

10 AI Prompts to Build a Stronger Brand

1. Brand Positioning Audit

Act as a senior brand strategist. Analyze my business based on this description: [insert description]. Identify my unique positioning, biggest differentiation opportunities, messaging gaps, and three ways to make my brand more memorable.

2. Ideal Customer Deep Dive

Based on my business and offer: [insert details], create a detailed profile of my ideal customer, including their goals, frustrations, fears, buying triggers, objections, and the language they use when describing their problems.

3. Brand Voice Development

Create a complete brand voice guide for my business. Define tone of voice, communication style, vocabulary to use, phrases to avoid, and examples of how my brand would communicate on social media, email, and website copy.

4. Content Pillar Strategy

Act as a content strategist and generate five content pillars for my brand. For each pillar, provide 10 content ideas that help build authority, trust, and audience engagement.

5. Brand Story Creation

Help me write a compelling brand story using storytelling principles. Include my mission, personal journey, challenges overcome, transformation, and why my business exists today.

6. Customer Perception Analysis

Based on my current website, social media bio, and services: [insert information], tell me what customers are likely to think within the first 10 seconds of discovering my brand and how I can improve that perception.

7. Competitor Positioning Review

Analyze these competitors: [insert competitors]. Identify their strengths, weaknesses, messaging strategies, and opportunities for my brand to stand out in the market.

8. Signature Offer Refinement

Review my offer: [insert offer]. Suggest ways to make it more attractive, easier to understand, more valuable, and more differentiated from competitors.

9. Personal Brand Authority Builder

Create a 90-day personal branding strategy that positions me as an expert in my industry. Include content themes, visibility opportunities, thought leadership topics, and relationship-building tactics.

10. Brand Consistency Check

Review my brand communication across my website, social media, emails, and marketing materials. Identify inconsistencies and provide recommendations to create a stronger and more cohesive brand experience.

Bonus: Complete Brand Analysis

Act as a senior brand strategist and perform a complete analysis of my brand. Review all the information I provide, including my website, social media profiles, content, posts, blog articles, marketing materials, offers, visual identity, and brand inspirations.

Analyze:

- Brand positioning and differentiation
- Messaging clarity and consistency
- Visual identity and brand perception
- Content strategy and quality
- Audience alignment
- Strengths and weaknesses
- Growth opportunities
- Customer trust and authority signals
- Competitor comparison
- Overall brand experience

Based on your analysis, provide:

- What is working and what is not
- The biggest gaps holding the brand back
- Recommendations to improve positioning
- Content opportunities
- Messaging improvements
- Visual branding recommendations
- A 90-day action plan

Assets for review:

Website: [insert link]

Instagram: [insert link]

LinkedIn: [insert link]

Facebook: [insert link]

Blog/Articles: [insert links]

Brand Materials: [insert files or links]

Competitors: [insert names or links]

Brands I admire: [insert names or links]