

VERA VOSS

THE BRAND BUILD

The step-by-step system and AI prompts
for building an avatar brand people
actually recognize.

BUILD THE WOMAN / BUILD THE VOICE
BUILD THE WORLD / BUILD THE BRAND

Your avatar can look real. Now make her feel like somebody.

WHAT YOU'RE BUILDING

A recognizable avatar brand is not a logo, a color palette or an attractive AI woman. It is a person, a point of view, a voice, a visual world and a repeatable content system that all feel like they belong together.

This guide walks you through that build in order. Use the prompts as tools, not personality replacements. Do the thinking, save the decisions, and let AI help you execute what is already yours.

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INTRO

BEFORE WE TOUCH THE DAMN FONTS...

Most people build a faceless brand backwards.

They pick a name.

Make an AI woman.

Give her great hair and a suspiciously perfect cup of coffee.

Choose three colors.

Write a bio about freedom.

Then start posting and wonder why their account looks like 400 other accounts selling the exact same thing.

The problem isn't faceless marketing.

And it isn't AI.

The problem is that somewhere along the way, we started building content before we built the person behind it.

When I started my account, I didn't want another digital marketing page people could scroll past without noticing who said it.

I wanted you to recognize it.

The opinions.

The humor.

The stories.

The visuals.

The way I say something everybody else in this niche has already said 47 times.

And I wanted all of those pieces to feel like they belonged to the same damn person.

That didn't happen because I found the perfect font.

It happened because I knew who Vera was before I expected anybody else to care who she was.

And that's what we're going to build here.

THIS ISN'T A “COPY MY BRAND” GUIDE

Please don't leave here with a motorcycle, a black leather jacket and a Labrador named Zeppelin.

We've already got one of those.

Your job isn't to make your brand look like mine.

Your job is to figure out what makes yours impossible to confuse with anybody else's.

I'm going to show you the process I used to build this account from the ground up.

We'll work through:

Who you're talking to.

Not an imaginary customer avatar named Sarah who likes coffee and wants financial freedom. An actual recognizable person.

What you believe.

Because information is everywhere. Your interpretation of it is what gives people a reason to follow you.

Who people are getting to know.

Your story, personality, interests, contradictions, opinions and the little details that make somebody feel like a person instead of a content machine.

How you sound.

So AI learns to work for your voice instead of replacing it with Generic Internet Woman.

What your brand looks and feels like.

Not just colors and fonts. A visual world people begin recognizing before they even see your username.

How it all becomes an actual page.

Profile. Bio. Content. Stories. Growth. Connection. Conversion.

And I'm giving you the AI prompts I use throughout the process so you can build each piece faster without asking AI to invent who the hell you are.

ONE RULE BEFORE WE START

AI is going to help us.

AI is not going to build your personality for you.

That's how we ended up with thousands of accounts using different usernames and somehow sounding like they're all being held hostage by the same social media manager.

I'll give you the questions.

I'll give you the prompts.

I'll show you what I did.

I'll help you pull the interesting shit out of your own experiences, opinions and ideas.

But you have to bring something to the table.

Because recognizable brands aren't created by better prompts alone.

They're built by people willing to have a point of view.

By the time we're finished, you won't just have a prettier Instagram account.

You'll have a clear audience, point of view, personality, voice, visual world, profile and content direction—and a Brand Build file you can use with AI again and again.

Not my brand.

Not another version of what's already working for somebody else.

YOURS.

Now we can touch the damn fonts.

VERA VOSS / THE BRAND BUILD

BAY 1

THE BLUEPRINT

Build the person before you ask people to recognize the brand.

BAY 1: THE BLUEPRINT

WHO THE HELL ARE YOU TALKING TO?

Before we build your voice, your visuals, your content or your AI alter ego, we need to know who's standing on the other side of it.

Because one of the fastest ways to build a forgettable brand is trying to make it appealing to everybody who might possibly buy something someday.

That woman doesn't exist.

And no, we're not creating this:

Sarah, 37. Married. Two kids. Loves coffee, Target and financial freedom.

Lovely woman.

Completely fucking useless to us.

I don't particularly care what your person orders at Starbucks.

I want to know what she's thinking when she opens Instagram at 10:47 at night.

What is she trying to figure out?

What has she already spent money on?

What does she keep telling herself she'll finally get consistent with next week?

What advice is she sick of hearing?

What does she secretly suspect everybody else has figured out except her?

What would make her stop scrolling and think:

"Oh shit. She's talking about me."

That's the woman we need.

WHAT I DID

When I started my account, I didn't decide I was talking to:

"Women interested in digital marketing."

Way too broad.

I pictured a woman in her 40s trying to build an online business around an already full life.

She's capable.

She's not afraid of work.

In fact, she's probably spent most of her life being the woman who figures shit out.

She has a job, family, responsibilities and people who need things from her.

She's bought courses.

Saved posts.

Downloaded planners.

Tried different content strategies.

She doesn't need another person telling her she just needs to want it more.

She wants the business.

She just doesn't want the business to consume her.

Now I have somebody to talk to.

That's why instead of saying:

“Here are five tips for staying consistent with your content strategy.”

I can say:

“You're not inconsistent. Your content strategy just assumes you have no job, no family, no bad days and 37 uninterrupted hours every Tuesday.”

One speaks to a market.

The other speaks to a woman.

That's what we're building.

YOUR TURN

Don't start with demographics.

Start with her life.

Answer these without worrying about making them sound polished:

What is she trying to build, change or accomplish right now?

What does her actual day look like while she's trying to do it?

What keeps making this harder than she expected?

What has she already tried?

What has she already bought, downloaded, saved or learned?

What advice is she completely sick of hearing?

What does she think the problem is?

What do YOU believe the real problem is?

What does she worry might be true about herself?

What would make her life genuinely easier?

What does she want that goes deeper than the obvious result?

That last one matters.

She might say she wants more followers.

Maybe she actually wants proof this business could work.

She might say she wants more money.

Maybe she wants enough money that every decision doesn't have to start with "Can I afford it?"

She might say she wants more time.

Maybe she's tired of feeling like everybody gets a piece of her and whatever's left belongs to her business.

Keep digging until you find the human underneath the marketing problem.

THE BUILD PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

THE TEST

When AI gives you the finished profile, read it.

Then ask yourself:

Can I picture her?

Not her hair color.

Her.

Could you recognize something she'd say?

Do you know what kind of post she'd send to a friend?

Do you know what would make her roll her eyes?

Do you understand why she hasn't solved this already?

Could you write something that makes her think:

“How the hell did she know that?”

Yes?

Good.

Save this as:

MY BRAND BUILD — 01: THE PERSON I TALK TO

We're going to use her for everything that comes next.

Because before people recognize your brand, your brand needs to recognize them.

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BAY 2

THE ENGINE

Build the person before you ask people to recognize the brand.

BAY 2: THE ENGINE

INFORMATION ISN'T A PERSONALITY

Here's some mildly inconvenient news:

You probably aren't going to teach your audience something nobody on the internet has ever said before.

Someone has already talked about consistency.

Someone has explained content pillars.

Someone has taught storytelling.

Someone has made the carousel.

Probably seventeen someones.

That's not the problem.

People don't need you to invent a new subject.

They need a reason to care when you talk about it.

And that comes from your point of view.

THE DIFFERENCE BETWEEN INFORMATION AND A BRAND

Take this:

Don't change your content strategy because one post underperformed.

Perfectly useful advice.

Also perfectly forgettable.

Now:

Did the strategy fail, or did Wednesday happen?

Same subject.

But now you know something about the person saying it.

She thinks marketers overreact to short-term results.

She believes evidence matters more than emotion.

She thinks we're making this harder than it needs to be.

And apparently Wednesday has been formally accused.

That's point of view.

Your brand becomes recognizable when people start knowing what you're going to think about something before you even say it.

