

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

Fill this in during the workshop so you leave with work you can actually reuse. Write in your own words — short is fine.

What I want out of this lesson

Goals for this lesson

- ☐ Paste the Foundation interview script into Chat, Gemini, or Claude.
- ☐ Answer 5 questions that reveal your story, strengths, and point of view.
- ☐ Get a clear brand statement, tagline, and bio written in your own voice.
- ☐ Name the audience you want to be known by.

Exercise: Run the Foundation Interview

About 45 minutes.

1. Open Chat, Gemini, or Claude and paste the Foundation script below.

2. Answer each question one at a time. Be specific about years, results, industries, and the change you create.

3. If an answer feels vague, let the AI ask its follow-up. Then answer again.

4. After the 5th answer, read the AI's synthesis of your strengths and unique point of view.

5. Turn that synthesis into a brand kit: one-liner, tagline, short bio, and 3 content themes.

6. Update one profile (LinkedIn or Instagram) with your new one-liner today.

What I built today (keep this)

Paste or rewrite the best output you got. This is the thing you reuse.

My best prompt from this lesson

One thing I'll do with this in the next 7 days
