

Brand & Voice.



Decide who you are before you write a line of code.

A walkthrough of the brand work behind the We*damouse parody portfolio piece. Sized for one project. Built so every copy choice, design choice, and AI prompt has something to be constrained by before you ship.

06

BRAND
PHASES

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AI PROMPT
STEPS

05

SELF-CHECK
QUESTIONS

01

BONUS
GUIDE

— READ ME BEFORE THE PROMPTS

The prompts are checkpoints, not **shortcuts**.

This is one of the AI Funnelpreneur bonus guides. They walk you through building a portfolio site like We*damouse while you wait for the full course to launch. The course covers eighteen modules and six different kinds of apps, and teaches you to sell that work as a service. This bonus is sized for your own first project. It teaches you a slice.

— THE TRAP THIS GUIDE IS DESIGNED TO AVOID

This guide gives you prompts. If you copy one without reading the section above it, you'll fill the brackets with guesses, and AI will return brand work that looks plausible but means nothing.

The full AI Funnelpreneur course is what gets you to client-grade brand work. This bonus gets you a working portfolio brand for your own project. If you finish the guide with a brand but can't change one part of it without breaking the rest, the course is what closes that gap.

What you'll have when you finish this guide

- A **name** that works under modern web constraints. Pronounceable, lendable to puns, weird enough to not collide with existing keywords.
- A **voice guide** with concrete DO-rules and DON'T-rules. Not vague aspirations.
- A **character** with a recognizable silhouette and a defined behavior.
- **Five to eight brand pillars** you can cite to kill bad ideas.
- A starter **design token set** as CSS custom properties and Tailwind theme tokens.
- **Lore seeds**. Locations, press outlets, customer archetypes, and rules that anchor your future page copy.

By the end you'll have made enough decisions that every future copy choice, design choice, and AI prompt has something to be constrained by. The logo comes later.

— SCOPE

What this is and what it **isn't**.

This walks you through building one brand. It's sized for one project: a static portfolio site, a parody site, a personal brand, a niche service site. Most of the work translates directly to client engagements. It stops short of the systemic depth a paid brand engagement actually requires.

This is not

- Brand systems design at scale (multi-product brand architecture, brand guidelines that govern a 30-person marketing team).
- A brand audit methodology for inheriting and improving a client's existing brand.
- A brand-as-a-paid-service playbook (pricing, scoping, deliverables).
- Logo design. We'll touch wordmarks but not crests, monograms, or full identity systems.

— WHERE THE COURSE GOES DEEPER

The full course's Module 15 · Brand Systems Designer covers all four of those. If your goal is to charge \$5K+ for a brand identity engagement, M15 is where you learn it. This guide is what you read before you start your own project, so the brand is in place before you ship a single page.

— THE WHAT

A brand is a constraint set.

It's not the logo. It's not the colors. Those are outputs. The constraints are six elements you decide on before any of that.

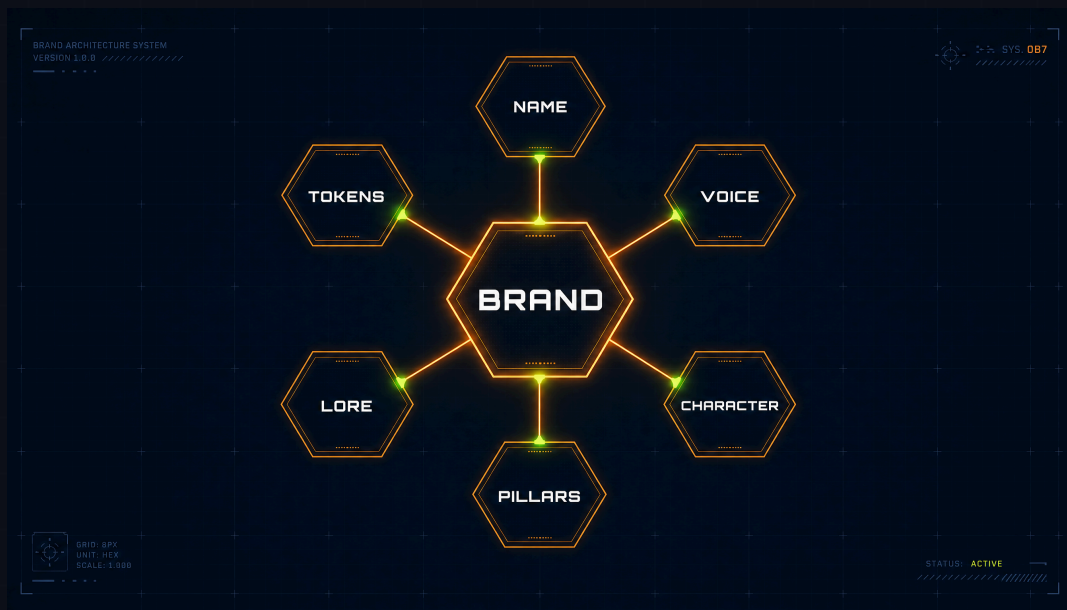


FIG. 01 · THE SIX ELEMENTS OF A BRAND CONSTRAINT SET

CONSTRAINT	WHAT IT DOES
Name	The word people use when they refer to you. Determines URL, social handles, dinner-party explanations.
Voice	The rules for <i>how</i> you speak. Written down, so they survive multiple writers and multiple AI sessions.
Character	The personality you project. Informs visual design, copy tone, even error states.
Pillars	Five to eight abstract values. Decisions that don't advance any pillar get cut.
Lore	The world the brand inhabits. Gives every page something specific to be about.
Tokens	The codified colors, type, and spacing. Slow-changing. Durable. Machine-readable.