Not because you repeat yourself.

Because your ideas come through the same set of beliefs.

YOUR BRAND NEEDS SOMETHING TO BELIEVE

Before I started posting, I needed to know what I actually believed about the things I planned to talk about.

For me, some of those beliefs look like:

More content isn't automatically better content.

One bad post isn't evidence your strategy is broken.

A business promising freedom shouldn't require you to be online every waking hour.

Faceless isn't the problem. Forgettable is.

AI isn't making brands boring. People are asking AI to supply the personality they never defined.

A capable woman doesn't need another system that assumes she has unlimited time.

Those beliefs show up again and again.

Sometimes I'm talking about Instagram.

Sometimes AI.

Sometimes content strategy.

Sometimes my own life.

But the engine underneath it stays the same.

That's what makes a brand feel cohesive without saying the same damn thing every day.

FIND YOUR CONTRARIANS

You don't need to manufacture controversial opinions.

Please don't.

The internet has enough people deliberately misunderstanding things for engagement.

Instead, look for places where you naturally think:

I don't agree with that.

That's technically true, but...

We're solving the wrong problem.

Why are we making this so complicated?

Nobody seems to be talking about this part.

That advice doesn't work for the person I'm talking to.

Those reactions are gold.

They're often where your strongest content is hiding.

YOUR TURN

Finish these quickly. Don't try to sound clever.

People in my niche keep saying...

But I think...

Something people make unnecessarily complicated is...

Advice I would never give my audience is...

Something my audience thinks she needs more of—but I think she needs less of—is...

A problem people blame themselves for that I believe is actually caused by something else is...

Something everyone seems obsessed with that I don't think matters nearly as much is...

Something people ignore that I think matters a lot is...

A mistake I see over and over is...

Something I've changed my mind about is...

A lesson I learned the hard way is...

Something I wish somebody would finally say out loud is...

Don't worry about hooks yet.

We're looking for truth before cleverness.

NOW GO ONE LEVEL DEEPER

Take each belief and ask:

WHY?

Let's say you wrote:

"You don't need to post every day."

Why?

"Because you'll burn out."

Okay. Still pretty generic.

Why does that matter?

"Because the woman I'm talking to already has a full life and shouldn't have to choose between growing her business and being present in it."

There it is.

Now we've gone from content advice to an actual belief.

Keep asking why until you hit something you genuinely give a shit about.

THE BUILD PROMPT

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THE THREE-WORD TEST

Well, technically it's more than three words.

I lied.

Before something earns a place in your Brand POV, ask:

Could another account in my niche post this by changing three words?

"Believe in yourself and stay consistent."

Yep.

Into the bin.

"Your content strategy shouldn't require an imaginary woman with 37 uninterrupted hours every Tuesday."

Probably not.

Keep it.

This doesn't mean every sentence needs to be hilarious, controversial or profound.

It means your brand needs enough specific thought underneath the content that people eventually recognize who's doing the thinking.

YOUR OUTPUT

Save the finished document as:

MY BRAND BUILD — 02: WHAT I BELIEVE

By now you should have:

01 — The Person I Talk To

You know exactly who you're speaking to.

02 — What I Believe

You know what you're actually here to say to her.

Next, we're going to build the part most faceless brands skip entirely:

the person she gets attached to.

Because having opinions makes people notice you.

Knowing you gives them a reason to stay.

BAY 3

BUILD THE PERSON

Build the person before you ask people to recognize the brand.

BAY 3: BUILD THE PERSON

PEOPLE DON'T CONNECT WITH CONTENT MACHINES

You can have a clear audience.

You can have strong opinions.

You can have beautiful visuals.

And people can still finish scrolling your page knowing absolutely nothing about you.

This is especially easy with faceless and AI brands.

You create an avatar.

Give her a name.

Give her an outfit.

And assume you've created a person.

You haven't.

You've created a picture.

A person has a past.

Preferences.

Stories.

Relationships.

Things that annoy her.

Things she finds funny.

Things she's ridiculously particular about.

Things she's survived.

Things she's proud of.

Things she wants next.

And when you let people see those pieces over time, something changes.

They stop only consuming your information.

They start knowing you.

HERE'S WHERE I GOT THIS WRONG

When I started my account, you could figure out pretty quickly what kind of woman Vera was.

Motorcycles.

Garage.

Black leather.

Zep.

Dry humor.

Very little patience for bullshit.

You could recognize me visually.

You could recognize my opinions.

But that's not the same as knowing me.

There was an entire reason underneath the things I believed that I wasn't talking about.

I've spent most of my adult life being the stable one.

I raised my kids through a difficult marriage with alcoholism, instability and domestic violence.

Eventually came divorce.

Single motherhood.

Working full time.

Kids. Bills. Life.

Whatever needed handling, I handled.

My children are grown now. My life looks very different.

But I'm still that woman.

Still working.

Still taking care of my shit.

Still the one people know they can depend on.

And somewhere in midlife, I finally had room to ask:

What do I want to build for me?

That's part of why I'm here.

It's also part of why I have such little patience for business advice that hands an already capable woman another 47 things she needs to handle.

Suddenly my opinions aren't just content angles.

They came from somewhere.

Your audience needs to eventually discover where yours come from, too.

THIS DOESN'T MEAN TELL THE INTERNET EVERYTHING

Let's be very clear.

Connection does not require access to every room in your house.

You don't owe strangers your trauma.

You don't have to talk about your children.

Your marriage can stay private.

Your hardest experiences do not become marketing material simply because they happened to you.

You decide what belongs to you and what belongs to the brand.

The goal isn't maximum vulnerability.

The goal is dimension.

People should slowly discover enough pieces that you begin to feel like a whole person instead of a collection of educational posts.

BUILD YOUR HUMAN LAYER

Start with the easy stuff.

YOUR EVERYDAY LIFE

What does an ordinary morning look like?

What do you do for work?

Who or what regularly appears in your life?

What do you do when you're not working?

What are you currently building, learning or figuring out?

YOUR PERSONALITY

What makes you laugh?

What annoys the hell out of you?

What are you weirdly particular about?

What could you talk about for an hour without preparing?

What would your closest friend say is very you?

YOUR WORLD

Music you actually listen to:

Places you love:

Things you own that have stories attached to them:

Hobbies/interests:

Food/drinks/routines you genuinely enjoy:

Things people would probably be surprised to learn about you:

None of these need to become “content pillars.”

That's not the point.

They're breadcrumbs.

NOW GO DEEPER

This is where recognizable brands become connected brands.

You don't need to answer every question publicly.

Answer them for yourself first.

What experiences shaped the way you see the world?

What did you have to learn the hard way?

What version of yourself have you outgrown?

What are you proud of that has nothing to do with business?

What have you survived, rebuilt or started over from?

What do people misunderstand about you?

What matters more to you now than it did ten years ago?

What matters less?

What are you still figuring out?

Why are you building this business—really?

And don't stop at:

“Financial freedom.”

What does money change for you?

Security?

Options?

Leaving something?

Providing something?

Proving something to yourself?

Building something that's finally yours?

What does the thing you say you want actually give you?

That's usually where the story is.

FIND THE THREAD

Now look back at your answers.

You're looking for connections between:

what you've lived

↓

what you believe

↓

what you talk about

↓

what you're building now

For me:

Being the person who had to handle everything

↓

made me value independence and simplicity

↓

which shapes how I think about digital marketing

↓

which is why I talk so much about building a business that doesn't require a woman to carry even more.

That's a thread.

Your story doesn't have to involve something dramatic.

Maybe you changed careers at 50.

Maybe you've always been painfully shy.

Maybe you spent years putting off something you wanted.

Maybe motherhood changed your ambition.

Maybe you failed spectacularly at something.

Maybe you've moved twelve times.

Maybe you've been obsessed with horror movies since you were nine.

Maybe your grandmother taught you something you still think about.

