


Engineering AI Reliability

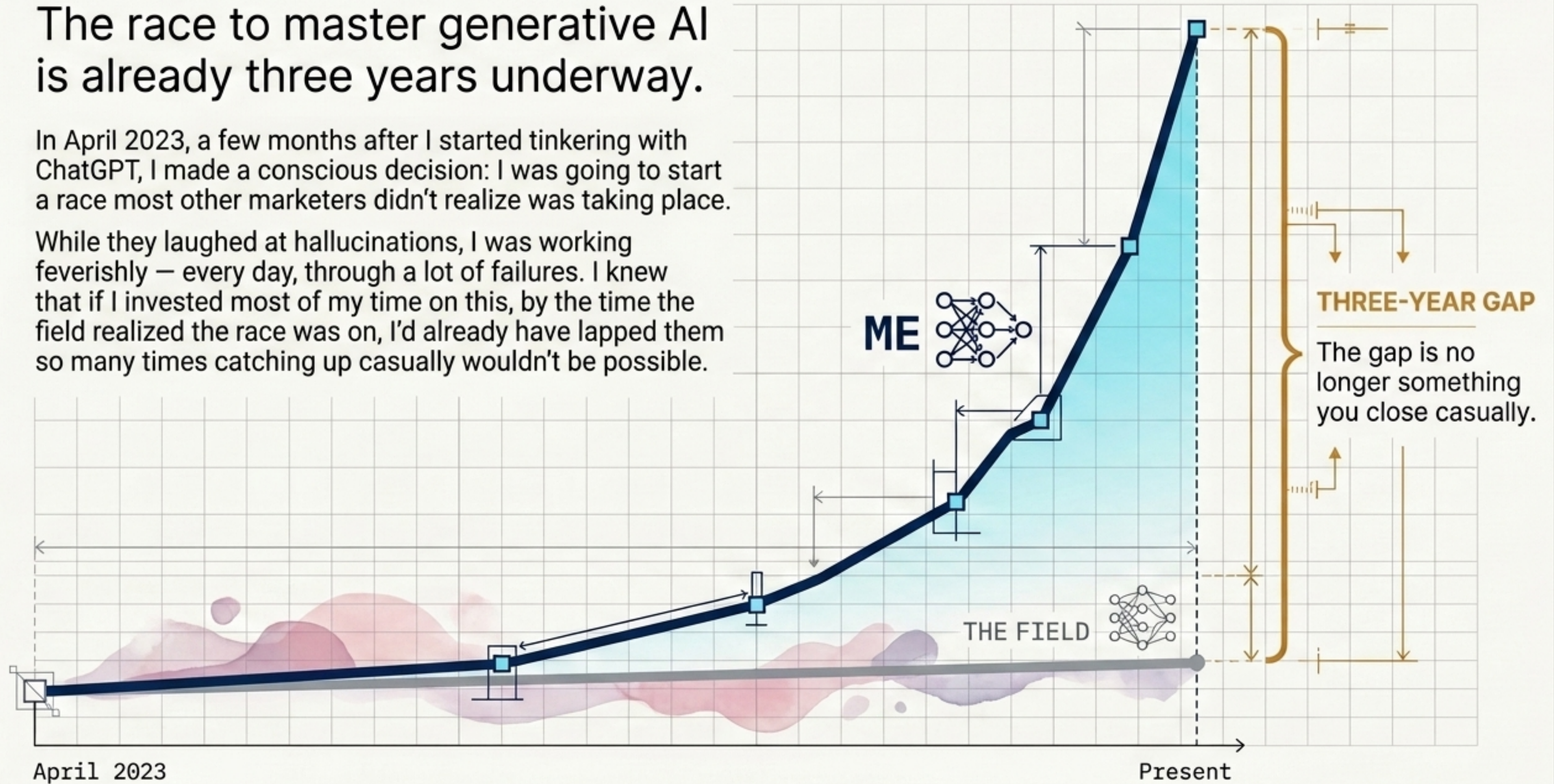
A framework for getting reliable, reproducible AI results in marketing.



The race to master generative AI is already three years underway.