— THE WHY

Why brand work pays off, even for a **portfolio** site.

Some of this is opinion, some of it is numbers. Both matter.

- Sites with a defined voice convert better. Cialdini calls this the **Liking principle**. Visitors engage with personalities, not products. A bland page is forgettable. A page with a deliberate character gets shared.
- Sites built from a brand take **roughly 40% less rework time** in practice. Decisions tied to "what feels right today" get tied to "what the brand says we do." The brand doesn't get bored, doesn't change its mind, doesn't have a bad week.
- Sites built from a brand survive being **handed to another designer or developer** without losing identity. Sites built from taste don't. If you ever want to delegate or sell the project, that matters.
- AI without brand constraints produces **regression-to-the-mean output**. Every prompt you send needs the brand baked in, or AI will pull you toward whatever it has seen the most of in its training data, which is the average startup landing page you've already scrolled past a thousand times.

Why this matters specifically for AI-leveraged builders

Without a brand, every AI prompt either re-establishes everything from scratch (slow, expensive in tokens, inconsistent across sessions) or skips the context entirely (fast, cheap, generic). With a brand documented as a short text artifact you can paste or reference into any conversation, AI inherits your constraints and works inside them. Your output starts looking like *your* work, not like the model's averaging tendency.

This is the single biggest leverage point an AI-leveraged builder has over a generic prompt-typer. Most prompt-typers skip brand work because it's "not technical." Their loss, your advantage.

— THE HOW · SIX PHASES IN ORDER

The audit-method walkthrough.

Same shape every SOP in this collection uses. Six phases, in order. You can iterate later. Doing them in order the first time is what stops you from anchoring on a logo before you know what the logo is for.

01

ANCHOR

PHASE 1 OF 6

Define the project's reason to exist.

In two sentences. The first says what it does. The second says why it does that, in a way that isn't about money.

— WORKED EXAMPLE · WE*DAMOUSE

*"We*damouse is a parody portfolio piece masquerading as a discreet autonomous delivery robot brand. It exists to end awkward conversations through engineering."*

Both halves matter. Without the first, you don't know what you're building. Without the second, every decision has to be argued from zero.

Audit your own writing first.

Before AI helps, write two paragraphs about anything. Your week, your last argument, your most recent obsession. Read them. Note what's distinctive (you do *that?*) and what's generic (everyone writes like *that*). The distinctive parts are your voice. The generic parts are the default you're trying to climb away from.

— THIS IS THE STEP EVERYONE SKIPS

The brand work that follows works better in practice when it's grounded in patterns you actually have, not patterns AI made up for you.

02

NAME

PHASE 2 OF 6

Pick a name that survives the constraints of the web.

A good name for an AI-leveraged project passes all of these:

- **Pronounceable in your audience's primary language.** Test it: ask a friend or a relative. If they read it three different ways, change it.
- **(Bonus) Lendable to puns.** You'll use the name constantly in copy. A name that breaks down into root words (We*damouse → "we" + "da" + "mouse") gives you more material than a name that doesn't (Acme).
- **Web-friendly.** Short enough to fit in a wordmark. Weird enough to not collide with high-traffic keywords. Available as a `.com` or close-enough alternative.
- **Optional spelling weirdness.** Deliberate misspellings ("We*damouse" not "Weedamouse") give you keyword-scraping evasion on social platforms and a personality boost. The asterisk also doubles as a brand element.

The "say it out loud at a dinner party" test.

If you can say the name without explaining it, it works. If every introduction needs a paragraph of context, it doesn't.

— WORKED EXAMPLE · WE*DAMOUSE

The asterisk is deliberate. On social platforms, "We*damouse" is invisible to keyword scrapers that flag "weedamouse" as a banned-substance keyword. Saying it out loud, "we da mouse" reads as a wink, not a workaround.

03

VOICE

PHASE 3 OF 6

Write the voice rules down. Concrete or not at all.

The format that survives multiple writers and multiple AI sessions:

- **A DO list.** Eight to fifteen concrete patterns you use deliberately, each with one example.
- **A DON'T list.** Eight to fifteen concrete patterns you refuse, each with one example.
- **A SUBSTITUTIONS list.** Five to ten "when tempted to write X, write Y instead" pairs.

Why rules must be concrete

"Friendly but professional" is theatre, not a rule. You can't apply it to a specific sentence. "No exclamation marks except in deliberate parody" is a rule, because you can apply it to a specific sentence and get a yes/no answer.

