



Signal Forge

User Manual

Version 0.2.4

Angry Pig Productions

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1. Getting Started

Signal Forge is a marketing intelligence and operations system built for independent solo creators. It combines AI-powered evaluation, strategic planning, content scheduling, and performance tracking in one desktop application.

No subscriptions. No cloud dependency. Your data stays on your machine.

1.1 Installation

- Download the installer from angrypig.studio or your Payhip receipt
- Run the installer and follow the prompts
- Signal Forge installs to Program Files and stores data in %APPDATA%/SignalForge/
- Launch from the desktop shortcut or Start menu

1.2 First Launch: DNA Wizard

On first launch, Signal Forge opens the Marketing DNA Setup wizard. This is where you tell the system about your business, channels, products, brand voice, competitors, and goals. The DNA is the foundation for every AI-generated recommendation.

- Business Profile: Name, type, website, mission, products, revenue model
- Channels: Your Rumble, YouTube, TikTok, etc. with subscriber counts and descriptions
- Brand Voice: Tone, speaking style, phrases to use/avoid, audience description
- Competitors: Who you compete with, their strengths and weaknesses
- Goals: Revenue targets, subscriber milestones, product launches
- Constraints: Hours per week, budget, posting frequency, tools available

Tip: You can upload existing documents (PDFs, website text) and let AI extract your DNA automatically.

1.3 Configuring AI Providers

Signal Forge supports multiple AI providers. You need at least one configured to use AI features.

- Gemini (free tier available) - Recommended for getting started
- Claude (Anthropic) - Excellent for detailed analysis
- GPT-4o (OpenAI) - Strong all-rounder
- Grok (xAI) - Alternative perspective
- OpenRouter - Access to many models through one API
- Ollama (Local) - Free, private, runs on your machine. No API key needed.

Configure API keys in Settings (gear icon in the sidebar).

2. Weekly Briefing

The Weekly Briefing is your front door to Signal Forge. It shows a snapshot of your marketing health, upcoming calendar items, overdue tasks, and AI-generated recommendations for the week.

- Health score from your latest evaluation
- Upcoming content items from the editorial calendar
- Overdue items flagged in red
- Active plan actions and their status
- AI-generated weekly recommendations based on your DNA and current state

Click 'Generate Briefing Now' to get a fresh AI-powered weekly briefing.

3. AI Evaluation

The evaluation engine is the heart of Signal Forge. It analyzes your entire Marketing DNA and produces a comprehensive health assessment with a score from 1-10.

3.1 Running an Evaluation

- Click 'Run New Evaluation' on the Evaluation page
- The AI analyzes your business profile, channels, competitors, goals, and constraints
- Processing takes 30-60 seconds (longer with Ollama local models)
- Results include: health score, channel assessments, priority actions, quick wins, risk flags, and content strategy recommendations

3.2 Multi-Provider Comparison

Click 'Compare Providers' to run the same evaluation on all your configured AI providers simultaneously. This shows you how different AIs assess your marketing health, revealing blind spots and consensus.

- Requires at least 2 configured providers
- Results display side-by-side score cards
- Each evaluation is saved independently to the database

3.3 Export to PDF

Click 'Export PDF' to save the current evaluation as a formatted PDF document.

4. Strategic Plan

After running an evaluation, generate a strategic plan. The AI creates a phased action plan based on your evaluation results, goals, and constraints.

- Plans are typically 90-day sprints with 3 phases
- Each phase contains prioritized actions with categories (content, revenue, growth, product)
- Actions can be linked to content items and campaigns
- Export plans to PDF for sharing or printing

5. Editorial Calendar

The editorial calendar is your content command center. It supports five views: Monthly, Weekly, List, Pipeline, and Series.

5.1 Monthly View

A traditional calendar grid with colored day headers (Monday through Sunday). Content items appear as platform-colored chips on their scheduled dates.

- Today's date is highlighted with a gold border
- Overdue items show in red
- Published items show in green
- Click any day to add new content with that date pre-filled
- Click any content chip to edit that item
- Navigate months with the arrow buttons; 'Today' snaps back to current date

5.2 Weekly View

Seven day columns showing full content cards with platform, type, title, and status. Click cards to edit, click empty days to add content.

5.3 List View

Sortable table of all content items with columns for title, platform, type, script status, publish status, and scheduled date. Includes action buttons for completing and generating platform copies.

- 'Remove Duplicates' button cleans up duplicate titles
- 'Delete All Items' clears the calendar (with confirmation)

5.4 Pipeline View

Kanban-style columns showing content items by status stage: Ideas, Outlined, Scripted, Ready, Scheduled, Published.