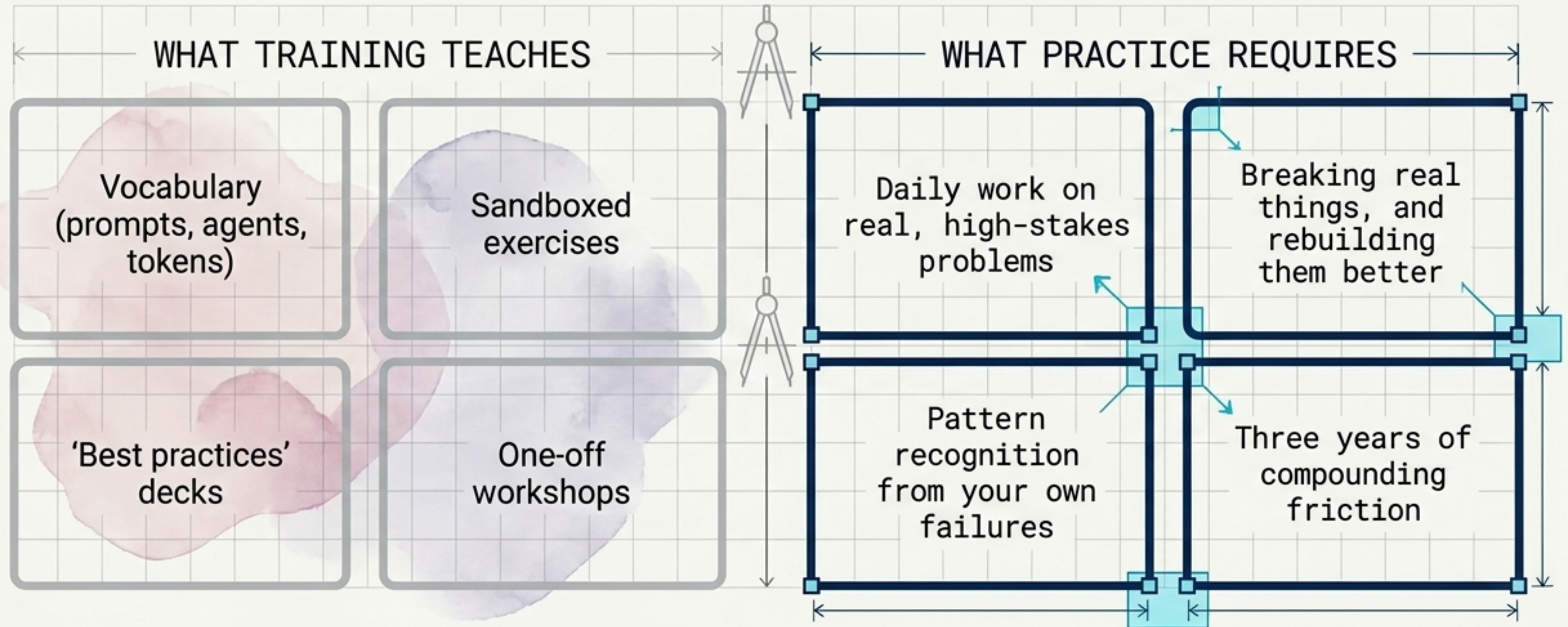
In April 2023, a few months after I started tinkering with ChatGPT, I made a conscious decision: I was going to start a race most other marketers didn't realize was taking place.

While they laughed at hallucinations, I was working feverishly — every day, through a lot of failures. I knew that if I invested most of my time on this, by the time the field realized the race was on, I'd already have lapped them so many times catching up casually wouldn't be possible.



This is a self-discovery skill that companies cannot simply hand over.