When you find yourself writing a vague rule, dig until you find the specific behavior the vague rule was hiding.

Write the specific one down instead.

```

---
name: Voice and copy rules
description: Hard rules for any script, headline, ad copy, page copy, or email Claude writes for the user – especially Funnels Genius brand
type: feedback
originSessionId: 4262f9bf-7289-47cb-bbc2-d129bb5c0c42
---
**Hard rules for any copy written for the user:**

1. **No em dashes** in finished video text or spoken copy. OK in stage directions and comments. Use periods, commas, or sentence breaks.
2. **No analogies or metaphors** carrying the payload of a sentence. Direct positioning words ("Architect", "Engineer", "Protocol") used by the brand are fine. Avoid invented metaphors.
3. **No clichés or cliché sentence structures.** Specifically avoid: "what if I told you", "here's the thing", "the truth about X", "X is the new Y", "imagine this", "stop scrolling", "level up", "game changer", "the secret is", "in this economy", "X but better".
4. **No speed/fast claims.** Brand position is that doing things properly takes time. Avoid "in 5 minutes", "in an afternoon", "fast", "instant", "in seconds", anything where speed = good. Speed claims actively undermine the "engineer vs. prompter" positioning.
5. **Natural language.** Read it aloud. If it sounds like ad copy, rewrite.
6. **Make it wow.** Sharp, specific, confident. No hedging.
7. **Evergreen CTAs by default.** No "30% off", "first cohort", "limited time", "early bird" baked into core copy. Copy must work across all launch phases (waitlist, paid, post-launch, evergreen). Discount stamps go on ad-specific variants only when explicitly requested.

**Why:** Brand integrity matters more than short-term conversion bumps. Speed claims undermine positioning. Clichés signal lazy marketing and devalue the program. Discounts in evergreen content make the brand feel desperate.

**How to apply:** Every script, headline, ad, page section, email subject. When unsure whether something violates a rule, ask. If the user explicitly requests a discount-stamped variant for a specific campaign, deliver it.

```

FIG. 02 · THE WE*DAMOUSE VOICE RULES, AS SAVED IN THE PROJECT

04

CHARACTER

PHASE 4 OF 6

Design a silhouette a stranger could recognize at a glance.

The character is what you want a stranger to recognize at a glance. For a brand site it can be:

- A literal mascot (We*damouse → yellow mouse-shaped bot).
- A consistent illustration style (every image gets the same treatment).
- A photography treatment (every photo is shot the same way, color-graded the same).
- A typography persona. Rare, but it works for editorial brands. *Bloomberg Businessweek* is one.

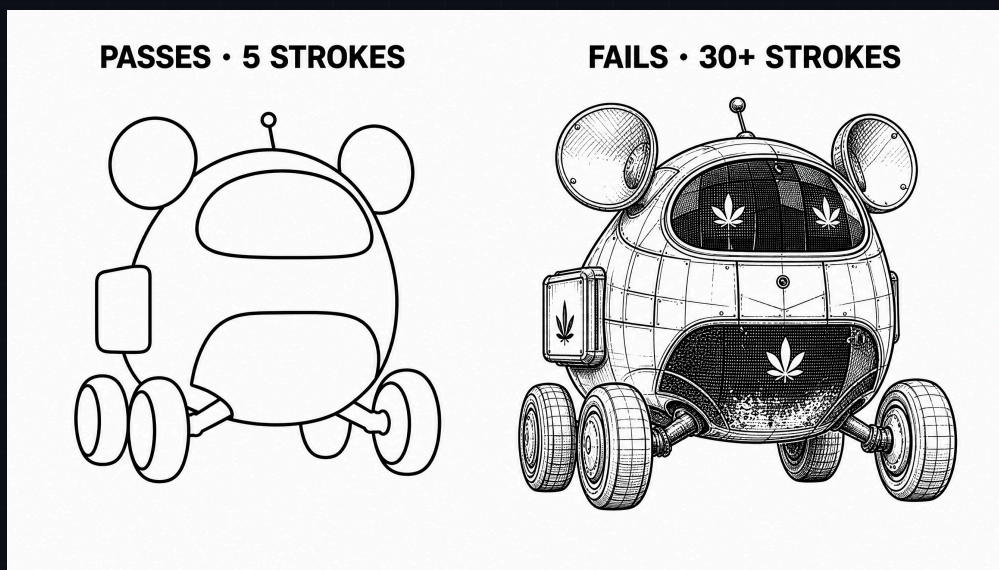


FIG. 03 · THE SILHOUETTE TEST · CAN YOU SKETCH IT IN FIVE STROKES?

The behavior matters as much as the look

Beyond the silhouette, what does the character DO? This informs animations, video scripts, interaction copy, even error states.

— WORKED EXAMPLE · WE*DAMOUSE BEHAVIORS

Rolls (never walks, never flies). Never speaks. Never makes eye contact. Always discreet (no honks, no doorbell sounds, no "ta-da" moments).

