

FREE GUIDE

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Quick-Start *Guide* to *Brand* Clarity

5 AI Prompts to Help You Define
Your Brand and Find Your Voice



AMANDACREVIER.CA

WELCOME!

If you've been staring at a blank page, second-guessing your brand voice, or just feeling unsure where to start, this guide is for you.

These **5 AI-powered prompts** are designed to help you define your brand's personality, values, purpose, and core identity, so you can move forward with clarity and confidence.

You can use them directly in ChatGPT (or your favourite AI writing tool), journal your responses, or simply use them as inspiration. There's no one "right" way – just choose what works for you.

Let's get into it.

** [Click here to view these prompts in a Notion template format and add notes directly within the document.](#)*



5 Prompts to *Brand Clarity*

01

Act as a brand strategist. Your goal is to help me uncover the deeper purpose behind my business in a way that feels personal and empowering.

- Start by asking 3–5 thoughtful, open-ended questions that explore my motivations, values, and who I really want to serve.
- Keep the tone warm and conversational—like a coach or mentor, not a corporate consultant.
- If my answers are vague or brief, feel free to follow up with clarifying questions to dig a bit deeper.

02

Based on my answers, help me write a clear and concise brand mission statement that reflects my values, who I help, and how I help them. If anything's missing (my values, audience, or method), ask follow-up questions before generating.

03

Help me describe my ideal client in a way that goes beyond demographics. Focus on what they're struggling with, dreaming of, and motivated by—what drives their decisions and keeps them up at night. If I've already shared details about my offer or niche, use that to guide your response. If not, ask me a few quick questions first to get context before you generate anything.

5 Prompts to *Brand Clarity*

04

Help me create a short list of words and phrases that capture the tone and personality I want my brand to express.

- Use the details I've shared about my brand, voice, and values to guide your response.
- If you need more details, ask me 2-3 quick questions to get a feel for the vibe I'm going for.
- Aim for 5-10 descriptive words or short phrases—like “warm,” “bold,” “playfully honest,” or “calm but confident.”
- Keep the language real and relatable—something I'd actually say out loud when describing my brand.

05

Use everything we've discussed so far to draft a one-paragraph brand overview I can use in my bio, website, or pitch.

- This paragraph should clearly reflect what I do, who I help, how I help them, and the tone/personality of my brand.
- If anything important is missing—like my offer, ideal client, tone, or mission—ask me to fill in the gaps before writing.
- Keep it natural and flexible, like something I'd confidently say out loud or include in an “about me” section.



WHERE TO NEXT?

Whether you want to take your first step or go all in, there's a next-level resource waiting for you:

A hand is shown using a laptop on a desk. The laptop is open, and the hand is resting on the trackpad. The desk is light-colored, and there is a pen visible on the left side.

1

The Brand Clarity Starter Kit

Perfect if you want just the essentials to get started.

2

The Brand Clarity Bundle

For solopreneurs ready to get clear, consistent, and confident in their brand—includes the full strategy series, editable templates, and an AI prompt library.

EXPLORE YOUR OPTIONS >

LAUNCH SPECIAL

Save **30%** on the full bundle
for a limited time!

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