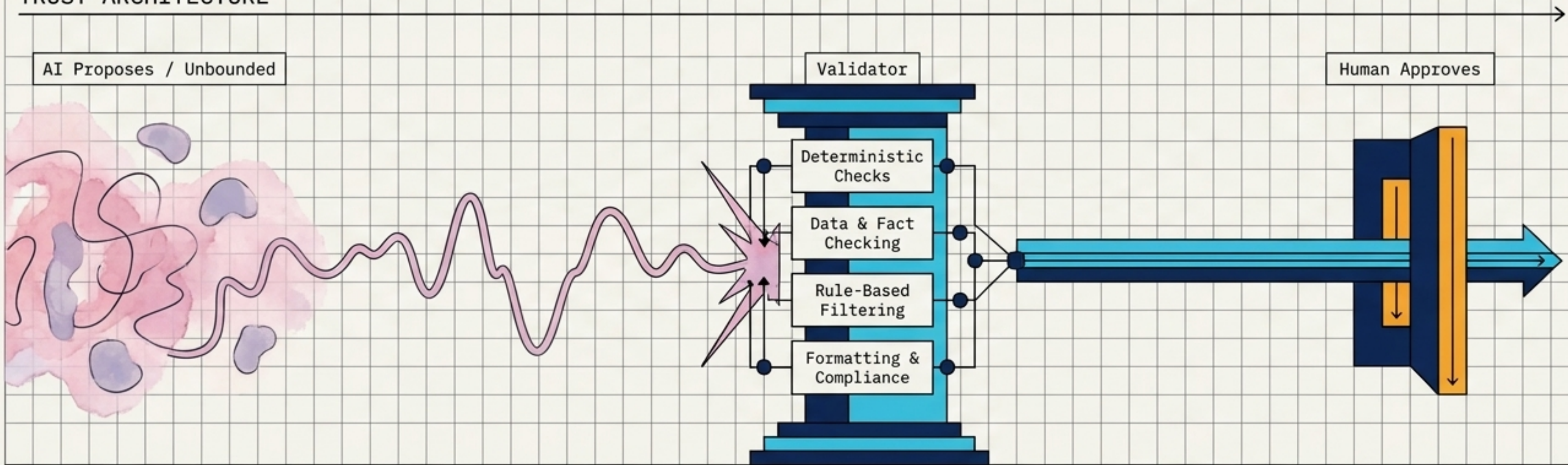
Most companies struggle to educate their employees because they treat AI like a software tool to be learned, rather than an unpredictable material to be tamed. The deep skill is rare because the path is solitary.



Hallucination is a property of unbounded use, not bounded infrastructure.

The objection: “AI makes stuff up. I can’t trust it.” The reality: Hallucination is what AI does when asked to be authoritative without constraints. The fix is structural. Don’t ask AI to be trustworthy—wrap it in a structure that makes trust verifiable.