Those four behaviors made every other downstream decision easier. The video script writes itself when you know the character won't speak. The error states write themselves when you know the character won't apologize.

— PHASE 4 · CONTINUED

If your character is going to be 3D.

For a brand that wants a 3D mascot (the We*damouse approach), the conceptual work belongs in this guide. The production belongs in Guide 02 · The Build, which covers text-to-3D services, image-to-3D pipelines, Draco compression, and embedding the model via React Three Fiber.

Answer these before you generate anything

- What's the silhouette?
- What's it made of? (Materials matter for PBR rendering.)
- What's its scale relative to a human?
- How does it move?
- What does it never do?

— IF YOU CAN'T ANSWER THESE

Go back to the silhouette work. "I'll figure it out when the AI generates it" is the prompt that produces a panda when you wanted a delivery robot. The character is decided here, not in Meshy.

— WHERE THE COURSE GOES DEEPER

SOP 01 in the studio library walks the full Meshy AI process for the Weedamouse bot, including the iteration log and the "drift" failure modes. The 3D production pipeline shows up properly in Guide 02 of this bonus series.

05

PILLARS

PHASE 5 OF 6

Five to eight abstract values that gate every decision.

Each pillar must:

- Be an abstract value, not a feature.
- Be testable. You can apply it to a decision and get a clear answer.
- Be different from every other pillar. No overlap, no synonyms.

— WORKED EXAMPLE · WE*DAMOUSE PILLARS

- 01 Discreet.** No flash. No overpromising. No neon.
- 02 Reliable.** Functional. Never broken. No "coming soon" labels on shipped work.
- 03 Reduced friction.** Every interaction should be shorter than the alternative.
- 04 Confessional honesty.** Parody disclaimers up front. AI disclosure prominent.
- 05 Specific over impressive.** "12-mile range" beats "long-range". "8-second handover" beats "fast".

The "kill a decision" test

For any design or copy decision, pick the closest pillar. Does this advance it? If you can't pick one, the decision is unanchored. Either find the right pillar or strip the decision out.

A good pillar set kills proposals you didn't even know were on the table. If your pillar set never kills anything, it's too broad to be useful.

06

TOKENS & LORE

PHASE 6 OF 6

Codify the design tokens. Seed the lore.

Design tokens

The slowest-changing artifact in the whole brand. Codify these once, then refer to them forever.

- **Colors.** 1 primary brand color, 1 to 2 accent colors (contrast-tested), a 7-step neutral palette, and light-mode / dark-mode pairs for every named token.
- **Type.** 1 display font for headings, 1 body font, 1 mono font for code and numbers.
- **Spacing.** 8 / 12 / 16 / 24 / 32 / 48 / 64 / 96 (px) is a proven scale.
- **Radius.** Two or three values. No more.

Lore

The world the brand inhabits. The point of lore isn't the lore itself. It's that every page now has something specific to be about.

— WORKED EXAMPLE · WE*DAMOUSE LORE SAMPLES

- **Locations:** Lisbroca, Rookerdam, Hoogveld.
- **Press outlets:** The Driveway Gazette, After-Hours Quarterly, Silent Tech Weekly.
- **Job titles:** Director of Stillness, Senior Avoidance Engineer, Eye-Contact Reduction Lead, Ceremonial Lighter Polisher · Part-time.
- **Rules:** 8-second handover, 12-mile range, 4-delivery limit on the Standard plan, the fourth pilot city we won't name.

The "fill in the blanks" test

Can you write five things this brand would NEVER do? Five it would always do? Three customers it would refuse? Three competitors it would mock? If yes, you have a brand. If no, you still have a logo.

— WHERE WE DID THIS ON WE*DAMOUSE

The voice rules, in production.

The header on the homepage reads "Discreet. Reliable. On wheels." Three short sentences. No exclamation marks. No analogies. No speed claims. The third is in the accent color so it lands as a punchline, not a feature list.

