



ISSUED BY GAISB[™] • THE GLOBAL AI STANDARDS BODY

GAISB AI Growth & Marketing Strategist[™]

Design and install AI-native marketing systems that attract, convert, and compound.

BUILD THE PULL. LAND THE OFFER. PROVE THE NUMBERS.

01

Advanced applied
credential

02

Reviewed applied
marketing project

03

Publicly verifiable
credential

promptatlas.club

Businesses do not need more AI content. They need an integrated system that *attracts, converts, and compounds.*

AI made content infinite and trust scarce. Anyone can publish; few can be believed. Businesses that win are not the ones posting the most — they are the ones running a documented system that turns attention into revenue.

GAISB AI Growth & Marketing Strategist™ trains operators to turn scattered AI tactics into one documented growth system, and to earn the GAISB-issued credential that verifies their capability.



SCATTERED AI MARKETING

- Random posting with no promise behind it
- No offer, or an offer no one can evaluate
- Leaks in the funnel between interest and sale
- Cold, manual follow-up that never happens
- Guesswork metrics that predict nothing

A DOCUMENTED GROWTH SYSTEM

- One sharp promise and one clear offer
- A page or waitlist that converts on sight
- An AI lead machine that qualifies and books
- An automated nurture loop that never goes cold
- Three numbers that predict revenue

Marketing results are evaluated against an appropriate baseline and will vary by business, offer, and market. GAISB makes no guarantee of leads, sales, or financial return.

From using AI tools to running *an AI-native marketing system.*

The credential develops 17 connected frameworks across 8 two-hour modules — one continuous build from first message to compounding system.

01 Foundations	02 Positioning	03 Buyer & Offer	04 Capture & First Sales
05 AI Systems	06 Traffic & Nurture	07 Standard I: Price, Measure, Test	08 Standard II & Capstone

This is an applied marketing and implementation credential. It is not presented as a software-engineering qualification.

PROGRAM READINESS

Foundational and professional-core AI fluency, with comfort applying AI to real marketing and sales workflows.

No design or software-engineering qualification is required.

GAISB AI Essentials™ or equivalent knowledge is strongly recommended but not a mandatory prerequisite; a readiness assessment may be requested where appropriate.

Access to a suitable real-world or approved simulated offer for the applied marketing project.

PRIMARY AUDIENCE

Founders, operators, agency owners, and consultants who run or sell AI-native marketing.

ALSO SUITED TO

Coaches, creators, marketers, virtual assistants, and community builders. These are fit indicators, not mandatory job titles.

Imagine a marketing system that attracts customers *while you sleep*.

You feed it a promise and an offer. It finds, qualifies, nurtures, and books, inside guardrails you set. This working system, The Machine, is what a GAISB AI Growth & Marketing Strategist installs.

THE MACHINE™ · EIGHT CONNECTED INPUTS



THE FRAMEWORK'S SPINE · THREE ACTS

Attract Gravity Code · Human Signal · Spearpoint · Echo System · Raw Nerve	Convert Landslide Offer · One-Screen Close · Warm Ring · The Machine · Second You	Compound Reel-to-Real · Never-Cold · Three Doors · Truth Board · Edge Engine · War Map · Trust Standard
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WORKING TOOLS Current labs use selected commercial and open tools for instruction, and tools may change as the market evolves. Candidates are assessed on judgment and results, not mastery of one platform.

Attract. Convert. *Compound.*

The whole method in three moves. Every framework in the program expands from these three words.

01 Attract Find the right person, name their pain, and sharpen one promise they cannot ignore.	02 Convert Build the irresistible offer and the single page or waitlist that closes it.	03 Compound Nurture, measure, test, and let the system grow on its own memory.
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THE 17 FRAMEWORKS

Built against the recognized marketing canon and mapped to the GAISB AI frameworks.

