

Your Brand Context Worksheet

1. Who you are and who you help

A few honest notes are enough. Leave anything undecided blank.

Your public name or brand

Who you want to help

A problem they face

What you can help them do

What you are still figuring out

Share only what you are comfortable giving your AI tool. Keep private details out.

Fill this in, then use the companion interview prompt to build your saved brand context.

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2. How you actually sound

A few honest notes are enough. Leave anything undecided blank.

Three words that describe your voice

Words and phrases you naturally use

Words, tones, or claims to avoid

A short sample in your own words

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3. The life your content needs to fit

A few honest notes are enough. Leave anything undecided blank.

Your time and energy limits

Formats you enjoy making

What feels difficult about creating

What you are comfortable sharing

What should stay private

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4. What you are working on

A few honest notes are enough. Leave anything undecided blank.

A problem or project you care about

What you have tried

Status: idea, planned, in progress, tested, or completed

What actually happened

What is unfinished or uncertain

An example you can safely show

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5. One real experience worth sharing

A few honest notes are enough. Leave anything undecided blank.

What happened

Why it mattered to you

What frustrated, surprised, or interested you

What you did or want to try next

What someone else could learn

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6. Your resources and offers

A few honest notes are enough. Leave anything undecided blank.

Resources you can deliver now

Resources you are considering

Paid offers currently available

Proposed offers

Confirmed links, delivery methods, and tested keywords

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