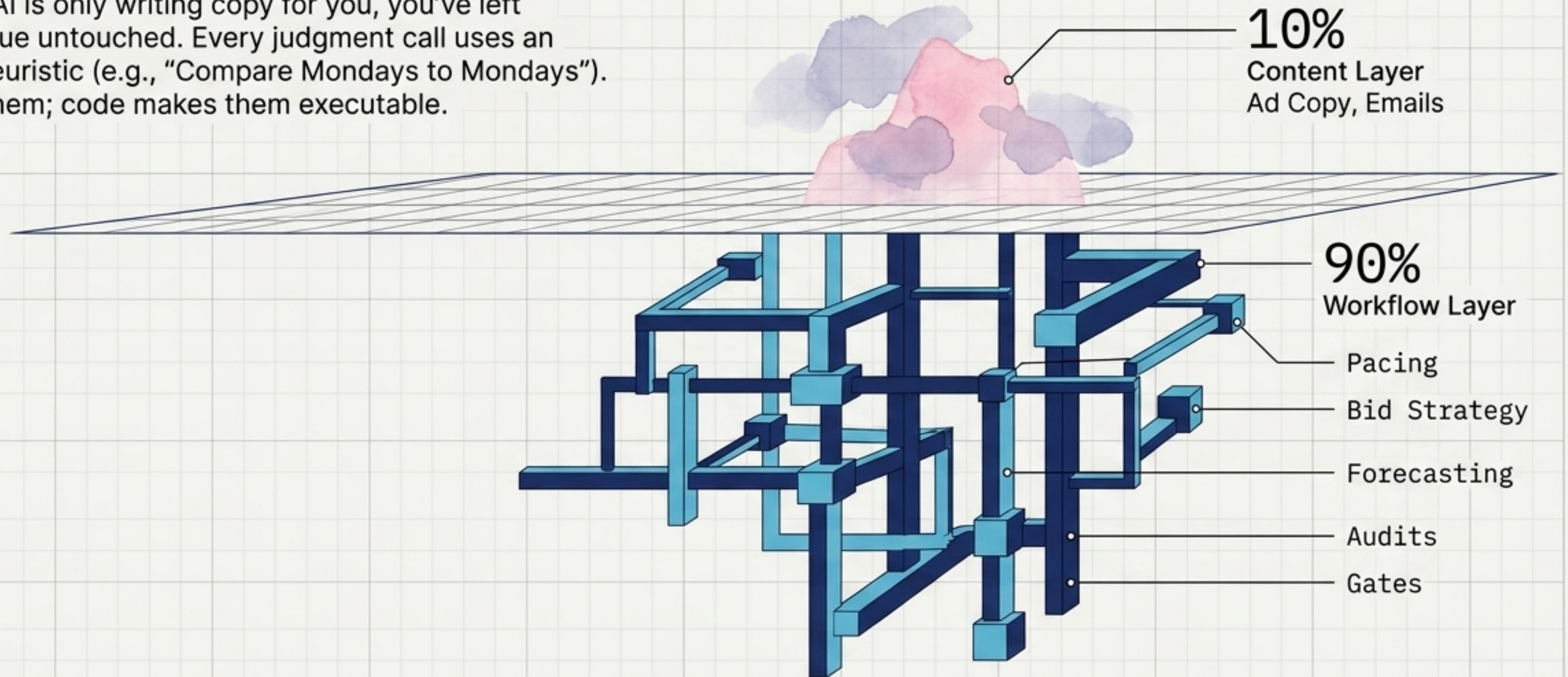
TRUST ARCHITECTURE



Content is the cheapest use case. Leverage compounds in the workflow.

The objection: "AI just writes ad copy, it can't do my real work."

The reality: If AI is only writing copy for you, you've left 90% of the value untouched. Every judgment call uses an encodeable heuristic (e.g., "Compare Mondays to Mondays"). AI discovers them; code makes them executable.



Production safety is a property of the contract, not the model.

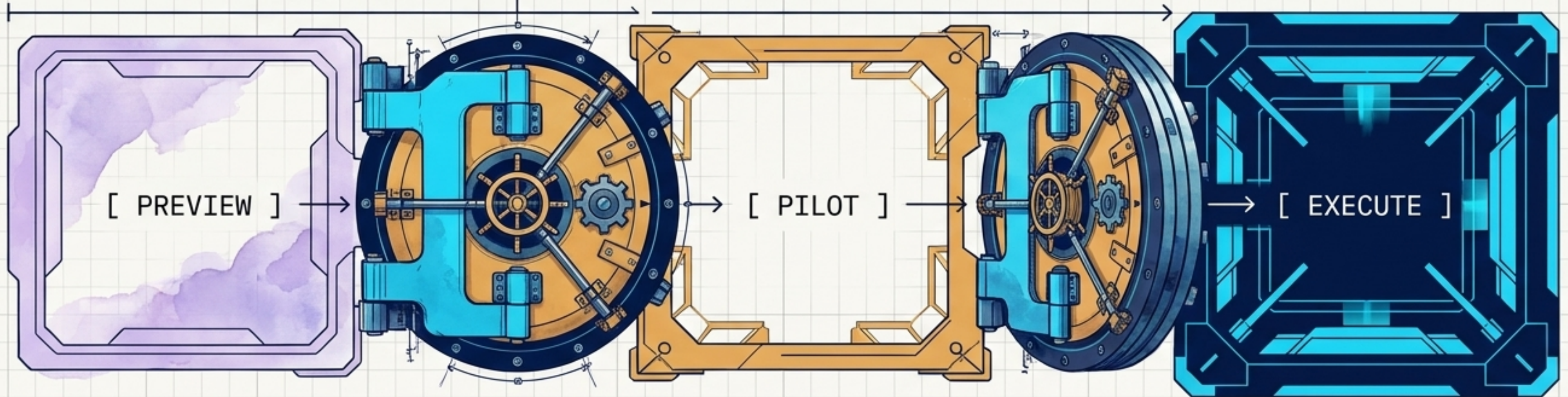
The objection: "The blast radius is too big to put AI where money moves."

The reality: Hard guardrails live at the API layer. The model proposes. The deterministic layer disposes. The human approves.

