

LESSON 3

Have Chat Interview You and Build Your Personal Brand

Paste the Foundation script into Chat. Let it interview you with 5 questions. Walk away with a personal brand you can say out loud: who you are, who you help, and what you're known for.

Duration: 75 minutes

What you'll walk away with

- Paste the Foundation interview script into Chat.
- 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.

Run of the lesson

Part 1 · 6 min — Your brand is already you

Why a personal brand is just your story told clearly — and why Chat is the perfect interviewer.

Part 2 · 8 min — Paste the script

Copy the Foundation script into your favorite AI and start the interview.

Part 3 · 25 min — Answer the 5 questions

One question at a time. Be specific. If you're vague, the AI will ask a sharp follow-up.

Part 4 · 13 min — Review the synthesis

Read the AI's summary of your strengths, story, and what makes you different.

Part 5 · 13 min — Write the brand kit

Turn the synthesis into a one-liner, a tagline, a short bio, and 3 content themes.

Part 6 · 10 min — Put it out there

Update one profile today and post one introduction this week.

Exercise: Run the Foundation Interview (45 min)

1. Open Chat 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.

Copy-paste prompts

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

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

Reflection

- What part of your story did you underestimate before this interview?
- What do you want to be known for in one sentence?
- Where will you show up first — LinkedIn, Instagram, or in person?

Takeaway

Your brand is already inside you. Chat just asks the right questions so you can say it clearly.