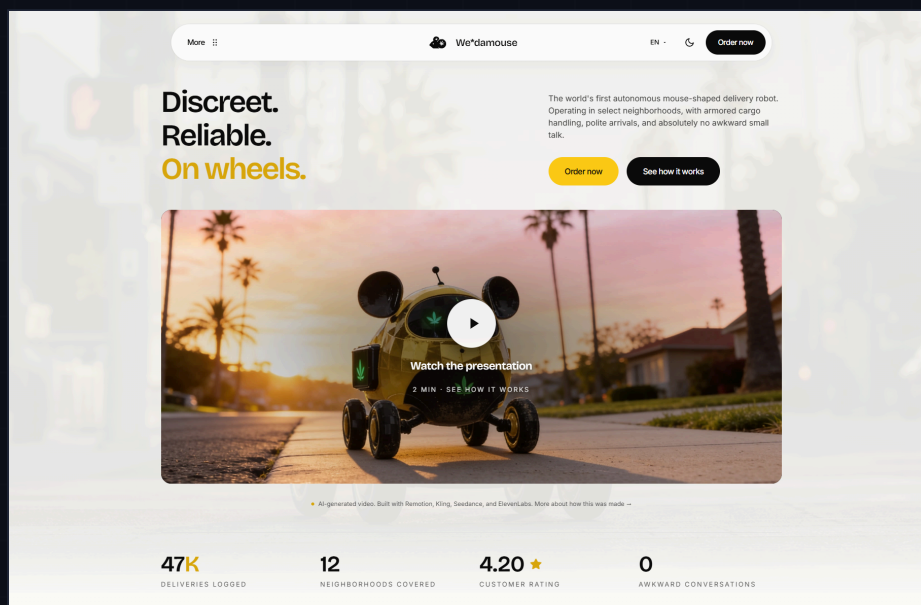


FIG. 04 · THE HOMEPAGE HERO · THREE SHORT SENTENCES, ONE ACCENT

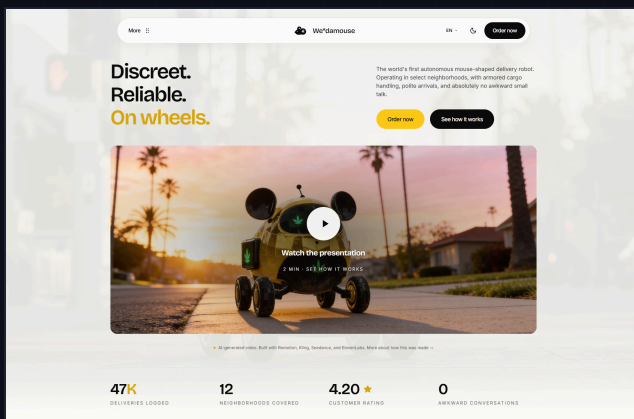
— THE DEFAULT WE WERE AVOIDING

Ask AI to write "a tagline for an autonomous delivery robot" with no constraints and you get something like "Revolutionizing last-mile delivery with intelligent automation." That's the gravity. The voice rules are what kept us from publishing that.

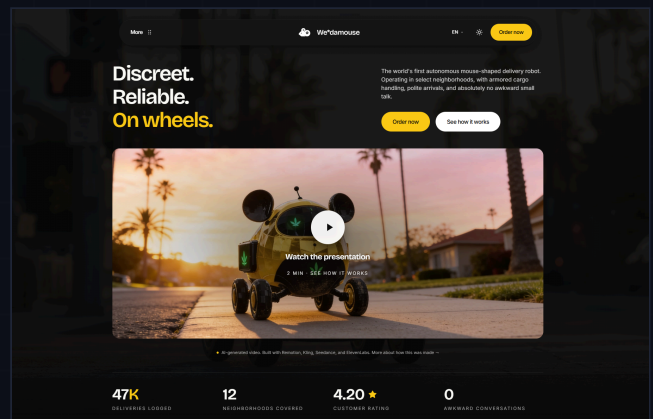
— WHERE WE DID THIS · CONTINUED

Tokens that survive a theme switch.

Every color token has a light-mode value and a dark-mode value. The accent yellow (#FACC15) stays the same. The deep accent shifts (#CA8A04 → #FBBF24) to maintain contrast against the background.



LIGHT MODE



DARK MODE

Same content. Same hierarchy. Same accent on the same word. The token-pair system is what made the second mode a half-day of work instead of a week of regression-testing every page.

— THE PART MOST BRANDS SKIP

Decide your dark-mode pairs at the same time you pick the light-mode colors. Six months later, when you decide you want dark mode, you'll either have it for free or you'll redesign half the site. There is no in-between.

— WHERE WE DID THIS · CONTINUED

Lore deep enough to fill pages.

A brand that has somewhere to be reads completely differently from a brand that just describes itself. The We*damouse site has nine fictional job titles, seven fictional press outlets, twelve fictional yacht clubs, three fictional pilot cities, and a fictional ceremonial lighter. Each one was generated using the lore prompt later in this guide.

