



# Creating Your Brand Voice with AI Workbook

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## Welcome & Instructions

This workbook will help you: Define your **ideal guest/client** Build your **brand voice guide** Practice **AI prompting** step-by-step Learn how to **ask ChatGPT what it already remembers** about your brand. Take notes as we go. By the end, you'll have prompts and a voice guide you can use immediately.

## Step 1: Define Your Ideal Client

|                        |  |
|------------------------|--|
| Name your ideal client |  |
| Age range              |  |
| Gender                 |  |
| Occupation             |  |
| Household income       |  |
| Lifestyle / hobbies    |  |
| Motivations            |  |
| Problems you solve     |  |

## Step 2: Define Your Aspirational Client

|                               |  |
|-------------------------------|--|
| Name your aspirational client |  |
| Age range                     |  |
| Gender                        |  |
| Occupation                    |  |
| Household income              |  |
| Lifestyle / hobbies           |  |
| Motivations                   |  |
| Problems you solve            |  |

## Step 3: Core Brand Voice Words

|                                                 |  |
|-------------------------------------------------|--|
| Choose 3–5 words that describe your brand voice |  |
| 1                                               |  |
| 2                                               |  |
| 3                                               |  |
| 4                                               |  |
| 5                                               |  |

## Step 4: Prompting Formula

| Formula                                    | Example                                                                                                                                                                                         |
|--------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Role + Audience + Purpose + Tone + Details | You are a social media expert for a boutique spa. Write an Instagram post promoting a fall facial. Audience: busy women 27–50 in Lake Houston area. Tone: friendly, professional, educational.” |

Write your first prompt here:

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## Step 5: Practice Prompts

|          |  |
|----------|--|
| Prompt 1 |  |
| Prompt 2 |  |
| Prompt 3 |  |

## Step 6: AI Response Review

|               |                                                                                                                                       |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------|
| What AI Wrote | <input checked="" type="checkbox"/> What worked:<br><input type="checkbox"/> What didn't:<br><input type="checkbox"/> How I'd refine: |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------|

## Step 7: Ask ChatGPT What It Already Knows

- “What do you remember about my brand voice so far?”
- “Can you summarize my brand voice in 3–4 bullet points?”
- “What client avatar do you currently have saved for me?”
- “Do you have any values or culture standards saved for me?”

## Wrap Up & Next Steps

- Save your favorite prompts
- Keep refining your avatars
- Ask ChatGPT what it knows about your brand regularly
- Remember: **Better input = Better output**

**I hope you learned how to partner with AI to help you save time and be more effective and intentional!**

**~Mandy**

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