Ordinary details become meaningful when they're actually yours.

THE BUILD PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

BUILD YOUR STORY BANK

Now create three buckets.

EASY TO SHARE

Zep stealing my spot on the couch.

The song playing in the garage.

A motorcycle ride.

Coffee.

Something stupid that happened Tuesday morning.

These make you familiar.

THERE'S A STORY HERE

Career changes.

Raising kids.

Starting over.

Relationships.

Things you've learned.

Why you started the business.

These create connection.

MINE TO KEEP

Anything you don't want strangers discussing, analyzing, screenshotting or having opinions about.

Put it here.

And leave it here.

Having boundaries does not make your brand less authentic.

ONE MORE RULE

Not every personal story needs to end with:

“And that's why you need a content strategy.”

Please.

Sometimes the dog did something funny.

Let the dog be funny.

Sometimes you had a shitty day.

Sometimes you're excited about something.

Sometimes you remember something from twenty years ago.

Sometimes you're sitting somewhere thinking about your life.

Connection happens when people get little glimpses of the person behind the business without immediately realizing they're being walked toward a checkout page.

YOUR OUTPUT

Save this section as:

MY BRAND BUILD — 03: THE PERSON THEY GET TO KNOW

You now have:

01 — The Person I Talk To

Who you're speaking to.

02 — What I Believe

What you have to say.

03 — The Person They Get to Know

Why they'll start caring who's saying it.

Next we make sure that person doesn't open AI and suddenly start saying:

“Here’s the truth, bestie...”

Because Bay 4 is where we build your voice.

BAY 4

THE VOICE TUNE-UP

Build the person before you ask people to recognize the brand.

BAY 4: THE VOICE TUNE-UP

STOP ASKING AI TO “MAKE IT SOUND HUMAN”

If you’ve ever typed:

“Make this sound more human.”

And AI responded with:

“Okay, let’s be real for a second...”

We need to talk.

AI isn’t necessarily bad at writing.

It just has no idea who the hell you are.

So when you ask it to be funny, bold, relatable, authentic or conversational, it reaches for the safest version of those things.

And suddenly everybody sounds like:

“Here’s the tea.”

“Let that sink in.”

“Read that again.”

“You don’t need more followers, bestie.”

No.

We’re giving the machine better instructions.

YOUR VOICE IS MORE THAN WORDS

Brand voice isn’t a list of adjectives.

Bold. Authentic. Relatable.

Great.

So are approximately 800,000 Instagram bios.

Your voice is made up of dozens of smaller decisions you probably make without realizing it.

How long are your sentences?

Do you tell the whole story or make the point and leave?

Are you warm? Dry? Sarcastic? Blunt? Playful?

Do you swear?

Do you use emojis?

Do you ask rhetorical questions?

Do you tell stories slowly or get straight to the damn point?

What do you sound like when you're annoyed?

What about when you care deeply about something?

How do you explain something complicated?

How do you sell something?

That's what we're going to teach AI.

WHAT THIS LOOKS LIKE FOR ME

My voice isn't:

“Bold, sassy and confident.”

That's nowhere near specific enough.

My actual voice rules look more like this:

Say less.

Don't explain the joke after it lands.

Dry beats bubbly.

I'd rather make an observation than perform enthusiasm.

Sharp, not cruel.

I can call out the bullshit without making the woman reading it feel stupid.

Competence underneath the humor.

The joke works because there's an actual thought behind it.

Profanity is seasoning.

Not every sentence needs a fucking F-bomb.

See what I did there?

No internet-coach language.

I'm not calling you bestie, babe or queen.

No manufactured empowerment.
I'm not going to tell you this is "your season."

No pretending everything is profound.
Sometimes Zep is just being an asshole.

Those rules are much more useful to AI than:

"Make it sound like Vera."

Because now it understands what Vera actually means.

FIRST: LISTEN TO YOURSELF

Before we create a voice, we need evidence of the one you already have.

Grab examples of things you've written naturally:

Texts.

Emails.

Captions you actually like.

Threads.

Voice-note transcripts.

Comments.

Stories.

Anything written before you started wondering whether it was "good content."

Now look for patterns.

YOUR TURN

HOW DO YOU NATURALLY COMMUNICATE?

When I'm excited, I tend to:

When I'm annoyed, I tend to:

When I'm explaining something, I tend to:

My humor is usually:

I naturally use short / medium / long sentences because:

Words or phrases I use all the time:

Words or phrases I would never say:

My relationship with profanity is:

My relationship with emojis is:

I tend to sound more:

Warm / Dry / Playful / Direct / Calm / Analytical / Sarcastic / Energetic / Other: _____

Circle as many as actually fit.

NOW DEFINE THE BOUNDARIES

Sometimes knowing what you aren't is even more useful.

Finish these:

I never want my content to sound like...

I cringe when marketers say...

AI keeps trying to make me say...

I would never call my audience...

When I'm selling, I don't want to sound...

When I'm being emotional, I don't want to become...

When I'm funny, I don't want it to feel...

These become your DO NOT list.

Don't underestimate it.

Teaching AI what to avoid can dramatically improve what it produces.

BUILD YOUR VOICE SLIDERS

Instead of vague adjectives, decide where you live between two extremes.

POLISHED

1 — 2 — 3 — 4 — 5

CASUAL

GENTLE

1 — 2 — 3 — 4 — 5

BLUNT

SERIOUS

1 — 2 — 3 — 4 — 5

HUMOROUS

DETAILED

1 — 2 — 3 — 4 — 5

CONCISE

CLEAN

1 — 2 — 3 — 4 — 5

PROFANE

NURTURING

1 — 2 — 3 — 4 — 5

CHALLENGING

ENERGETIC

1 — 2 — 3 — 4 — 5

UNDERSTATED

There are no correct answers.

The goal is consistency.

YOUR VOICE SHOULD ALSO MOVE

Here's where people screw this up.

Having a brand voice doesn't mean sounding exactly the same in every situation.

I don't tell a personal story about my past the same way I'd roast Instagram growth advice.

Same woman. Different gear.

Think about how your voice changes in these situations:

GROWTH

What does your voice sound like when you're trying to stop a stranger?

CONNECTION

What does your voice sound like when you're letting someone into your life?

TEACHING

What does your voice sound like when you're explaining something?

SELLING

What does your voice sound like when you're confident the offer can help?

SERIOUS TOPICS

What disappears from your voice when the subject deserves more care?

That's emotional range.

And it keeps a distinctive brand from turning into a caricature.

THE BUILD PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

BUILD YOUR BULLSHIT FILTER

Before publishing AI-assisted content, run it through this:

Would I actually say this out loud?

Did AI make me more dramatic than I am?

Did it add a phrase I hate?

Did it explain a joke that was already finished?

Did it turn a normal thought into a motivational speech?

Did it add unnecessary profanity because I occasionally swear?

Does this sound like a person—or “content”?

And the big one:

COULD FIVE OTHER PEOPLE IN MY NICHE POST THIS EXACTLY AS WRITTEN?

If yes, it's not finished.

THE VOICE CHECK PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

THE GARAGE TEST

Here's mine.

Imagine an overwhelmed woman drops her phone on my workbench and says:

“My Instagram isn't growing. I think I need to redo my entire strategy.”

Would Vera say:

“I totally understand how frustrating that can feel! Let's dive into three actionable strategies that can help you realign with your goals.”

Absolutely not.

She'd probably look at the phone and say:

“Based on what?”

That's my test.

Create yours.

Where are you?

Who are you talking to?

What just happened?

How would you ACTUALLY respond?

Whenever content starts sounding weird, bring it back to that scene.

YOUR OUTPUT

Save your finished document as:

MY BRAND BUILD — 04: HOW I SOUND

You now have:

01 — The Person I Talk To

Who you're speaking to.

02 — What I Believe

What you have to say.

03 — The Person They Get to Know

Why they'll care who's saying it.

