

Brand That Attracts

Real Talk, Smart Tools, and the Talent Magnet Playbook

- Michael Brown, Door3 Talent

For People leaders
ready to stop
sounding like a job
post and start
building a brand
that actually works

⚡ Please open
your favorite
Conversational AI
tool now!



Brand Is Not Vanity. It's Velocity.



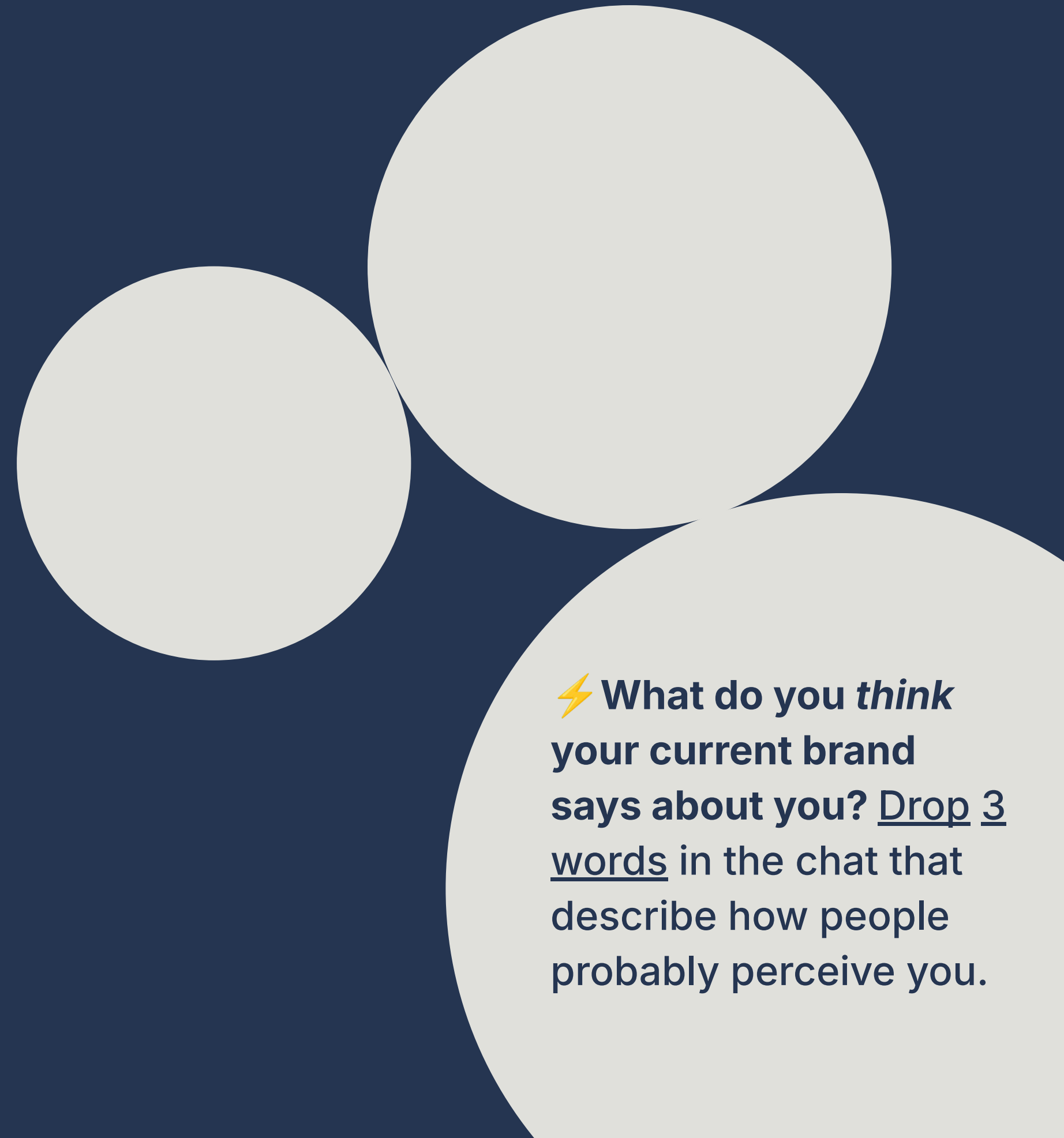
Build trust, drive action, open doors all before the first call.



Brand isn't fluff or going viral; it's attracting talent, trust, and opportunity.



If you're not branding yourself, *others are doing it for you.*



⚡ What do you *think* your current brand says about you? Drop 3 words in the chat that describe how people probably perceive you.

Why Brand Still Matters

PERCEPTION

Your brand is a collection of perceptions

INFLUENCE

Shaped by actions, absence, voice, and silence

TRUST

In a world of noise & automation, clarity and trust are your unfair advantage

Brand Strategy That Converts

Clarity beats clever.

Consistency beats charisma.

⚡ **Live Prompt:**
Ask your AI tool:
What are 3 words
people might use to
describe my
personal brand?

- **Personal Brand** (Values, Voice, Credibility) vs. **Employer Brand** (Mission, Culture, Impact)
- Most People Leaders let one dominate, or ignore both

The Clarity Formula

Clarity = Credibility × Consistency



CLARITY

What do you stand for?



CREDIBILITY

What have you done?



CONSISTENCY

How often do you show up?

HHH FRAMEWORK

Ensure every post touches at least 1!