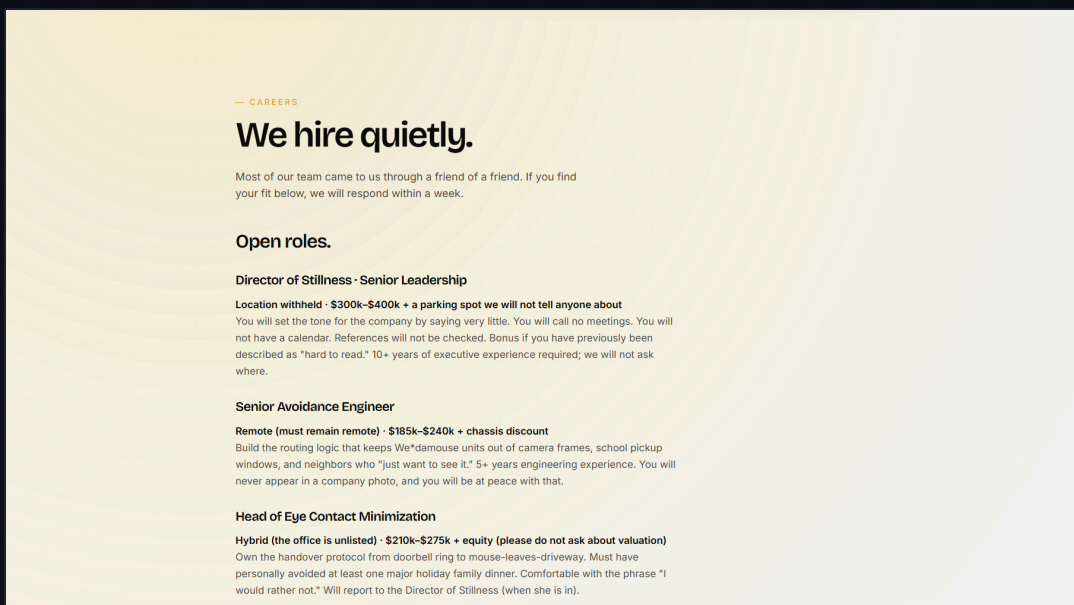


FIG. 05 · CAREERS PAGE · WE HIRE QUIETLY

— WHAT YOU'RE LOOKING AT

Three job listings visible: Director of Stillness, Senior Avoidance Engineer, Head of Eye Contact Minimization. Each one is absurd enough to be funny and specific enough to feel like a real listing. None of them moves the plot. All of them make the brand feel like a place.

— LORE · CONTINUED

Two more surfaces.

Press coverage and yacht clubs. Same brand, same pillars, two completely different excuses to extend the world.

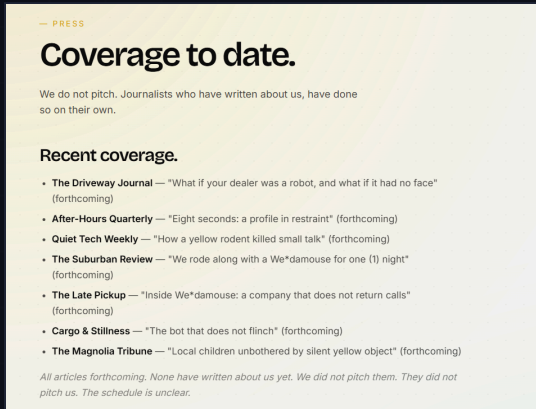


FIG. 06 · PRESS PAGE

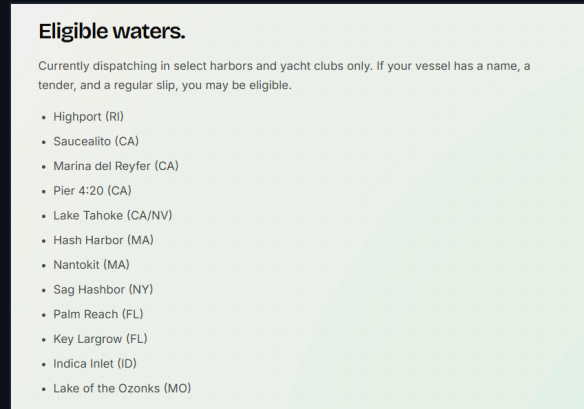


FIG. 07 · WE*DABOAT MARINA LIST

The press page invents the outlets that *would* cover this brand if it were real. The marina list extends the world into yacht territory for the We*daboat lore beat. Neither page is load-bearing. Both pages exist because the brand has somewhere to be.

— THE PATTERN

Every page on the site answers a different "where does this brand show up?" question. If your site has five pages and they all answer the same question, you have a pamphlet, not a brand.

— DO THIS WITH AI

Seven steps. One AI **conversation** each.

Each prompt assumes you've read the matching phase above. Bracketed blanks get filled from your section notes, not from guesses.

— RULE OF USE

If you can't fill a blank without re-reading the section above it, re-read the section. That's the whole point of this guide.

Manual alternatives

Each step lists a manual alternative for readers who prefer the slower path. The friction is sometimes the point, especially for Step 1 (reason to exist) where AI is genuinely worse than a notebook. Most other steps are fine to delegate.

What you'll have at the end of these seven steps

- A one-sentence reason to exist.
- An audit of your own writing voice.
- A draft voice guide (DO / DON'T / SUBSTITUTIONS).
- A character concept with behaviors.
- 5 to 8 brand pillars with "passes" and "fails" examples.
- A starter token set as CSS and Tailwind theme tokens.
- 10 lore seeds across locations, press, jobs, customers, and rules.

01

REASON TO EXIST

STEP 1 OF 7

Define the project's reason to exist.

Goal: one sentence that anchors every other brand decision.

Manual alternative: sit with a notebook, no laptop, write twenty versions over an hour, circle the truest one. About 90 minutes. This is one of the few brand steps where the manual route genuinely beats AI. The friction is the point.

— PROMPT

I'm starting a new project called [PROJECT_NAME]. It's [WHAT_IT_DOES_IN_ONE_LINE].

