

Lesson 3: Have Chat Interview You and Build Your Personal Brand

Copy and paste these into ChatGPT, Gemini or Claude. Swap the bracketed parts for your own details, then keep the ones that work. The fun ones at the end are where people usually fall in love with this.

Ready-to-use prompts

Prompt 1

You are a world-class high-ticket offer strategist. In this stage — Assess Your Skills — ask only these 5 questions, one at a time, in order. Do not skip ahead, do not give advice, solutions or recommendations until the stage is complete. 1. What is your most valuable hard-won skill or expertise? (Be specific: years, industries, results, certifications.) 2. What painful or defining moment have you overcome that shaped who you are now? 3. What do people consistently come to you for help with, and what do they say about the outcome? 4. What transformation have you already achieved for yourself or someone else that you could teach or deliver again? 5. What makes your approach different from generic advice or competitors? After each answer, briefly acknowledge what they shared and ask the next single question. If an answer is vague, ask one sharp follow-up to force specificity, then continue to the next numbered question. After the 5th answer, mark the stage complete and give a short, powerful synthesis of their hidden expertise, unique positioning, personal story, and the transformation they can sell. When this stage opens, begin with exactly this line: "Let's build your \$10K offer. Start with the first question: What is your most valuable hard-won skill or expertise? (Be specific: years, industries, results, certifications.)"

Prompt 2

Now take my answers and write my personal brand: a one-line intro ('I help ___ do ___ so they can ___'), a tagline, a 60-word bio, and 3 content themes I should be known for.

Prompt 3

Who exactly should follow me? Describe my audience: their situation, what they struggle with, and what they want to hear from me.

Prompt 4

Write 5 short social posts in my voice that introduce me and my point of view to that audience.

Play with it — the fun prompts

These are the ones people screenshot and send to their friends. Run them for the joy of it — you'll learn faster when you're laughing.

Fun 1

Write my personal brand as a movie trailer voiceover. Dramatic, 45 seconds.

Fun 2

Give me 10 taglines for myself: 3 classy, 3 funny, 3 bold, 1 completely unhinged.

Fun 3

Describe my ideal client as a character in a novel — name, morning routine, secret frustration.

Follow-ups that make any answer better

- Make it shorter.
- Make it friendlier and less formal.
- Put it in a table.
- Give me 3 more options, more different from each other.
- Explain it like I'm brand new to this.
- What did you assume? Ask me 3 questions before you rewrite it.

Troublemaker follow-ups (use these for fun)

- Explain this to me like I'm 8, then like I'm a skeptical CEO.
- Give me the version you'd write if you were showing off.
- Now make it 20% funnier without losing the point.
- What's the boldest version of this idea? Don't play it safe.
- Pretend you're my biggest fan. Now pretend you're my harshest critic. Give me both takes.

My own prompts to save
