



POSITIONING CARD **PRO**

*Turn what you do into
words people understand.*



EXPANDED WORKBOOK
FROM CHAPTER ELEVEN

AI After 50: The Next Conversation

POSITIONING CARD PRO

An Expanded Workbook from Chapter Eleven of

AI After 50: The Next Conversation

Castillo Digital Media

Your Positioning Card told you what you're offering. This workbook turns it into what you actually say — out loud, in a bio, in a DM, in a comment reply — without it sounding like a pitch.

Work through this in order. Each section builds on the one before it. Bring your finished card from Chapter Eleven; you'll need it on the next page.

Part 1 — Your Original Card

Copy what you already wrote in Chapter Eleven. If it's changed since then, write the current version — not what you wish it said.

EXAMPLE — Diane, a resume-writing service for professionals 50+

Who It's For: *Laid-off professionals 50+ who haven't job-hunted in decades.*

The Problem: *They're good at their job but freeze trying to describe it on paper, and most resume advice online is written for 25-year-olds.*

What I Help Them Do: *Turn 20+ years of scattered experience into a resume and LinkedIn profile that actually gets interviews.*

Why Me: *22 years running hiring paperwork for a school district, plus I used AI to rebuild my own resume after that career ended.*

What I Can Honestly Promise: *A resume you're proud to send, and clear talking points for the interview it earns you.*

What This Is Not: *Not a guarantee of a job. Not a 24-hour turnaround.*

Now do the same with your own card.

Who It's For	
The Problem	
What I Help Them Do	
Why Me	
What I Can Honestly Promise	
What This Is Not	

Part 2 — The Three-Pass Rewrite

Most first drafts of a positioning statement are true but forgettable. This pass takes it from accurate to specific to instantly clear. Do all three passes in the same AI conversation so each one builds on the last — don't start a new chat between passes.

Pass One — The Vague Draft

Combine your six answers into three or four sentences, the way you'd say it out loud if someone asked "so what do you do?" Don't edit yet. Just get it down.

EXAMPLE — Diane, a resume-writing service for professionals 50+

"I help people over 50 write better resumes and get better jobs using AI."

Your Pass One:

Pass Two — The Specific Rewrite

Prompt to use:

"Here's my Positioning Card: [paste all six answers]. Here's my first-draft description: [paste Pass One]. Rewrite it to remove every word a competitor could also claim. Replace vague claims with the most specific true detail from my card. Don't add anything I didn't tell you."

EXAMPLE — Diane, a resume-writing service for professionals 50+

AI's rewrite: *"I help laid-off professionals over 50 turn 20+ years of scattered experience into a resume that actually gets interviews — using the same AI process I used to rewrite my own after 22 years in one job."*

Your Pass Two:

Pass Three — The Stranger Test

Prompt to use:

"If a stranger read this with no context, would they understand who it's for and what changes for them in under five seconds? Tell me exactly which phrase would confuse them, and why — don't just say it's fine."

EXAMPLE — Diane, a resume-writing service for professionals 50+

What AI flagged: *“A stranger might not know if this is a resume-writing service or a career coaching program — ‘using the same AI process’ sounds like it's about you, not about the deliverable they'd receive.”*

Final version: *“I turn 20+ years of experience into a resume that gets interviews — for professionals over 50 who haven't job-hunted in decades.”*

Revise once more based on what AI flags. Write your final version below.

Part 3 — Translate Your Card

A positioning statement isn't something you recite. It shows up in different lengths, in different places. Build all three from your Pass Three version so they stay consistent with each other.

A. The Bio Version (150 characters or fewer)

For Instagram, Fanvue, or any bio field. Formula: who it's for + what changes for them + light personality.

Prompt to use:

“Turn this into a 150-character bio line. Keep it plainspoken — no industry jargon, no emoji unless I ask for one.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

Resumes for the 50+ crowd. 22 yrs behind the hiring desk, now using AI to help you land interviews — not just apply into the void.

B. The DM Opener

The first message you'd send someone who commented your keyword — not a pitch, an actual opening line that sounds like a person.

Prompt to use:

“Write a first DM to someone who just commented my keyword. Reference the Problem and What I Help Them Do from my card. End with one easy question, not a link.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

“Hey! Saw your comment — a lot of people freeze trying to put 20 years of experience into a page that actually gets read. Is it the writing part that's the hardest, or just not knowing where to start?”

C. The Comment-Reply Script

What you say publicly, under your own post, when someone asks a version of “wait, what is this?” Two or three short variations so it doesn't look copy-pasted.

Prompt to use:

“Give me three short comment replies (under 25 words each) answering ‘what is this?’ using my Positioning Card. Each should sound like a different day, not a template.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

1. *"I help people 50+ turn years of experience into a resume that actually gets interviews. Happy to answer questions!"*
 2. *"Short version: resume + LinkedIn help for the 50+ crowd, built around what you've actually done."*
 3. *"I used to run hiring paperwork for a school district — now I use that + AI to help people our age get past the resume pile."*
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Part 4 — The Consistency Check

Before you use any of this live, run one more pass. Paste your Bio, DM Opener, and Comment-Reply Script together and ask:

Prompt to use:

“Do these three sound like the same person wrote them? Flag any place where the tone, promise, or audience drifts from my original Positioning Card.”

Fix what it flags. Then you're done — not perfect, done. You can revise this again in a month once you've actually used it and heard how people respond.