



AI TOOL DROP

The Personal Brand Prompt Pack

Everywhere daily, from one recording session and one weekly hour.

aitooldrop.com

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The Personal Brand Prompt Pack

Be everywhere without living on camera: one recording session clones your presence, one weekly hour feeds the machine. This chain nails your positioning, pillars, weekly batch, avatar scripts, and replies that still sound like you.

1 · The Positioning Sharpener

Here is what I do, messy version: [ramble about your work, expertise, who you help].

Sharpen it:

- 1) My one-liner: "I help [who] [outcome] without [pain]" in 3 variants
 - 2) The enemy: the common advice I disagree with (this is what makes a brand followable)
 - 3) My 3 proof points, ranked by how impressive to a stranger
 - 4) The bio for each platform: 160, 80, and 30 characters
- Pick the strongest one-liner and defend it in 2 sentences.

2 · The Content Pillars

My positioning: [from step 1]. My audience: [who].

Define my 4 content pillars: one that teaches, one that tells my story, one that takes positions (the enemy from my positioning), one that shows work in progress.

For each: 5 example topics, the format that fits it best (text, avatar video, carousel), and the ratio I should publish them in per week.

TIP, The positions pillar grows accounts fastest and gets skipped most. Disagreeing with common advice, politely and specifically, is a growth strategy.

3 · The Weekly Batch

One hour of your ideas becomes the week of content.

Here is my idea dump from this week: [voice-note transcript / bullets].

My pillars: [paste]. My voice rules: [paste, or run the voice extractor first].

Produce: 5 platform-native text posts (one per pillar minimum), 2 avatar video scripts (45-60 seconds, hook in the first line, written for spoken delivery), 1 carousel outline (7 slides), and 1 longer post that anchors the week.

Everything stands alone. No "as I said in my last post."

4 · The Avatar Script Polish

Scripts for your HeyGen avatar need spoken rhythm or the clone reads like a teleprompter.

Polish this script for my AI avatar to present: [paste].
Rules: sentences under 15 words, a breath break every 2-3 sentences (mark with |), contractions everywhere, one gesture cue per paragraph in [brackets], and an opening line that works with no context.
Keep my phrasing where it already sounds spoken. Change only what would sound read.

5 · The Reply Machine

Here are 10 comments and DMs I received: [paste].
Draft replies in my voice [paste voice rules]: warm, specific to what they said, under 40 words each.
For the 2 with business potential, add one question that moves it forward without pitching.
Flag any I should answer personally at length, and say why.

Stay You

The machine produces; you approve. Nothing ships without your eyes. The full stack: aitooldrop.com/stacks.