01 Gravity Code™ Attract the right audience without chasing.	02 Human Signal™ Signal genuine expertise AI cannot fake.
03 Spearpoint™ Sharpen one promise into a single message.	04 Echo System™ Turn one asset into a content system that repeats.
05 Raw Nerve™ Name the pain no one else will say out loud.	06 Landslide Offer™ Build an offer prospects can't say no to.
07 One-Screen Close™ Convert on a single page, no scroll required.	08 Warm Ring™ Build the ring of trust before the pitch.
09 The Machine™ The AI lead system that runs while you sleep.	10 Second You™ An AI persona trained on your voice and judgment.
11 Reel-to-Real™ Turn short-form content into booked calls.	12 Never-Cold™ Automate nurture so no lead goes cold.
13 Three Doors™ Give every buyer a next step that fits them.	14 Truth Board™ Track the three numbers that predict revenue.
15 Edge Engine™ Price and package for margin, not just volume.	16 War Map™ Map the competitive field before you move.
17 Trust Standard™ Apply responsible-AI guardrails to every send.	

The method is taught and assessed as professional practice. GAISB makes no guaranteed leads, sales, or income claim; results are evaluated against each business's own baseline.

THE PROGRAM

Learn the framework. Build the system. *Prove the result.*

FULLY ONLINE · ADVANCED APPLIED · COHORT-SUPPORTED

PROGRAM DURATION

Typical completion: 4–8 weeks

CREDENTIAL LEVEL

Advanced Applied

COMMUNITY ACCESS

60 days · Prompt Atlas Club

WHAT THE PROGRAM INCLUDES

01 Self-guided curriculum Full 8-module Strategist™ curriculum, at your pace	02 8 live cohort sessions Guided, instructor-led sessions across all 8 modules
03 Exam-preparation bootcamp Focused readiness for the examination	04 60 days in Prompt Atlas Club Ongoing applied community access
05 Multi-reviewer project panel Asynchronous review of the applied project	06 Applied growth project Reviewed proof of professional capability

COMPETENCY MAP

Positioning & offer

Capture & conversion

AI lead systems

Content & nurture

Pricing & measurement

Responsible AI use

Expected study load is approximately 5–8 hours per week plus project time; the three-hour certification examination is additional. The structured learning phase can be completed in about 4 weeks when cohort timing and project readiness permit, while the typical 4–8-week window allows for project completion and assessment. The 60-day Club access period is an included benefit, not the minimum time required to certify.

SELECTED GAISB PROGRAM FACULTY & STANDARDS LEADERSHIP

This program is delivered by credentialed, GAISB Council-appointed faculty and standards professionals.

“ *A business does not need to be louder. It needs to be believed, and then it needs a system that proves it, every day, at scale.* ”

— Kirwin M. Narine, Founding Chair & Chief Executive Officer, GAISB™



FOUNDING CHAIR & CEO
Kirwin M. Narine
GAISB™ · Former Microsoft Certified Trainer & Master Certified Novell Instructor



Brandon Basdeo
Director of Applied AI Standards & Frameworks



Dr. Winzy Adams
Director of Academic Courseware & Instructional Design

What a GAISB AI Growth & Marketing Strategist should be able to *demonstrate*.

The credential is defined by demonstrable capability, not tool coverage. Executives are not expected to master every platform. They are expected to make sound growth decisions and prove them.

01 Define an ideal client profile.

02 Craft one sharp promise.

03 Build an irresistible offer.

04 Build a converting page or waitlist.

05 Stand up an AI lead machine.

06 Run an AI content-to-DM loop.

07 Automate nurture and reactivation.

08 Design a pricing ladder.

09 Measure the three numbers that predict revenue.

10 Apply the Trust Standard™ for responsible AI use.

“ *Capability is demonstrated through a system that is positioned, built, launched, measured, and professionally explained — not by the number of tools a candidate can name.* ”

GAISB ASSESSMENT PRINCIPLE

The credential requires *applied evidence*.

Beyond the examination, every candidate must submit one applied marketing project meeting the published GAISB AI Growth & Marketing Strategist™ assessment standard before the credential can be issued.



RECORDED PROJECT WALKTHROUGH

The candidate submits one applied marketing project and records a 10–15-minute on-camera walkthrough explaining the offer, the system, and responsible-use safeguards.

