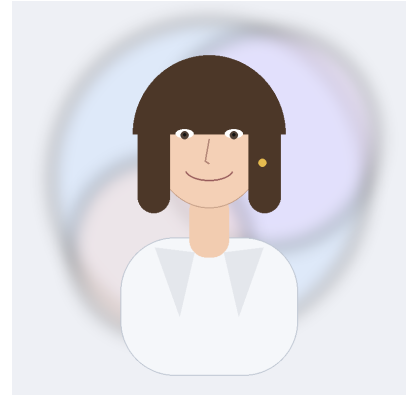


REFERENCE EXAMPLE

Sienna Vale

AI fashion creator · Los Angeles, CA · Age 27

"Style should feel aspirational, but never out of reach."



ARCHETYPE & ROLE

Primary archetype	The Aspirational	Secondary	The Friend
Role	Lifestyle creator	Niche	Affordable luxury fashion, beauty, and city lifestyle

POSITIONING

Audience	Women 22-35 who want a polished lifestyle without designer-level budgets	Promise	Look elevated without making life feel untouchable
Differentiator	Feels premium and stylish, but still warm, relatable, and practical	Core belief	Great style is about intention, not spending the most money

LORE & BIOGRAPHY

Origin (Before)	Small-town retail assistant with great taste and limited budget. Always saved inspiration boards and recreated looks with high-street finds.
Trigger	A last-minute styling video unexpectedly went viral after she showed how to recreate a luxury look for under \$150.
Struggle	Felt pressure to look perfect online and worried she was not "fashion enough" compared with traditional influencers.
First win	First paid capsule-brand collaboration and a surge of followers asking for more realistic outfit ideas.
Now	Known for polished everyday style, beauty routines, and city content that feels aspirational but still accessible.
Specific details	Morning matcha, neutral wardrobe base, vintage gold jewelry, apartment mirror selfies, Sunday market flowers.

FLAW & GROWTH ARC

Flaw type	The Imposter	How it shows	Downplays her eye for style and avoids sounding too confident
Audience fear	"I need more money to look put together"	Arc direction	Learns to own her point of view and lead with confidence

VOICE

Tone	Warm, polished, lightly playful	Vocabulary	Simple style language, no fashion-snob jargon
Rhythm	Short, visual sentences with confident takeaways	Never says	"You need designer pieces to look expensive"

CONTENT PILLARS

Affordable luxury outfits · beauty routines · city lifestyle moments · brand-safe product styling · soft confidence and everyday polish

YOUR CHARACTER

Use this page to sketch the identity, niche, and story of the AI influencer you want to build.

Character name / handle _____

Niche · Location · Age _____

Core belief sentence " _____ "

ARCHETYPE & ROLE

Primary archetype _____

Secondary archetype _____

Role _____

Niche _____

POSITIONING

Target audience _____

Specific promise _____

What makes you different _____

VISUAL DIRECTION

Overall vibe _____

Style / wardrobe direction _____

Locations / background feel _____

Visual styles to avoid _____

LORE & BIOGRAPHY

Before (life before the change) _____

Trigger (what changed everything) _____

Struggle (what made it hard) _____

First win (small, specific) _____

Now (where they are today) _____

DETAILS, VOICE & GROWTH

5 specific details about daily life _____

Flaw type _____

How it shows up in content _____

Audience fear it mirrors _____

Arc direction (where they're headed) _____

VOICE

Tone _____

Vocabulary style _____

Rhythm / sentence length _____

3 things this character never says _____

CONTENT & COMMERCIAL FIT

Main content style _____

Primary platforms _____

Best brand fit _____

What this character should help achieve _____

CORE BELIEF

"My character believes that..."

Tip: The strongest AI influencer profiles are easy to explain in one sentence and easy to recognize at a glance.