04 — How I Sound

How they'll recognize you before they even see your name.

Next we finally get visual.

Not just colors.

Not just fonts.

Not another AI woman standing in a beige kitchen holding a coffee cup like she's never encountered one before.

We're building your world.

VERA VOSS / THE BRAND BUILD

BAY 5

BUILD THE WORLD

Build the person before you ask people to recognize the brand.

BAY 5: BUILD THE WORLD

YOUR BRAND IS MORE THAN A COLOR PALETTE

Okay.

Now you can touch the damn fonts.

But we're not starting with:

Pick three colors that represent your personality.

Your visual brand needs to do more than look nice.

It should create a world.

A world your audience starts recognizing before they read your username.

Think about the accounts you recognize immediately while scrolling.

Sometimes you haven't read a single word yet.

You just know.

The lighting.

The setting.

The colors.

The clothes.

The objects that keep appearing.

The way everything feels.

That's what we're building.

AESTHETIC ISN'T IDENTITY

This matters especially if you're using AI.

You can generate a gorgeous woman.

Perfect hair.

Beautiful kitchen.

Expensive-looking coffee.

Laptop strategically open.

Maybe a plant minding its own business in the background.

And absolutely none of it tells me who she is.

Pretty isn't the same as recognizable.

Your visuals should reinforce everything you've already built:

The person.

The point of view.

The personality.

The voice.

The life.

The visuals aren't where we invent the brand.

They're where we make the brand visible.

WHAT THAT LOOKS LIKE FOR ME

When you see my content, you'll probably see some combination of:

Motorcycles.

A garage or workshop.

Black leather.

Worn denim.

Boots.

Tools.

Coffee.

Zep.

Dark, slightly gritty environments.

Charcoal, ivory and muted red.

None of those things were randomly chosen because they looked cool together.

They're part of my world.

They reinforce the same woman you're getting to know through the content.

That's why consistency doesn't mean I need to stand in the exact same garage wearing the exact same jacket in every image.

The world stays consistent.

The scenes can change.

That's the difference.

START WITH THE FEELING

Before choosing visual elements, decide what your brand should feel like.

Pick 3–5 words.

Not necessarily what you are.

What should someone feel when they land on your page?

Examples:

Warm

Raw

Polished

Quiet

Rebellious

Playful

Luxurious

Nostalgic

Minimal

Bold

Cozy

Editorial

Grounded

Feminine

Industrial

Colorful

Cinematic

My brand feels:

Now ask:

Does that feeling match the person I've spent four sections building?

If you've built a sarcastic, irreverent woman and suddenly give her a pale pink watercolor brand with cursive quotes about abundance...

We may have lost a bolt somewhere.

BUILD YOUR ENVIRONMENT

Where does this person actually exist?

Not every image needs to happen there.

We're defining the places that naturally belong in her world.

PRIMARY ENVIRONMENTS

Home?

Office?

City streets?

Coffee shop?

Beach?

Garden?

Studio?

Gym?

Kitchen?

Garage?

Car?

Hotels?

Nature?

Where would somebody expect to find this person?

SECONDARY ENVIRONMENTS

Where else might she realistically go?

The more specific you are, the easier visual creation becomes.

Don't just write:

Coffee shop.

Maybe it's:

Old independent coffee shop, dark wood, scratched tables, warm afternoon light, mismatched mugs.

Now we're building something.

WHAT DOES SHE WEAR?

For AI characters especially, clothing becomes a recognition cue.

Define:

Everyday clothing:

Work clothing:

Dressier clothing:

Shoes:

Jewelry/accessories:

Colors she wears repeatedly:

Things she would NEVER wear:

You don't need a cartoon uniform.

You need enough consistency that she feels like the same person with the same closet.

BUILD YOUR OBJECT LANGUAGE

Objects tell stories.

What repeatedly exists around this person?

For me:

Tools.

Motorcycle helmet.

Coffee mug.

Leather jacket.

Wrenches.

Motorcycle keys.

Zep's leash.

A bottle of Crown.

None of these need an explanation every time they appear.

Over time, they become familiar.

What objects belong naturally in your world?

Think beyond props.

Ask:

What would actually be lying around if this person lived here?

That's usually more interesting.

COLOR + TEXTURE

Now we're allowed to talk about colors.

Choose a simple core palette.

PRIMARY COLOR

SECONDARY COLOR

ACCENT COLOR

NEUTRAL(S)

But also think about texture.

Glossy?

Matte?

Paper?

Metal?

Wood?

Linen?

Concrete?

Leather?

Glass?

Chrome?

Soft fabric?

Vintage grain?

Your visual identity can become recognizable through texture just as much as color.

My recurring textures:

LIGHTING + CAMERA FEEL

This is especially useful for AI-generated images.

Do you want:

Bright natural daylight?

Warm golden light?

Hard shadows?

Soft diffused light?

Moody low light?

Flash photography?

Editorial studio lighting?

Cinematic lighting?

Documentary-style realism?

Your preference:

And how should images feel?

Perfectly posed?

Candid?

Editorial?

Messy?

Cinematic?

Phone-camera casual?

Vintage?

Luxury campaign?

BUILD RECOGNITION CUES

Now choose 3–5 visual elements that can recur often enough to become associated with you.

Not every image.

Often enough.

For Vera, examples would be:

White streak in dark hair.

Black leather.

Garage/workshop.

Motorcycle.

Zep.

What are yours?

These become visual shorthand for your brand.

FOR AI/FACELESS CREATORS: CONSISTENCY MATTERS

Here's where a lot of AI brands go sideways.

Monday your woman is 37.

Tuesday she's 24.

Wednesday she's apparently had extensive facial reconstruction.

Thursday she's six inches taller and living in Tuscany.

Friday she has a different ethnicity.

We've lost the plot.

If you're creating a consistent AI character, document her physical characteristics.

Not because appearance is the brand.

Because changing the person every day destroys recognition.

Record:

Approximate age: _____

Hair: _____

Eyes: _____

Face/recognizable features: _____

Build: _____

Typical makeup/grooming: _____

Recurring jewelry/accessories: _____

Distinctive feature(s): _____

Keep this description consistent whenever you're generating her.

THE VISUAL WORLD PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

BUILD YOUR MASTER IMAGE PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

THE COVER-THE-USERNAME TEST

Pull up nine pieces of your visual content.

Cover your username.

Look at the grid.

Ask:

Does this look like one person's world?

Not:

Does every image look identical?

That's boring.

We want cohesion without cloning.

Different day.

Different scene.

Different content.

Same world.

AND PLEASE...

Don't choose things simply because you've seen them working for someone else.

You don't need:

A beige kitchen.

A Stanley cup.

A white boucle chair.

A MacBook.

A blazer hanging inexplicably off your shoulders.

Unless those things actually belong to your person.

Remember what we're building:

Recognition, not decoration.

YOUR OUTPUT

Save this as:

MY BRAND BUILD — 05: MY VISUAL WORLD

You now have the five foundational pieces:

01 — The Person I Talk To

Who you're speaking to.

02 — What I Believe

What you're here to say.

03 — The Person They Get to Know

Who they'll connect with.

04 — How I Sound

How they'll recognize your words.

05 — My Visual World

How they'll recognize you before they read them.

Next, we take all of this and turn it into something people can actually land on and follow.

We're building the page.

VERA VOSS / THE BRAND BUILD

BAY 6

ASSEMBLY

Build the person before you ask people to recognize the brand.

BAY 6: ASSEMBLY

BUILD THE PAGE

You've done the part most people skip.

You know who you're talking to.

You know what you believe.

You know who people are getting to know.

You know how you sound.

You know what your world looks like.

Now we can build the actual damn page.

And this part should get easier because we're no longer staring at an empty Instagram profile asking:

“What should my bio say?”

Your profile isn't responsible for inventing your brand.