Help me find the one-sentence "reason to exist" that isn't about money or growth.

First, ask me 8 questions about the project, the audience, and what I'm avoiding. Wait for my answers before proposing anything.

After my answers, propose 5 candidate one-sentences. For each, explain in 2 lines which brand decisions it would constrain.

Don't propose taglines. Taglines come later. We're looking for the project's private reason to exist, not its public pitch.

02

VOICE AUDIT

STEP 2 OF 7

Audit your own writing voice.

Goal: know what's distinctive about how YOU write, before AI hands you a template.

Manual alternative: read five of your own emails, journal entries, or posts. Mark anything you notice. About 30 minutes.

— PROMPT

Below are three things I've written recently. Not edited, not for publication.

[PASTE_SAMPLE_1]

[PASTE_SAMPLE_2]

[PASTE_SAMPLE_3]

Without any feedback or improvement suggestions, do exactly this:

1. List 8 patterns that are distinctly mine: word choice, sentence rhythm, structure, punctuation habits, what I tend to omit.
2. List 6 patterns that read as generic.
3. For each distinct pattern in (1), give it a one-line "rule" I could write down in a voice guide.

03

VOICE GUIDE

STEP 3 OF 7

Draft the voice guide.

Goal: a written voice guide with concrete DO-rules, DON'T-rules, and substitutions.

Manual alternative: write each rule yourself based on the audit above. One to two hours. Recommended if you want the rules to actually shape your future writing.

— PROMPT

Based on the voice patterns you identified for me in step 2, draft a voice guide for [PROJECT_NAME].

Format:

DO SAY: 12 concrete rules, each with a one-line example.

DON'T SAY: 12 concrete rules, each with a one-line example.

WHEN TEMPTED TO WRITE X, WRITE Y INSTEAD: 8 substitutions.

Rules must be concrete. "Friendly but professional" is not a rule, because I can't apply it to a specific sentence. "No exclamation marks except in deliberate parody" is a rule, because I can.

Don't invent rules I didn't show evidence for in my samples. If a rule needs a sample to justify it, cite the sample.

If you can't get to 12 rules in either list, output fewer rules rather than padding with generic advice.

— WE*DAMOUSE REFERENCE

The voice rules screenshot on page 8 is the output of this exact prompt, after one round of revision. The DON'T list ended up enforcing no em dashes, no analogies, no clichés, no speed claims. Those four constraints kill 80% of the AI's default phrasing.

04

CHARACTER

STEP 4 OF 7

Generate the character concept.

Goal: a one-paragraph character description plus its behavior, ready to inform visual design.

Manual alternative: sketch on paper, write a behavior list. Two to four hours. The sketching part is worth doing by hand. The silhouette test is easier to apply to your own bad sketch than to a polished AI image you've already fallen in love with.

— PROMPT

For [PROJECT_NAME], whose reason to exist is "[FROM_STEP_1]" and whose voice top 3 rules are "[FROM_STEP_3]", design a character.

The character can be one of:

- A literal mascot
- A consistent illustration style
- A photography treatment
- A typography persona

Pick the one that best fits the brand and explain in 2 lines why the other three options would weaken the brand.

Output:

- The character's name (if it's a mascot)
- Its silhouette, described verbally as if I'm going to sketch it in 5 strokes
- 3 to 5 core behaviors: what it does, what it never does
- Its personality: 3 adjectives, each justified by one of the brand pillars
- One scene that captures its essence in 2 sentences

If the brand pillars don't support a mascot, propose a non-mascot direction and explain why. Don't propose a mascot just because mascots are easy.

05

PILLARS

STEP 5 OF 7

Build the brand pillars.

Goal: five to eight pillars that gate every future decision.

Manual alternative: sticky notes on a wall, mind map, hour-long session. One to two hours. Sticky notes physically separate good pillars from filler.

— STEP 5 · PROMPT

— PROMPT

Given:

- Reason to exist: "[FROM_STEP_1]"
- Voice top 3 rules: "[FROM_STEP_3]"
- Character summary: "[FROM_STEP_4]"

Generate 5 to 8 brand pillars.

Each pillar must:

- Be an abstract value, not a feature. ("Discreet" is a value. "Quiet engine" is a feature.)
- Be testable. I can apply it to a design decision and get a clear answer.
- Be different from every other pillar. No overlap, no synonyms.

For each pillar, give:

- A one-line "passes the test" example.
- A one-line "fails the test" example.

If your output includes "innovation," "quality," "customer-first," "excellence," "passion," or any standard startup-default values, start over. Those are default words, not actual constraints.

06

TOKENS

STEP 6 OF 7

Compile design tokens.

Goal: a starter token set as CSS custom properties AND Tailwind v4 theme tokens.

Manual alternative: pick from Coolors for the palette, Google Fonts for type, a spacing scale generator for spacing. Two to three hours. The manual route is fine. AI is faster, but sanity-check every color choice in a real preview.

— STEP 6 · PROMPT

— PROMPT

For [PROJECT_NAME] with character "[FROM_STEP_4]" and pillars "[FROM_STEP_5]", propose a complete starter token set.