API-Layer Guardrail

```
if (tROAS < 4.0 || tROAS > 45.0) {  
  BLOCK  
}
```

Safety Contract Pipeline

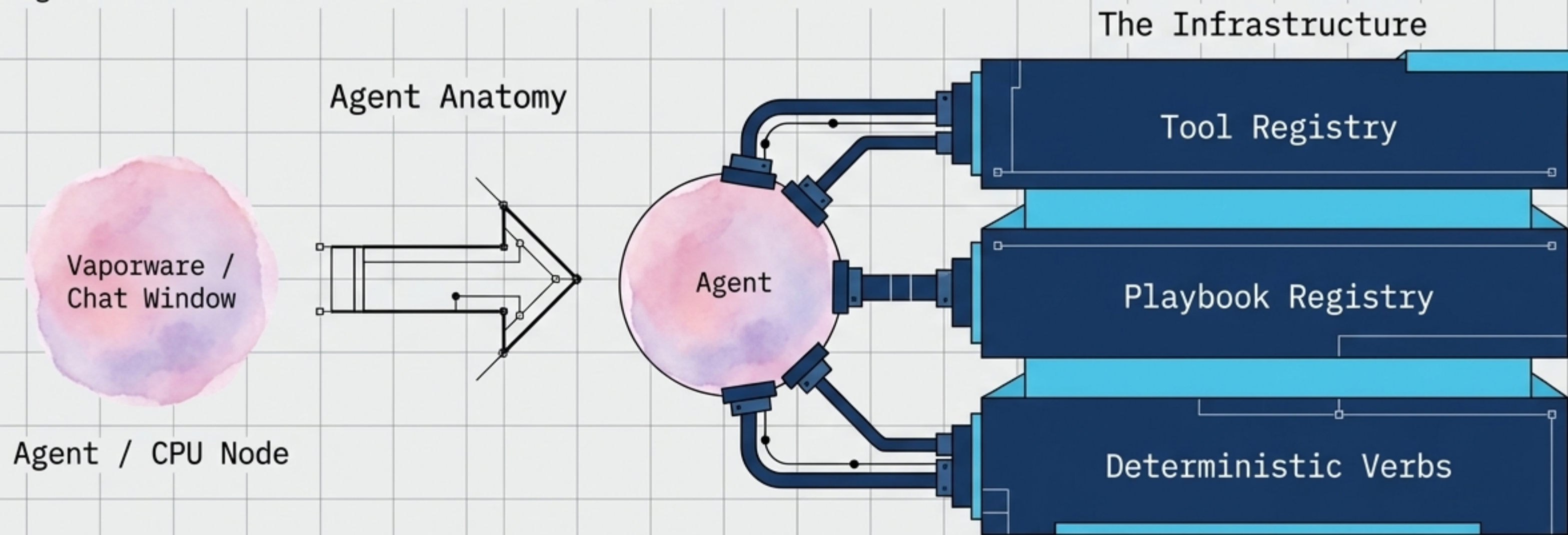


Agents aren't the product. The tool surface they consume is.

The objection: "Agents are vaporware that can't do real work."

The reality: An agent without a tool registry is just a chat window.