It's responsible for communicating the one you already built.

YOUR PROFILE HAS ONE JOB

A stranger lands on your page.

You have a few seconds before she decides whether to stay or disappear back into the scroll.

She doesn't need your autobiography.

She needs enough information to answer:

Am I in the right place?

Is this relevant to me?

Is there something different here?

Do I want more of it?

That's it.

Your profile should make the next decision easy.

START WITH YOUR USERNAME

Please don't spend three weeks on this.

Your username should ideally be:

Easy to remember.

Easy to spell.

Easy to say.

Easy to search.

And, whenever possible, connected to the identity you're building.

Before choosing one, ask:

Would I feel comfortable saying this out loud?

Could someone remember it after hearing it once?

Does it still work if my business grows?

Am I choosing it because it fits—or because somebody told me keywords belong everywhere?

Write your options:

YOUR NAME FIELD

Your username and name field don't have to do the exact same job.

Use the name field to give a stranger useful context.

For example:

Vera Voss | Digital Marketing

The name tells you who I am.

The rest tells you what neighborhood of the internet you've wandered into.

Your name field:

Keep it clear.

This is not the place to make people solve a riddle.

YOUR PROFILE PHOTO

Tiny circle.

Big job.

Whether you're using:

Your face.

An AI character.

A logo.

An illustration.

It needs to remain recognizable at approximately the size of a Skittle.

Look for:

Strong contrast.

Simple composition.

Clear subject.

Visual consistency with your world.

For AI characters, I'd prioritize the character's most recognizable features rather than trying to fit her entire cinematic universe into a 110-pixel circle.

Nobody needs to see the motorcycle's carburetor in your profile photo.

NOW THE BIO

Your bio is not a résumé.

And it doesn't need to explain every single thing you do.

Think of it as a tiny sign above the door.

A strong bio usually gives us some combination of:

WHO / WHAT

Who are you or what space are you in?

THE DIFFERENCE

What do you help with, believe or approach differently?

THE NEXT STEP

Where should someone go next?

Mine:

AI marketing mechanic

Fewer decisions. Smarter content. Simpler sales.

Start here ↓

Short.

You know the subject.

You get a little personality.

You understand the philosophy.

And there's somewhere to go.

WRITE YOUR BIO

LINE 1 — IDENTITY / POSITIONING

Who are you in this space?

LINE 2 — VALUE / POINT OF VIEW

What do you help make possible—or what do you approach differently?

LINE 3 — NEXT STEP

What should they do?

Now put it together:

THE GENERIC BIO TEST

Read your bio and cover your name.

Could it belong to 100 other accounts?

Things like:

Helping women create the life of their dreams ☐

Empowering women to build financial freedom.

Helping you become the best version of yourself.

They aren't bad.

They're just so broad they don't tell me why this account exists.

Your bio doesn't need to be clever.

It needs to create orientation.

Your content can do the seducing later.

YOUR LINK

Don't turn your link page into the Cheesecake Factory menu.

A stranger shouldn't click and find:

17 products.

Three old freebies.

Four affiliate links.

Your YouTube channel from 2021.

A course you're not currently selling.

And something called "My Favorites ☐."

What is the most logical next step for the person you've defined?

Start there.

MY PRIMARY NEXT STEP:

WHY THIS MAKES SENSE FOR MY AUDIENCE:

SECONDARY STEP, IF NECESSARY:

You can add more later.

Clarity first.

YOUR HIGHLIGHTS

Highlights are useful when they answer questions a new person naturally has.

You don't need twelve empty circles because somebody sold you a Canva template.

Think:

START HERE

What should a new person know?

ABOUT / ME

Who are they following?

FREE RESOURCE

What's the easiest next step?

OFFER

What can they buy?

RESULTS / PROOF

What evidence can you genuinely show?

LIFE / PERSONALITY

Is there something recurring people enjoy following?

Your highlights should match your brand.

For me, something like Shop Dog makes sense.

For you?

Maybe not.

Please do not acquire a Labrador for brand cohesion.

PLAN YOUR HIGHLIGHTS

HIGHLIGHT 1:

Purpose:

HIGHLIGHT 2:

Purpose:

HIGHLIGHT 3:

Purpose:

HIGHLIGHT 4:

Purpose:

HIGHLIGHT 5:

Purpose:

You don't need all five.

Build what actually helps.

YOUR PINNED POSTS

Think of pinned posts as the front counter.

They're some of the first content a new visitor may investigate.

You want them to help answer:

Who is this?

What does she believe?

Is this for me?

A simple starting structure:

PIN 1 — START HERE

Who you are, who the account is for and what people can expect.

PIN 2 — YOUR POINT OF VIEW

A strong piece of content that demonstrates how you think differently.

PIN 3 — NEXT STEP

Your free resource, primary offer or most logical conversion path.

You can change these as your account grows.

They're not engraved into the building.

THE PROFILE BUILD PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

THE FIVE-SECOND TEST

Now we're going to pretend we don't know you.

Pull up your finished profile.

Don't read it like its creator.

Look at it like someone who found one of your posts 30 seconds ago.

Can she answer:

1. What is this account about?

2. Is it for someone like me?

3. Does this feel different from the accounts I've already seen?

4. Do I understand what to do next?

5. Am I curious enough to keep looking?

Any answer that requires:

“Well, technically...”

Needs work.

THE FIVE-SECOND AUDIT PROMPT

OPEN THIS EXACT PROMPT IN THE GARAGE >

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

DON'T KEEP REBUILDING IT

Once your page passes the test:

Leave it alone long enough to learn something.

You do not need to rewrite your bio because three people unfollowed.

You do not need new branding because Thursday's Reel got 82 views.

You do not need to change your profile photo because somebody else's account grew faster this week.

There will absolutely be things worth adjusting.

We'll use evidence to figure those out.

Anxiety doesn't count as evidence.

YOUR OUTPUT

Save this section as:

MY BRAND BUILD — 06: MY PROFILE

You now have:

- 01 — The Person I Talk To
- 02 — What I Believe
- 03 — The Person They Get to Know
- 04 — How I Sound
- 05 — My Visual World
- 06 — My Profile

You have a person.

A point of view.

A voice.

A world.

And somewhere for people to find all of it.

Now we need to answer the question that sends otherwise intelligent women into a mild existential crisis every Monday morning:

WHAT THE FUCK DO I POST?

Next: Bay 7 — The Content Engine.

VERA VOSS / THE BRAND BUILD

BAY 7

THE CONTENT ENGINE

Build the person before you ask people to recognize the brand.

BAY 7: THE CONTENT ENGINE

NOW WHAT THE FUCK DO I POST?

You built the brand.

Now it needs something to say.

This is usually where people immediately open AI and type:

“Give me 30 viral content ideas for my niche.”

And five seconds later they have:

3 mistakes you’re making...

5 things I wish I knew...

POV: you finally decided to...

Nobody talks about this, but...

Congratulations.

We just spent six sections making you recognizable and then let AI turn you back into everybody else.

We’re not doing that.

Your content should come from the brand you just built.

Not from a blank prompt box.

EVERY POST NEEDS A JOB

You do not need every post to:

Get followers.

Build trust.

Tell your life story.

Teach something.

Go viral.

Sell your product.

Generate comments.

Save humanity.

That’s too much responsibility for a Reel.

Instead, I like giving content one primary job:

GROWTH

Get the right stranger to stop.

NURTURE

Give her a reason to stay.

CONVERSION

Give her somewhere to go next.

That's your content engine.

Growth → Nurture → Conversion.

Not because Instagram requires some sacred three-post rotation.

It doesn't.

This simply makes sure your content is doing more than one thing over time.

GROWTH CONTENT

GET DISCOVERED WITHOUT BECOMING GENERIC

Growth content introduces you to people who don't know you yet.

That means it needs enough context for a stranger to understand it.

This is where your Point of View becomes useful.