PROJECT REQUIREMENTS

Applied marketing projects	One
Review panel	Multi-reviewer asynchronous panel
Recorded walkthrough	10–15 min
Supporting documentation	Per guidance

APPLIED PROJECT REVIEW AREAS

- | | |
|-----------------|-----------------------------------|
| 01 ICP Quality | 02 Promise & Positioning |
| 03 Offer Design | 04 Page / Funnel |
| 05 Lead System | 06 Nurture & Follow-up |
| 07 Measurement | 08 Responsible Use & Presentation |

THE SUBMISSION PACKAGE

- ICP & positioning brief
- Offer design
- Page or funnel evidence
- Lead-system architecture
- Responsible-use safeguards
- Nurture & follow-up evidence
- Measurement approach
- Recorded walkthrough

PROJECT CONTEXT & RESPONSIBILITY

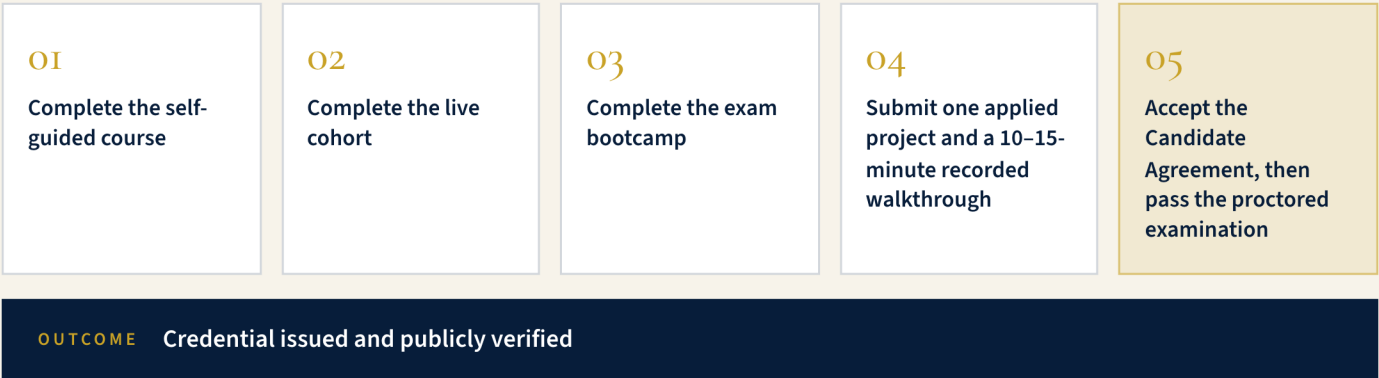
Candidates may use their own business, employer, an approved client engagement, or an approved simulated case.

Candidates are responsible for obtaining appropriate authorization before using organizational, customer, or client information. Sensitive information must be removed, anonymized, or handled in accordance with the official project guidance.

Submission alone is not sufficient. Projects that do not initially meet the required standard may be returned for revision in accordance with the published applied-project assessment policy.

Assessed through knowledge, application, and *professional judgment*.

ASSESSMENT FLOW



CERTIFICATION EXAMINATION <table><tr><td>Total questions</td><td>75</td></tr><tr><td>Duration</td><td>3 hours</td></tr><tr><td>Format</td><td>Proctored</td></tr><tr><td>Passing score</td><td>65%</td></tr></table>	Total questions	75	Duration	3 hours	Format	Proctored	Passing score	65%	APPLIED ASSESSMENT <table><tr><td>Applied marketing project</td><td>One</td></tr><tr><td>Review panel</td><td>Multi-reviewer async</td></tr><tr><td>Recorded walkthrough</td><td>10–15 min</td></tr><tr><td>Judgment assessed</td><td>Yes</td></tr></table>	Applied marketing project	One	Review panel	Multi-reviewer async	Recorded walkthrough	10–15 min	Judgment assessed	Yes
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EXAMINATION VOUCHER USD \$395, purchased separately from program tuition. Valid for 12 months from issue; one examination attempt per voucher. A new voucher is required for each retake, but a retake does not require repurchasing tuition.	CREDENTIAL RENEWAL Renewal every two years. Continuing professional education requirements apply to maintain an active credential.																

Assessment is governed and proctored. GAISB does not guarantee examination success, certification or unlimited retakes. Separate examination and retake fees apply.

WHAT YOU EARN

An advanced applied credential designed for *public verification*.