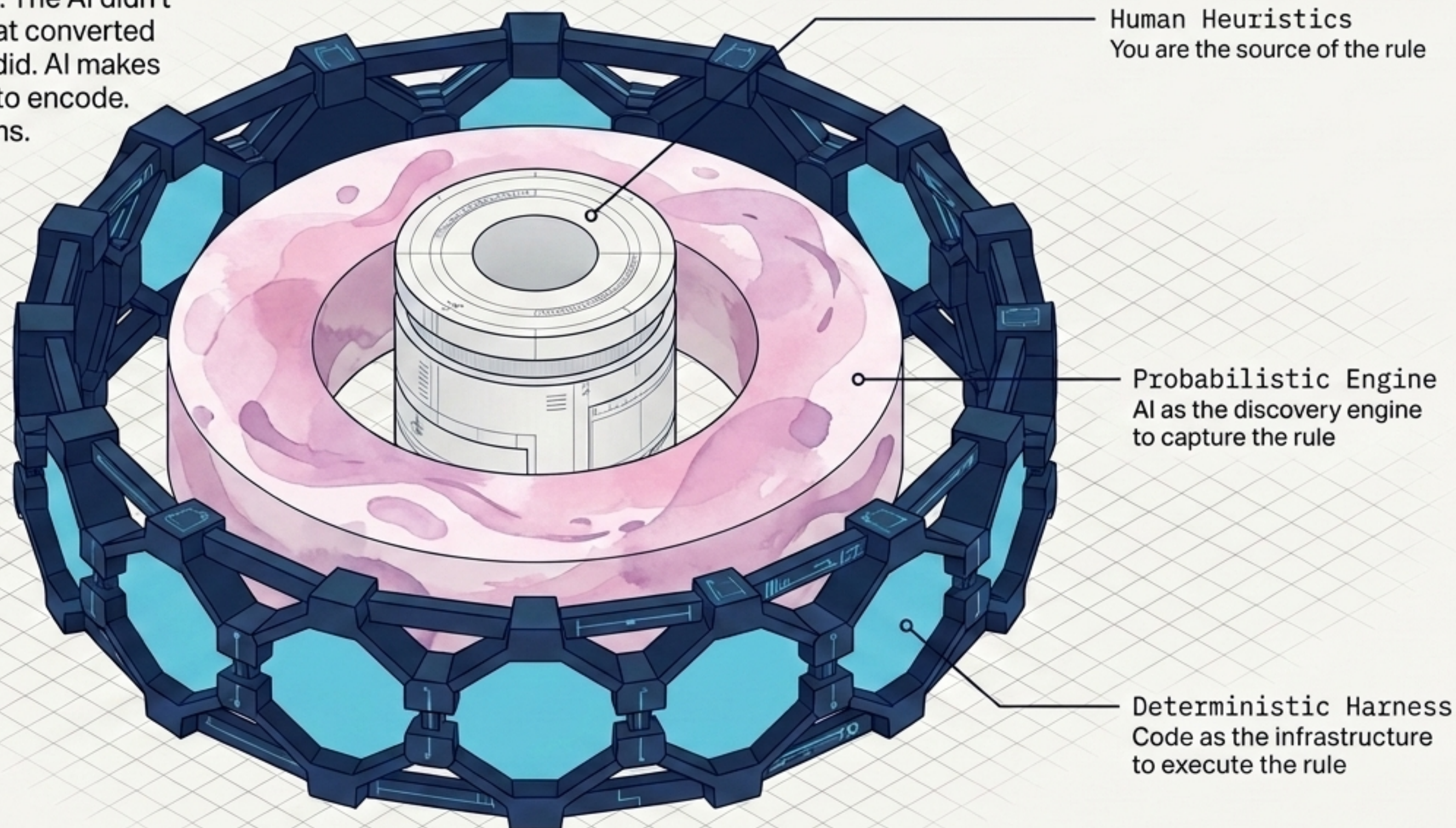
The agent isn't the bottleneck—the infrastructure is.



An agent with clear inputs and deterministic verbs is an operator.

Before stage one, there's you. The framework rewards rigor that already exists — it doesn't manufacture it.

brought the method to encode. The AI didn't invent "spend more on days that converted better last year" — a marketer did. AI makes your judgment legible enough to encode. The most organized person wins.



