

VERA VOSS

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# THE MASTER BRAND BUILD FILE

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The fillable operating manual for a brand  
nobody could mistake for anybody else.

BUILD THE WOMAN / BUILD THE VOICE

BUILD THE WORLD / BUILD THE BRAND

Open it. Type into it. Save the decisions that make the brand yours.

## START HERE

# HOW TO USE THIS FILE

Complete one Bay at a time. Open the matching prompt in The Prompt Garage, answer it with real information, edit the output until it is true, then save the strongest decisions in this file. This becomes the source of truth you give AI.

- 01** Work through the exercise in the main guide.
- 02** Open the matching prompt in The Prompt Garage.
- 03** Answer follow-up questions with real information.
- 04** Edit the output. AI does not get final custody.
- 05** Save the finished decision in this file.

**OPEN THE PROMPT GARAGE**

*This PDF is fillable. Type into the fields, then save a copy to your device.*

PART 1

# WHO I TALK TO

MY PERSON IS

SHE IS TRYING TO

HER REAL LIFE LOOKS LIKE

SHE IS STRUGGLING WITH

SHE HAS ALREADY TRIED

SHE IS TIRED OF HEARING

SHE THINKS THE PROBLEM IS

I BELIEVE THE DEEPER PROBLEM IS

WHAT SHE ACTUALLY WANTS

SHE IS THE WOMAN WHO

## PART 2

# WHAT I BELIEVE

### MY CORE BELIEFS

### THINGS I CHALLENGE IN MY NICHE

### I WANT MY AUDIENCE TO STOP BELIEVING

### I WANT HER TO START BELIEVING

## PART 3

# WHO THEY ARE GETTING TO KNOW

### THE SHORT VERSION OF MY STORY

### WHAT I AM BUILDING TOWARD

### EXPERIENCES THAT SHAPED HOW I THINK

### THINGS PEOPLE WILL NATURALLY GET TO KNOW ABOUT ME

### RECURRING INTERESTS AND DETAILS

### STORIES I MAY WANT TO TELL

### THINGS THAT STAY PRIVATE

## PART 4

# HOW I SOUND

### MY VOICE IN ONE PARAGRAPH

### MY WRITING RULES

### WORDS AND PHRASES I NATURALLY USE

### THINGS I DO NOT SAY

### MY HUMOR

### MY PROFANITY

### WHEN I SELL, I SOUND

### WHEN I DISCUSS SOMETHING SERIOUS, I SOUND

## PART 5

# MY VISUAL WORLD

### THE OVERALL FEELING

### CORE COLORS

### RECURRING ENVIRONMENTS

### WARDROBE

### OBJECTS

### TEXTURES

### LIGHTING AND CAMERA STYLE

### MY 3-5 RECOGNITION CUES

### VISUALS THAT DO NOT BELONG IN MY WORLD

### FIXED AI CHARACTER DESCRIPTION

## PART 6

# MY POSITIONING + PROFILE

### USERNAME

### NAME FIELD

### BIO

### WHAT SOMEONE SHOULD UNDERSTAND WITHIN FIVE SECONDS

### MY PRIMARY NEXT STEP

### MY CURRENT OFFERS

### MY HIGHLIGHTS

### MY PINNED CONTENT

PART 7

# MY CONTENT ENGINE

GROWTH PROBLEMS BELIEFS AND OBSERVATIONS

NURTURE STORIES EXPERIENCES AND ORDINARY DETAILS

CONVERSION PROBLEMS EVIDENCE AND OFFERS

MY CONTENT RULE

THE ONE THING I WANT HER TO LEAVE THINKING

## PART 8

# HOW I MAKE DECISIONS

METRICS THAT ACTUALLY MATTER TO ME

SIGNALS I WILL PAY ATTENTION TO

THINGS I WILL NOT OVERREACT TO

BEFORE I CHANGE SOMETHING I WILL ASK BASED ON WHAT

EVIDENCE I REQUIRE BEFORE A MAJOR CHANGE

## FINAL CHECK

# THE BRAND RECOGNITION AUDIT

- ☐ I can describe exactly who I am talking to.
- ☐ I have opinions beyond generic industry advice.
- ☐ Someone can learn things about me beyond what I sell.
- ☐ My voice has specific rules, not just adjectives.
- ☐ I know what language does not belong in my brand.
- ☐ My visuals feel like one recognizable world.
- ☐ I have recurring visual cues.
- ☐ My profile tells the right person she is in the right place.
- ☐ My content has distinct jobs.
- ☐ My Growth content contains my point of view.
- ☐ My Nurture content lets people know me.
- ☐ My Conversion content uses real evidence.
- ☐ I can use AI without asking it to invent my personality.
- ☐ I know what stays private.
- ☐ I have a process for deciding what actually needs changing.

**12-15 YES**

**The engine starts. Go post something.**

**8-11 YES**

**You have the bones. Repair the weak spots before adding more.**

**0-7 YES**

**We are not ordering the custom paint yet.**

**BUILD A BRAND NOBODY COULD MISTAKE FOR ANYONE BUT YOU.**