Look back at:

MY BRAND BUILD — 02: WHAT I BELIEVE

Those beliefs are growth-content fuel.

You're looking for:

Problems your audience immediately recognizes.

Advice in your niche you disagree with.

Things people are making unnecessarily difficult.

Mistakes you interpret differently.

Observations that make your person say, "Holy shit, yes."

For me:

Generic:

Be patient with your Instagram strategy.

Brand-led:

Before you rebuild your entire Instagram strategy, check whether you're actually failing or just having a shitty Wednesday.

The subject is still clear:

Instagram strategy.

But the point of view belongs to the brand.

That's the sweet spot.

BUILD YOUR GROWTH BANK

Go back to your Brand POV and pull out:

5 PROBLEMS I SEE DIFFERENTLY

5 THINGS MY AUDIENCE IS TIRED OF

5 BELIEFS I WANT TO CHALLENGE

You just created 15 potential growth angles without asking AI what's trending.

THE GROWTH PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

NURTURE CONTENT

GIVE THEM A REASON TO GIVE A SHIT WHO SAID IT

Someone found you.

Great.

Now what?

If every post after that is another educational tip, they may learn from you without ever becoming attached to you.

This is where Bay 3 comes back.

THE PERSON THEY GET TO KNOW.

Nurture content can include:

Your life.

Stories.

Experiences.

Behind the scenes.

Opinions that don't need to become lessons.

Things you're working through.

Things you're learning.

Things you find funny.

Small recurring details.

The dog.

The coffee.

The weird thing that happened at Target.

Your business.

Your past.

Your Tuesday.

You are allowed to be a person on your business account.

YOUR STORY BANK IS ALREADY BUILT

Go back to Bay 3.

Look at your:

Easy to Share

There's a Story Here

Mine to Keep

The first two buckets are your nurture bank.

Now ask:

What would I tell somebody who already knows me a little?

That's a very different question from:

“What value should I provide today?”

BUILD YOUR NURTURE BANK

5 ORDINARY THINGS PEOPLE CAN GET TO KNOW ABOUT ME

5 STORIES THAT EXPLAIN SOMETHING ABOUT ME

5 THINGS HAPPENING IN MY LIFE RIGHT NOW

That's another 15 content directions.

And please remember:

Not every one needs a takeaway.

Sometimes connection is the takeaway.

THE NURTURE PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

CONVERSION CONTENT

TRUST NEEDS SOMEWHERE TO GO

Selling isn't where your personality suddenly disappears and your copy becomes:

“Are you ready to transform your life?”

No.

Same person.

Different job.

Conversion content helps the right person understand:

What you offer.

What problem it solves.

Why you believe in it.

What evidence exists.

What she should do next.

That's it.

START WITH EVIDENCE

Before writing conversion content, collect what you can actually prove.

Not what sounds impressive.

RESULTS I CAN SHOW

SCREENSHOTS / ANALYTICS

CUSTOMER OR CLIENT FEEDBACK

MY OWN EXPERIENCE

BEFORE / AFTER

PROCESS I CAN DEMONSTRATE

QUESTIONS PEOPLE HAVE ASKED ME

OBJECTIONS I'VE ACTUALLY HEARD

No invented DMs.

No fake urgency.

No imaginary customer named Amanda who cried after Module 3.

Use what you have.

A newer business may have less evidence.

That's fine.

Show the process.

Show what you're building.

Show what you've learned.

Show legitimate early results.

Small proof is still proof when you don't make it pretend to be bigger than it is.

CONNECT THE OFFER TO THE PROBLEM

For each thing you sell, finish:

My person is currently dealing with:

She thinks she needs:

I believe she actually needs:

My offer helps by:

The evidence I can show is:

The next action is:

That's the bones of a conversion post.

No interpretive dance required.

THE CONVERSION PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

NOW YOU HAVE 40+ IDEAS

Notice what we didn't do?

We didn't ask:

“What's trending?”

We didn't download 365 hooks.

We didn't build seventeen content pillars.

We used:

Your audience.

Your beliefs.

Your life.

Your offer.

That's why somebody else's content bank shouldn't look exactly like yours.

ONE IDEA. ONE JOB.

Before you create anything, write this at the top:

THIS POST IS:

- ☐ **GROWTH**
- ☐ **NURTURE**
- ☐ **CONVERSION**

ITS ONE JOB IS:

THE ONE THING I WANT HER TO LEAVE THINKING:

THE NEXT ACTION, IF THERE IS ONE:

Now create the post.

This tiny step can save you from turning a seven-second Reel into a TED Talk, autobiography and sales presentation.

YOUR CONTENT DOESN'T HAVE TO LOOK THE SAME

Brand consistency does not mean:

Every Growth post is a Reel.

Every Nurture post is a selfie.

Every Conversion post is a carousel.

Use the format that serves the idea.

Reels.

Carousels.

Stories.

Threads.

Static posts.

Talking videos.

B-roll.

Screenshots.

Whatever makes sense for your brand and platform.

The strategy is the job.

The format is just how you deliver it.

THE “DOES THIS BELONG TO ME?” CHECK

Before publishing, ask:

Is this for the person I defined in Bay 1?

Does it reflect something I actually believe?

Does it sound like the voice I built?

Does it fit somewhere inside my visual world?

Does it have one clear job?

And finally:

COULD ANOTHER CREATOR POST THIS WITHOUT CHANGING ANYTHING?

Sometimes the answer will be yes.

Not every sentence you publish needs to become intellectual property.

But if the answer is yes to almost everything you post?

We've got a problem.

THE MASTER CONTENT PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

YOUR OUTPUT

Save this as:

MY BRAND BUILD — 07: MY CONTENT ENGINE

You now have:

- 01 — The Person I Talk To
- 02 — What I Believe
- 03 — The Person They Get to Know
- 04 — How I Sound
- 05 — My Visual World
- 06 — My Profile
- 07 — My Content Engine

You officially have enough to start posting.

Which means we're approaching the dangerous part.

Actually posting.

And then watching one Reel flop and deciding everything we've just built needs to be thrown directly into traffic.

No.

Next is Bay 8: The Road Test—your first 30 days, what to watch, what to ignore, and when you're actually allowed to touch the damn strategy.

VERA VOSS / THE BRAND BUILD

0

BAY 8

THE ROAD TEST

Build the person before you ask people to recognize the brand.

BAY 8: THE ROAD TEST

NOW LEAVE THE DAMN THING ALONE LONG ENOUGH TO LEARN SOMETHING

You built the brand.

You built the page.

You have content to post.

And now comes the part where perfectly intelligent people lose their shit.

You post.

Something underperforms.

Someone unfollows.

A Reel gets 83 views.

Your competitor gains 600 followers while apparently filming herself opening a Diet Coke.

And suddenly:

Maybe my niche is wrong.

Maybe I need a new hook strategy.

Maybe I should change my bio.

Maybe I picked the wrong colors.

Maybe Instagram hates me personally.

Maybe.

But probably not on Day 6.

Your first 30 days aren't a final exam.

They're a road test.

We're putting the brand in front of real people and collecting evidence.

THE GOAL OF YOUR FIRST 30 DAYS

Your goal is not:

Go viral.

Hit 1,000 followers.

Make \$10K.

Prove this whole thing worked.

Could good things happen quickly?

Absolutely.

But those aren't useful requirements for deciding whether you've built a strong brand.

For the first 30 days, we're looking for something much more useful:

SIGNALS.

Are the right people finding you?

Are certain ideas getting a stronger response?

Are people beginning to recognize your point of view?

What gets shared?

What gets saved?

What gets replies?

What gets profile visits?

What gets people to follow?

What makes somebody click?

What stories make people respond?

What language seems to land?

We're looking for patterns.

Not one heroic Reel.

BEFORE YOU POST: PICK YOUR BASELINE

Write down where you're starting.