5.5 Series View

Grouped view of content series with progress bars showing published vs. planned episodes.

5.6 AI Calendar Generation

Click 'AI Generate Calendar' to have AI create 2 weeks of content items based on your DNA, posting frequency, and brand voice. Duplicate titles are automatically skipped.

6. Brainstorm Engine

Generate content ideas, topic angles, and creative concepts using AI. The brainstorm engine uses your brand voice, audience, and channel context to suggest relevant ideas.

- Enter a prompt or topic seed
- AI generates multiple ideas with titles, angles, and briefs
- Select ideas to send directly to the editorial calendar
- History of past brainstorm sessions is preserved

7. Repurposing Tracker

Track how your published content gets repurposed across platforms and formats.

7.1 Inventory View

Shows all source content with their derivatives. Each source shows platform, performance rating, and linked derivative status.

7.2 Heatmap View

Visual grid showing which derivative types exist for each source. Green = completed, yellow = planned, dark = missing. Quickly spot gaps in your repurposing strategy.

7.3 Effort Queue

Prioritized list of planned derivatives, sorted by source performance. High-performing content gets repurposed first. Mark items as done or skip them.

8. Competitive Intelligence

Monitor your competitors with AI-powered analysis. Add competitors in the DNA wizard, then use the Competitive Intelligence module to run checks and discover content gaps.

- AI analyzes competitor strengths, weaknesses, and strategies
- Content gap analysis reveals topics competitors cover that you don't
- Identified competitors can be auto-suggested by AI from your DNA

9. Campaign Tracker

Plan and track marketing campaigns with budgets, timelines, and goals. Link campaigns to content items and track progress toward targets.

10. Advertising

AI-generated ad copy for any product, channel, or your brand. The advertising module combines your Marketing DNA with your specific pitch angle to produce tailored ad creatives.

10.1 Generating Ad Copy

- Promote What? - Choose what to advertise: a specific product, a channel, your overall brand, or a custom offer/bundle

- Your Angle / Pitch - Enter the specific strategy (e.g., '30% off Spring Bundle', 'Course launch early-bird', 'Why we are different')
- Ad Format - Select the format: Video Script, Radio Spot, Print Ad, Social Ad, or Elevator Pitch
- Target Platform - Optionally target a specific platform for optimized copy

Click 'Generate Ad Copy' and the AI produces a complete ad creative using your DNA context, product details, and angle.

10.2 Managing Saved Ads

All generated ads are saved with their context (what was promoted, the angle, format). Use the status workflow to manage them:

- Draft - Newly generated, needs review
- Approved - Reviewed and ready to use
- Active - Currently in use
- Archived - No longer active

11. Performance Dashboard

Track metrics across all channels and products over time.

11.1 Metrics

Supported metrics include:

- Channel metrics: subscribers, views, engagement rate, watch time, impressions, clicks
- Revenue metrics: revenue, product sales, average order value
- Product metrics: units sold, conversion rate, refunds
- Platforms: Rumble, YouTube, TikTok, Instagram, Facebook, Payhip, Website, Email

11.2 Charts

Visual charts show trends over time, grouped by platform and metric type. Export charts as 300 DPI PNG images.

12. Settings

- API Keys: Configure keys for Gemini, Claude, OpenAI, Grok, OpenRouter, and Tavily

- Default Providers: Choose which AI provider to use for evaluations, scripts, and other tasks
- Ollama: Auto-detects local Ollama installation. Select model from dropdown, refresh to rescan.
- License: Enter and manage your Signal Forge license key

13. Troubleshooting & FAQ

AI evaluation fails or times out

Check your API key is valid in Settings. Ensure you have internet access (not needed for Ollama). Try a different provider. Evaluations have a 5-minute timeout for large DNA contexts.

PDF export opens File Explorer instead of the PDF

Chrome blocks local file:// URLs. The PDF is saved and Explorer opens to show the file location. Double-click the file to open it in your default PDF viewer, or use Microsoft Edge which handles local PDFs.

Ollama is not detected

Ensure Ollama is installed from ollama.com and running. Open a terminal and run 'ollama serve'. Then click Refresh in Settings. You also need at least one model pulled: 'ollama pull llama3.1'

Calendar shows duplicate items

Go to Calendar > List view and click 'Remove Duplicates'. This keeps the oldest copy of each title and removes the rest.

Where is my data stored?

All data is stored locally at %APPDATA%\SignalForge\. The database file is data.db. Exports go to the exports subfolder.