1 AI A DAY · @JJWONG.AI

The Campaign Debrief

1 AI A Day · Day 41 · @jjwong.ai

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The four questions, the prompt, and the fix tracker that carries into your next campaign.

The idea

Memory of a campaign fades in days. Thirty minutes, two days after, turns the pain into a checklist for next time.

Before you start

Collect: your sales and ad numbers, the chat backlog, complaints by type, sold-out times, and notes from whoever packed and answered chats.

The four questions

1. What went to plan?
2. What broke — and **when exactly?**
3. What made it easy to get wrong?
4. What changes next time — owner and date?

The prompt

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Here are my notes, chats and numbers from [campaign].
Sort them into: went to plan, broke (with time), and what made each
break easy to happen.
Suggest one change per break, each with an owner role and a deadline
before [next campaign].
Don't blame people — describe the process.
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The fix tracker

WHAT BROKE	WHEN	WHAT MADE IT EASY	CHANGE	OWNER	DUE

Copy the open rows into your next campaign's prep checklist.

The trap

Blaming people instead of the process. "Two SKUs look the same and sit side by side" is fixable. "Ali packed it wrong" isn't.