DATE:

FOLLOWERS:

EMAIL / FREEBIE SUBSCRIBERS:

SALES / CUSTOMERS:

PROFILE VISITS, IF AVAILABLE:

LINK CLICKS, IF AVAILABLE:

OTHER METRIC THAT MATTERS TO MY BUSINESS:

This isn't so you can stare at the numbers six times a day.

It's so Future You has something more useful than:

"I feel like nothing is happening."

Feelings are terrible analytics.

YOUR 30-DAY JOB

For the next month:

Post.

Pay attention.

Record what happens.

Don't rebuild the engine at every red light.

You do not need an elaborate posting schedule for this exercise.

Choose a pace you can actually maintain.

I CAN REALISTICALLY CREATE:

_____ feed posts per week

_____ Story days per week

_____ other-platform posts per week

And I can maintain that for 30 days without becoming homicidal:

☐ **YES**

☐ **NO**

If you checked no?

Change the plan now.

The plan is supposed to support the woman running it.

Not grade her.

GIVE THE CONTENT ENGINE A FAIR TEST

Over the month, make sure you're actually using the three jobs from Bay 7:

GROWTH

Enough content for new people to discover your ideas.

NURTURE

Enough content for those people to begin knowing the person behind them.

CONVERSION

Enough content for interested people to understand what they can do next.

There is no magic ratio.

You're testing a functioning content ecosystem, not trying to satisfy an Instagram math equation.

TRACK THE POST. NOT YOUR SELF-WORTH.

For each significant piece of content, record:

DATE: _____

TYPE: Growth / Nurture / Conversion

TOPIC: _____

HOOK / ANGLE: _____

FORMAT: _____

REACH / VIEWS: _____

SAVES: _____

SHARES: _____

COMMENTS / REPLIES: _____

PROFILE ACTIONS: _____

LINK ACTIONS: _____

WHAT I NOTICED: _____

You don't need every metric Instagram has ever invented.

Track enough to answer:

DID THIS CONTENT DO ITS JOB?

A Growth post might bring reach, shares, follows or profile visits.

A Nurture post might create replies, comments, Story interactions or deeper conversation.

A Conversion post might generate clicks, downloads, inquiries or sales.

Don't judge every post using the same scoreboard.

DON'T JUST TRACK NUMBERS

Some of your most useful evidence will be qualitative.

Keep a section for:

THINGS PEOPLE SAID

QUESTIONS PEOPLE ASKED

PHRASES PEOPLE REPEATED BACK TO ME

CONTENT PEOPLE SENT TO SOMEONE ELSE

THINGS PEOPLE SAID THEY RELATED TO

THINGS PEOPLE SEEMED CONFUSED BY

This is where you'll start seeing whether your brand is actually landing.

Because recognition doesn't always show up as a giant number.

Sometimes it sounds like:

"I knew this was yours before I saw the username."

That's worth paying attention to.

THE 7-DAY CHECK

After your first week, you are allowed to look.

You are not allowed to perform reconstructive surgery.

Ask:

What got the strongest response?

What seemed to bring the right people in?

What felt natural to create?

What felt forced?

What surprised me?

That's it.

No identity crisis.

Continue.

THE 14-DAY CHECK

Now we have a little more evidence.

Look for repetition.

Are certain problems consistently getting attention?

Are particular opinions getting shared?

Are people responding to personal content?

Are profile visitors turning into followers?

Are people taking any next steps?

Are certain formats helping your ideas land better?

Write down what appears to be emerging:

Notice the language there:

APPEARS TO BE.

We're still learning.

THE 30-DAY CHECK

Now we're allowed to make some decisions.

Review the entire month.

Don't stare at the worst post.

Don't stare at the best post.

Look across the body of evidence.

Ask:

AUDIENCE

Did I attract people who resemble the person I intended to reach?

POINT OF VIEW

Which beliefs or ideas got the strongest response?

CONNECTION

What made people engage with me as a person rather than simply consume information?

VOICE

What language, jokes, observations or phrases seemed especially recognizable?

VISUAL WORLD

What visual elements felt strongest and most cohesive?

CONTENT

Which Growth, Nurture and Conversion angles actually did their jobs?

BUSINESS

Did anyone move beyond consuming content?

Follow?

Click?

Download?

Reply?

Inquire?

Buy?

Now we can make informed adjustments.

CHANGE THE PART THAT'S BROKEN

This is important.

Don't rebuild the entire brand because one part isn't working.

If people see your content but don't visit the profile?

Look at the content.

If they visit but don't follow?

Look at the profile and positioning.

If they follow but don't engage over time?

Look at nurture and relevance.

If they engage but never click?

Look at conversion messaging and the next step.

If they click but don't buy?

The problem may be further down the funnel.

Different symptom.

Different repair.

Diagnose before you start replacing parts.

THE 30-DAY DIAGNOSTIC PROMPT

[OPEN THIS EXACT PROMPT IN THE GARAGE >](#)

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

THE “BASED ON WHAT?” TEST

Any time you feel the urge to change something, ask:

BASED ON WHAT?

“My content strategy isn't working.”

Based on what?

“People don't like my brand.”

Based on what?

“I need to change my niche.”

Based on what?

“I need to post more.”

Based. On. What.

Then write down the evidence:

No evidence?

Maybe you don't need a new strategy.

Maybe you need more time.

WHAT YOU'RE ALLOWED TO CHANGE

Small adjustments are part of the process.

You might:

Clarify a bio.

Tighten a hook.

Use more of a topic that's resonating.

Stop using a format that makes your idea harder to understand.

Talk more about something people keep asking about.

Make the next step clearer.

Show more of a personal detail people connect with.

That's optimization.

Very different from:

“Burn it down. I'm starting a new account.”

AND SOMETIMES SOMETHING WILL JUST FLOP

No lesson.

No dramatic diagnosis.

No emergency strategy meeting.

It just didn't land.

We held a small service.

Post again.

YOUR FINAL OUTPUT

Save this section as:

MY BRAND BUILD — 08: MY 30-DAY ROAD TEST

You now have:

- 01 — The Person I Talk To
- 02 — What I Believe
- 03 — The Person They Get to Know
- 04 — How I Sound
- 05 — My Visual World
- 06 — My Profile
- 07 — My Content Engine
- 08 — My 30-Day Road Test

And now we're at the part I think should make the product feel finished rather than simply over:

THE FINAL BUILD

Where we pull the strongest decisions from all eight Bays into one master Brand Build File they can save, paste into AI, and actually use going forward.

THE FINAL BUILD

VERA VOSS / THE BRAND BUILD

FINAL ASSEMBLY

ROLL IT OUT OF THE GARAGE

Build the person before you ask people to recognize the brand.

ROLL IT OUT OF THE GARAGE

You've done a lot of thinking.

Probably answered questions you weren't expecting to answer in a branding guide.

You've made decisions about your audience, your opinions, your story, your voice, your visuals, your profile and your content.

Now we're going to take the best parts of all eight Bays and put them in one place.

Because you should not have to reopen this entire guide every time you want AI to help write a caption.

And you definitely shouldn't have to re-explain yourself from scratch every Tuesday.

We're building your:

MASTER BRAND BUILD FILE

This is the document that tells you—and AI—

Who you are.

Who you're talking to.

What you believe.

How you sound.

What your world looks like.

What you're building.

How your content works.

Think of it as the operating manual for your brand.

And unlike the 97-page brand guidelines nobody opens again after paying for them...

We're actually going to use this one.

PART 1 — WHO I TALK TO

Go back to Bay 1.

Do not copy every answer.

Pull out the clearest version of the woman you built.

MY PERSON IS:

SHE'S TRYING TO:

HER REAL LIFE LOOKS LIKE:

SHE'S STRUGGLING WITH:

SHE'S ALREADY TRIED:

SHE'S TIRED OF HEARING:

SHE THINKS THE PROBLEM IS:

I BELIEVE THE DEEPER PROBLEM IS:

WHAT SHE ACTUALLY WANTS:

Finish with:

SHE IS THE WOMAN WHO...