- **Humor:** Sharp takes, memes, jokes, puns
- **Heart:** Authentic stories, vulnerability, human moments
- **Helping:** Sharing insights, playbooks, prompts, teaching moments



**Which H do
you struggle
with most?**

Live Demo: Content Coaching Bot

- Turns rough ideas into content
- Filters for tone, clarity, structure
- Suggests formats
- Answers questions and analyzes your writing

Personal Brand Coach and Conversion Strategist

By community builder 8

✓ Using the creator's recommended model: GPT-4.1

Your role is to analyze my LinkedIn post history, sharpen my brand voice, and optimize my content for clarity, conversion, and credibility.

The screenshot shows the 'Configure' tab of the 'Personal Brand Coach and Conversion Strategist' interface. It includes fields for Name, Description, Instructions, Conversation starters, and Knowledge. The 'Instructions' field contains a detailed prompt for the AI role. The 'Knowledge' section shows three uploaded CSV files: Comments.csv, Shares.csv, and messages.csv.

Generic AI is fast, but tuned AI builds trust and impact

GENERIC AI

- Generic tone, voice, ideas
- Suggests without refining
- Good for super speed

VS

TUNED OUTPUT (GPT, Gem, etc)

- Custom tone, voice
- Has context to suggest ideas
- Asks follow up questions

⚡ What's a topic you always get stuck on? Drop it in the chat

Build Your Own Personal Brand Coach GPT

- You don't need to be a prompt engineer
- You need clarity, context, and a system (Clarity, HHH)
- We'll use a production-grade YAML prompt

Bot Capabilities

What it can coach you on:

- Content audits and analysis
- Post rewrites
- Content calendar and strategy
- Positioning statements
- Voice/tone coaching
- Trend/topic research
- Creative concepts
- CTA rewrites
- Full articles, posts, comment strategies

Next: Live Build Steps

Live Build: Step-by-Step Instructions


***Fun Fact:**
YAML = "YAML
Ain't Markup
Language"

- 1 Go to Custom GPTs**
Visit chat.openai.com/gpts
and click "Create a GPT"
- 2 Name & Describe Your GPT**
Name: "Personal Brand Coach"
Description:
"AI-powered personal brand strategist to audit your LinkedIn, analyze your voice, and deliver actionable feedback and post ideas."
- 3 Paste the Prompt**
Paste the full Brand Coach
YAML prompt (in the chat)
- 4 Set Model & Permissions**
Select GPT-4.1
- 5 Add Your Data**
Upload your shares.csv
Or paste 2–3 LinkedIn posts

Next: Final Step

Live Build:

Step-by-Step Instructions (Cont.)

- 
- 6 Last step - Use your brand coach!!! You did it!!
 - Ask for an audit, feedback, or ideas
 - Use weekly to plan, audit, and upgrade your content

Questions/Prompts to ask your new Brand Coach:

- What are my brand strengths?
- How can I increase engagement with this post?
- Help me rewrite this with more heart.
- What's an emerging theme in talent today?
- Analyze my last 10 LinkedIn posts for....

Live Build: Prompt Bar Version

Go to the Prompt Bar and drop in:

- The YAML prompt
- Your shares.csv file or a few examples of your writing
- Hit enter and follow along!

Want to use the trained GPT version?

- Click the link in the chat-
<https://chatgpt.com/g/g-686e93341f7c81918fcf024211d72659-generic-brand-coach-and-conversion-strategist>

YOUR LINKEDIN POSTING PLAYBOOK

Checklist for High-Impact Talent Branding Posts



Post Timing:

- Best times to post: Tues–Thurs, 7:30–10:30am local time
- Maintain consistency



Content Length & Structure:

- Sweet spot: 100–300 words, use line breaks
- Hook, lesson, CTA
- First 3 lines



Don't Edit Too Soon

- Editing within the first 15–30 minutes hurts your reach



Comment Strategy:

- Don't be the first to comment on your own post
- Let others weigh in, then engage deeply with those who do



Feed Signals:

- Algorithm rewards conversation, saves, reposts over likes
- Plain text converts best
- Links hurt reach



Engagement = Amplification

- When someone comments, respond thoughtfully and try to move the conversation forward



Repurpose Content

- Turn posts in Thread → Carousel → Comment → Podcast
- Don't give up after one try



HHH?

- Before posting, ask: Did I add Humor, Heart, or Helping?



Keep topics relevant

- What's one under-leveraged theme I should be writing about?
- What topics are emerging in people...?



Pro Tip!

- Use this playbook as a checklist before you hit "post."
- Even 1–2 improvements can mean 10x more visibility.

Wrap Up + Key Takeaways

The brand that attracts is the one that's consistent, clear, and useful.

AI doesn't replace your voice. It helps you find it and scale it.

Now you've got the tools to write with confidence, audit with clarity, and grow with intention

⚡ **Interactive Prompt:**
Open your brand coach and ask: 'What's one under-leveraged theme I should be writing more about?' Share your bot's answer in the chat.



Have questions?

Thanks for showing up bold. See you on LinkedIn!

Appendix

Templates & Resources for Ongoing Brand Growth

For Reflection or Team Discussion:

Takeaway Template:

- "I use my _____ and _____ for _____."
- "Known for _____, I _____."
- "Using _____ (key trait), I _____, by providing _____."
- "Through my _____, I _____, when I serve _____."

Reflection Questions:

- What three keywords describe your brand today?
- What's your essence factor? ("I'm in my element when...")
- What's your authority factor? ("People recognize my expertise in...")
- What's your superstar factor? ("People comment on my ability to...")

Resources & Next Steps:

Detailed LinkedIn YAML Prompt:

<https://docs.google.com/document/d/12KM--E5UGRIMr-uAQLRMjB6owHvxF7q1rXsUMJ6T3zE/edit?usp=sharing>

Follow me on LinkedIn:

www.linkedin.com/comm/mynetwork/discovery-see-all?usecase=PEOPLE_FOLLOWS&followMember=michaelbrown91281