ILLUSTRATIVE CREDENTIAL PREVIEW

GAISB AI Growth & Marketing Strategist™ Credential

ADVANCED APPLIED CREDENTIAL

THIS CERTIFIES THAT

[Candidate Name]

Has satisfied the education, examination, and reviewed applied-project requirements established for the GAISB AI Growth & Marketing Strategist™ credential.

Credential ID
[GAISB-AGMS-YYYY-####]

Issued
[date]

Renews
[+2 years]



LinkedIn-ready digital badge

Add the credential to your professional profile.

PUBLIC REGISTRY RECORD

registry.gaisb.org		ILLUSTRATIVE PREVIEW
CERTIFICATION	LEVEL	
GAISB AI Growth & Marketing Strategist	Advanced Applied	
STATUS	APPLIED PROJECT	
Active	Reviewed	
ISSUED	VALID THROUGH	
[date]	[+2 years]	
Issued by GAISB™ Standards Council		REGISTRY-VERIFIED

ILLUSTRATIVE REGISTRY PREVIEW

WHAT EMPLOYERS, CLIENTS AND PROFESSIONAL PARTNERS CAN VERIFY

- Credential title
- Credential status
- Renewal / expiry
- Credential level
- Issuance date
- Public verification record

An *advanced step* in the GAISB credential pathway.

GAISB AI Growth & Marketing Strategist™ builds on foundational capability, moving from personal AI fluency to designing and installing AI-native marketing systems.

STEP 01 · FOUNDATION

GAISB AI Essentials™

Practical, provable foundational AI fluency for work, study, and everyday life.

PERSONAL CAPABILITY

STEP 02 · ADVANCED APPLIED

YOU ARE HERE

GAISB AI Growth & Marketing Strategist™

Design and install AI-native marketing systems that attract, convert, and compound.

GROWTH SYSTEMS CAPABILITY

HOW THE CREDENTIAL IS APPLIED PROFESSIONALLY

Run your own growth	Install systems for clients	Agency-delivered service
Offer & funnel design	AI lead-system implementation	Ongoing measurement & testing

Professional application depends on individual effort, market, and offer circumstances. GAISB makes no promise of a specific fee, income, clients, employment, or business outcome.

Your path to the *GAISB AI Growth & Marketing Strategist™* credential.

- 1 Complete the self-guided course
- 2 Complete the live cohort
- 3 Complete the exam bootcamp
- 4 Submit one applied project and a recorded walkthrough
- 5 Accept the Candidate Agreement, then pass the examination

OUTCOME Receive and publicly verify the credential

TUITION

Program tuition

USD \$3,995

Certification examination voucher

Purchased separately · Valid 12 months · One attempt

USD \$395

TUITION INCLUDES

- Complete Strategist™ curriculum
- Exam-preparation bootcamp
- Multi-reviewer project panel
- 8 live cohort sessions
- 60 days in Prompt Atlas Club
- Applied growth project review

Program tuition and the certification examination voucher are separate fees. May qualify for employer-sponsored professional development or reimbursement, subject to the employer's policies.

Enroll in GAISB AI Growth & Marketing Strategist™

promptatlas.club

Request a Firm or Agency Cohort

agencies@gaisb.org



ENROLL ·
STRATEGIST™



VERIFY A GAISB
CREDENTIAL

promptatlas.club · gaisb.org · registry.gaisb.org

Enrollment is open year-round; candidates receive immediate access to the self-guided curriculum and join the next available scheduled live cohort. All curriculum, cohort sessions, exam preparation, candidate support, project submission, project review, and the certification examination are delivered online. Because access is granted immediately, program tuition is non-refundable after purchase except where required by applicable law; the certification examination voucher is sold separately under its own terms. Candidates unable to attend their intended cohort may transfer to a later cohort or use eligible session recordings, subject to the applicable program-access and transfer policies.

GAISB AI Growth & Marketing Strategist™ (AGMS) is a private professional certification issued by GAISB™, a private professional standards organization. It is not an academic degree, occupational license, government-issued certification, employment guarantee, income guarantee or claim of ISO/IEC 17024 accreditation. Framework alignment with the recognized marketing canon and AMA/CIM bodies of knowledge does not constitute endorsement by the referenced organizations. Current program terms, examination fees, renewal requirements, access periods and assessment requirements are available through official GAISB channels.