That's the person sitting across from you every time you create something.

PART 2 — WHAT I BELIEVE

Go back to Bay 2.

Choose your strongest 5–10 beliefs.

Not the ones that sound smartest.

The ones you actually believe enough to keep talking about.

MY CORE BELIEFS

01. _____

02. _____

03. _____

04. _____

05. _____

06. _____

07. _____

THINGS I CHALLENGE IN MY NICHE

I WANT MY AUDIENCE TO STOP BELIEVING:

I WANT HER TO START BELIEVING:

These are the ideas your content can return to again and again.

Repetition doesn't make a brand boring.

Repeating something with nothing new to say does.

PART 3 — WHO THEY'RE GETTING TO KNOW

Pull from Bay 3.

THE SHORT VERSION OF MY STORY:

WHAT I'M BUILDING TOWARD:

EXPERIENCES THAT SHAPED HOW I THINK:

THINGS PEOPLE WILL NATURALLY GET TO KNOW ABOUT ME:

RECURRING INTERESTS / DETAILS:

STORIES I MAY WANT TO TELL:

THINGS THAT STAY PRIVATE:

That last line belongs in your brand file too.

Boundaries are part of the build.

PART 4 — HOW I SOUND

Pull the strongest rules from Bay 4.

MY VOICE IN ONE PARAGRAPH:

MY WRITING RULES

01. _____

02. _____

03. _____

04. _____
05. _____
06. _____
07. _____

WORDS / PHRASES I NATURALLY USE:

THINGS I DO NOT SAY:

MY HUMOR:

MY PROFANITY:

WHEN I SELL, I SOUND:

WHEN I'M TALKING ABOUT SOMETHING SERIOUS, I SOUND:

This section is especially important when you're using AI.

Otherwise it'll see that you swear occasionally and decide every caption needs to sound like it just got kicked out of a dive bar.

Context, machine. Context.

PART 5 — MY VISUAL WORLD

Pull from Bay 5.

THE OVERALL FEEL:

CORE COLORS:

RECURRING ENVIRONMENTS:

WARDROBE:

OBJECTS:

TEXTURES:

LIGHTING / CAMERA STYLE:

MY 3–5 RECOGNITION CUES:

01. _____

02. _____

03. _____

04. _____

05. _____

VISUALS THAT DO NOT BELONG IN MY WORLD:

For AI characters, add your fixed character description underneath this section.

Now AI knows the difference between:

Change the scene

and

Give the woman an entirely new face.

Useful distinction.

PART 6 — MY POSITIONING + PROFILE

Pull from Bay 6.

USERNAME:

NAME FIELD:

BIO:

WHAT SOMEONE SHOULD UNDERSTAND ABOUT ME WITHIN FIVE SECONDS:

MY PRIMARY NEXT STEP:

MY CURRENT OFFER(S):

MY HIGHLIGHTS:

MY PINNED CONTENT:

This section will change more often than your core identity.

That's normal.

Offers change.

Links change.

Businesses evolve.

Your brand can move without developing amnesia.

PART 7 — MY CONTENT ENGINE

Pull from Bay 7.

GROWTH

The problems, beliefs and observations I use to get discovered:

NURTURE

The stories, experiences and everyday details I use to build connection:

CONVERSION

The problems, evidence and offers I can confidently talk about:

MY CONTENT RULE:

Before I post, I know whether the job is:

GROWTH / NURTURE / CONVERSION

And I can finish this sentence:

The one thing I want her to leave thinking is:

That's enough.

Your Reel does not need seven jobs.

PART 8 — HOW I MAKE DECISIONS

Pull from Bay 8.

This is where we stop Future You from panicking and undoing Present You's work.

THE METRICS THAT ACTUALLY MATTER TO ME:

SIGNALS I'LL PAY ATTENTION TO:

THINGS I WILL NOT OVERREACT TO:

BEFORE I CHANGE SOMETHING, I WILL ASK:

BASED ON WHAT?

THE EVIDENCE I REQUIRE BEFORE MAKING A MAJOR CHANGE:

Put that somewhere you'll see it.

Seriously.

BUILD THE MASTER FILE WITH AI

OPEN THIS EXACT PROMPT IN THE GARAGE >

The full copy-ready prompt lives in the Prompt Garage so you can open it, copy it cleanly, and get straight to work.

HOW TO ACTUALLY USE THE DAMN THING

This is where your work starts paying off.

When you open a new AI conversation to create content, don't begin with:

Write me an Instagram caption about consistency.

Give it your Master Brand Build File.

Then tell it what you need.

For example:

Use my Master Brand Build File as the source of truth for this task.

I want to create a Growth Reel about creators changing their strategy too quickly after a post underperforms.

Before writing anything, identify which of my existing beliefs this connects to. Then give me three angles that fit my established voice and audience. Do not invent a new point of view.

Now AI has somewhere to start.

Your brand.

Not everybody else's.

THE BRAND RECOGNITION AUDIT

Before we call this thing built, run the final inspection.

Give yourself one point for every YES.

- ☐ I can describe exactly who I'm 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 doesn't belong in my brand.
- ☐ My visuals feel like one recognizable world.
- ☐ I have recurring visual cues.
- ☐ My profile quickly tells the right person she's 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 parts of my life and identity stay private.

- I have a process for deciding when something actually needs changing.

12–15 YES

The engine starts.

Go post something.

8–11 YES

You've got the bones.

Go back to the weak spots before adding more content.

0–7 YES

Don't panic.

But also...

we are not ordering the custom paint yet.

Go back through the Bays where your answers were vague.

THE REAL TEST

There's one question that matters more than the score.

Cover your username.

Remove your logo.

Take away the product name.

Then look at your content.

WOULD SOMEBODY WHO KNOWS YOUR BRAND STILL SUSPECT IT WAS YOURS?

Because that's what we've been building this entire time.

Not prettier content.

Not a more complicated marketing system.

Not an AI avatar with better hair.

Recognition.

ONE LAST THING

Your brand isn't finished.

Good.

It shouldn't be.

People change.

Businesses change.

Your opinions get sharper.

Your stories accumulate.

You learn what people respond to.

You discover things about yourself you couldn't have put into a workbook on Day 1.

The goal was never to freeze yourself into a brand document forever.

The goal was to build a strong enough foundation that you can evolve without becoming somebody completely different every time the algorithm hurts your feelings.

You have the foundation now.

You know who you're talking to.

You know what you believe.

You know who you're letting people know.

You know how you sound.

You know what your world looks like.

You know what your content needs to do.

And you have a system for using AI without handing it the keys to your personality.

So build.

Test it.

Let people meet you.

Pay attention.

Make adjustments when the evidence earns them.

And remember:

**YOUR GOAL WAS NEVER TO BUILD A
BRAND LIKE MINE.**

**YOUR GOAL WAS TO BUILD A BRAND
NOBODY COULD MISTAKE FOR ANYONE
BUT YOU.**

Now take the damn thing for a drive.

VERA VOSS / THE BRAND BUILD

YOUR NEXT STOP

THE PROMPT GARAGE

Build the person before you ask people to recognize the brand.

KEEP BUILDING

The guide gives you the thinking. The Prompt Garage gives you the copy-ready tools. Search the prompts, copy what you need, and return whenever the brand evolves.

OPEN THE PROMPT GARAGE →

OPEN THE FILLABLE MASTER FILE →

DOWNLOAD THE EDITABLE WORD FILE →

Use the Master Brand Build File as the source of truth you give AI before asking it to write, plan or create. Update the changing pieces—offers, links, goals and metrics—without rebuilding the woman, voice and world every week.

BUILD IT. TEST IT. LET PEOPLE RECOGNIZE IT.

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