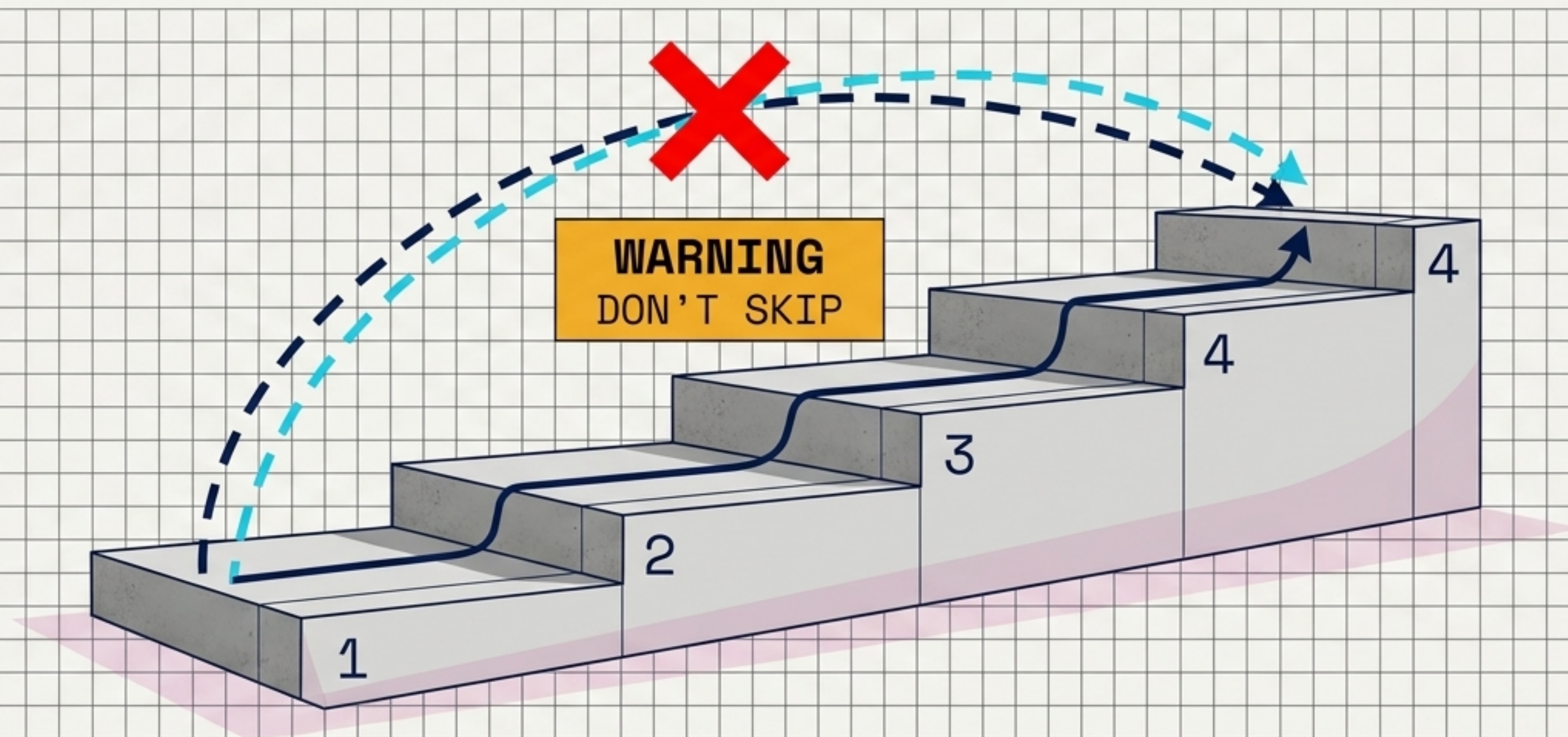
The Blueprint: Turning methodology into institutional infrastructure.

You bring the method; these four stages turn it into infrastructure. Advance when the trigger fires—not before.

STAGE	STATE OF WORKFLOW	TRIGGER TO ADVANCE
01 CONVERSATION (Discover)	A new question, no clear shape yet. Each chat starts from scratch.	["I've asked this same question three times."]
02 SCRIPT (Capture)	The workflow is stable enough to re-run. You trust the output.	["I'm reaching for this script weekly."]
03 CLI HARNESS (Orchestrate)	Others on the team need to to run the flow, with guardrails.	["Someone else needs to run this without my supervision."]
04 TOOLCHAIN (Institutionalize)	Tools are infrastructure-discoverable, versioned, shared.	["The methodology lives in the org, not just in my head."]

The mistake isn't being at Stage 1. The mistake is trying to leap to Stage 4.

Most ambitious AI projects fail because they try to jump from “we use ChatGPT” straight to “we built an autonomous agent.” Each stage earns its place. The Script teaches you what to harness. The Harness teaches you what to register. Skipping stages is how methodology rots.



The operator building the infrastructure.

Bjorn David Hansen

Senior digital marketing manager at a nine-figure ecommerce business. Building production AI tooling since 2023.

Working at the forefront of AI marketing enablement via this framework.

Based on the outskirts of Nashville, TN. Outdoors when not at the keyboard: hiking, camping, backpacking.

THE STACK

Claude Code

Codex

Python

Next.js

Vercel

Anthropic SDK

Google Ads / GTM / GA4 APIs

If this resonates, let's talk.

Whether you're hiring, collaborating, or just stuck somewhere between Stage 1 and Stage 3 – I'm happy to compare notes.

- > WEB: bjorndavidhansen.com
- > EMAIL: bjorndavidhansen@gmail.com
- > LINKEDIN: [linkedin.com/in/bjorndavidhansen](https://www.linkedin.com/in/bjorndavidhansen)