Colors:

- 1 primary brand color (hex). Explain which pillar it advances.
- 1 to 2 accent colors (hex). Contrast-tested against both white and a near-black for WCAG AA at 4.5:1.
- A 7-step neutral palette (hex) from near-black to near-white.
- Light-mode and dark-mode pairs for every named token.

Type:

- 1 display font (from Google Fonts).
- 1 body font.
- 1 mono font.
- A size scale: H1 / H2 / H3 / body / caption / mono, in px or rem.

Spacing scale: confirm or propose alternatives to 8 / 12 / 16 / 24 / 32 / 48 / 64 / 96 px.

Radius scale: 2 or 3 values max.

Output in TWO formats:

1. CSS custom properties, in :root for light mode and in [data-theme=dark] for dark mode. Variables named like --color-accent, --color-text-strong, --space-md, --radius-card.
2. Tailwind v4 theme block, the equivalent values in a @theme directive, ready to paste into a Tailwind config.

07

LORE SEEDS

STEP 7 OF 7

Write the lore seeds.

Goal: enough world-building material to anchor five to ten pages of copy.

Manual alternative: longhand notebook brainstorm. Two to four hours. Recommended once. Even if you generate the rest with AI, the first pass by hand sets the depth bar for everything that follows.

— PROMPT

Given [PROJECT_NAME]'s reason to exist, pillars, and character, generate lore seeds I can expand into pages later.

Output as a list, not prose. Be specific.

- 10 fictional locations the brand operates in. Name plus one-line vibe each. If the brand isn't parody, replace with 10 real markets or cities and the brand's stance on each.
- 10 fictional press outlets (or 10 real outlets we'd want to be covered in). Name plus one-line angle each.
- 10 fictional job titles inside the company (or 10 real titles for a non-parody brand). Title plus one-line responsibility each.
- 10 customer archetypes. Name plus one-line situation each.
- 10 fictional rules, numbers, or specs the brand abides by. ("8-second handover", "12-mile range", "we never reply after 9 PM". Specific.)
- 5 things the brand would refuse to do, even if asked.
- 5 things competitors do that this brand quietly disagrees with.

Every item must pass the pillars test. If a lore seed couldn't appear on the website without softening the brand, cut it.

— SELF-CHECK BEFORE YOU MOVE ON

Five questions. Answer them from **memory**.

If you can't answer them after finishing this guide, you're not ready to start Guide 02. This is the point where prompting stops being a shortcut. If you can't answer these, your brand lives in a saved chat log instead of in your head, and the next AI session you open will have to rebuild it from scratch.

- What is your project's one-sentence **reason to exist**? Say it without checking notes. No "to make money" answers.
- List **three voice DO-rules** and **three voice DON'T-rules** from memory. If you can't, your voice guide isn't a guide yet. It's a document.
- Who is your **character** and what does it never do? Three behaviors minimum.
- Which **pillar** would you cite to kill a design proposal you don't like? Name the pillar AND the test it would fail.
- Name **three details from your lore** you'd be willing to put on the website tomorrow.

— IF YOU MISSED TWO OR MORE

Re-read the section that covers them. Don't move to Guide 02. The brand work is the foundation every other guide assumes is in place. Skipping it doesn't save time. It moves the time to later, when it costs more to fix.

— WHERE THE COURSE GOES DEEPER

Module 15 · Brand Systems Designer.

The full AI Funnelpreneur course's Module 15 scales the work you did in this guide into a service you can sell.

What it adds

- **Multi-product brand architecture.** What happens when one client has three product lines, each with its own audience but a shared parent identity. How to build a brand system that adapts without losing coherence.
- **Cross-channel consistency.** Holding a brand across the website, email automations, social posts, ad creative, packaging mockups, slide decks, and physical print. Each medium has its own technical constraints. A brand system has to survive all of them.
- **Audit methodology for client work.** Inheriting a client's existing brand. Figuring out what to keep, what to fix, what to gently retire. This is where most paid brand engagements actually live.
- **Pricing and scoping.** How to quote a brand engagement at \$5K to \$15K, what's in scope, what's out, how to define "done."
- **Component library enforcement.** Building a design system in code (tokens, primitives, patterns) that prevents the brand from drifting on its own once you hand the project off.

— THE DIFFERENCE

This guide gets you a brand for one project. Module 15 gets you a brand system you can productize as a service offering. Different category of work, different category of income.

— END OF GUIDE 01

One brand. Everything else now has a frame.

The constraint set is the load-bearing decision.

A brand built right is the cheapest line item in the whole pipeline because every page, every video, every email, every AI prompt now has something to be constrained by. The next guides in this series take the same brand and walk it through the build, the design layers, the quality pass, the discoverability layers, and the global launch. Same brand. Eight outputs. One repeatable pipeline.

02

NEXT GUIDE
THE BUILD

03

GUIDE 03
DESIGN LAYERS

04

GUIDE 04
QUALITY PASS