EXPERT AI PROMPTS — PERSONAL BRAND SERIES · 2026 EDITION

Create Your Personal Value Proposition

Business Edition — Powered by Expert AI Prompts

Discover what you uniquely bring. Choose where to grow. Make every AI prompt sound like you — not a generic professional in your industry.

expertaiprompts.info/pvp/

Stage 1 of 3

This is Stage 1 of a 3-stage personal brand building process for Expert AI Prompt pack buyers. Complete Stage 1 (this document) before moving to Stage 2 (Business & Career Growth Roadmap). Stage 3 shows you how to apply both to your prompt packs.

> **Note:** This resource covers **you as a professional** — your personal strengths, expertise, and growth opportunities. Your Customer-Centric Business Blueprint covers your business. Your Business DNA Builder stores your business context. These complement each other; neither replaces the other.

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01 — WHAT IS A PERSONAL VALUE PROPOSITION?

Know What You Bring

A Personal Value Proposition (PVP) is a clear, compelling statement of **who you are** as a professional — your unique combination of skills, experience, and expertise, and the specific value you create for the people you work with. Unlike a business tagline, your PVP reflects you — the person behind the business.

For prompt pack buyers, your PVP does a second, critical job: it becomes the personal context layer in your AI sessions. Paste it at the top of the Expert AI Prompt box in the Prompt Assembler, with your Business DNA loaded, and every output is calibrated to your voice, your expertise, and your specific way of working — not a generic professional in your industry.

	Personal Value Proposition	Business DNA Builder
Covers	You as a professional	Your business entity
Question	"Who am I and what do I uniquely bring?"	"What does my business offer and to whom?"
Used in	Top of the Expert AI Prompt box, LinkedIn, proposals	Prompt Assembler (loaded automatically), all business content
Built from	Your skills, experience, and ambitions	Your products, customers, and brand
Updates	When your career or focus shifts	When your business pivots

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02 — WHY IT MATTERS FOR AI

Better PVP = Better Prompts

Most AI-generated content sounds the same because it lacks personal context. When a real estate agent runs a prompt without any personal context, the AI produces competent but generic output. When the same agent pastes their PVP — including their specialty suburb, their 12-year track record, and their direct communication style — the output shifts from "a real estate agent wrote this" to "Sarah from Ascot wrote this."

The PVP Impact: Paste your PVP at the top of the Prompt Assembler's Expert AI Prompt box, above the prompt from your pack, with your Business DNA loaded. Never paste it into a Customer Persona field: that describes your customer, not you. Every assembled prompt now carries your personal voice, expertise signals, and communication style — producing outputs you'll publish with minimal editing.

Where Your PVP Works

- AI Prompt Assembler — top of the Expert AI Prompt box
- LinkedIn headline and About section
- Website bio and About page
- Business proposals and quotes
- Email signatures and outreach
- Networking conversations and introductions
- Sales calls and discovery meetings
- Content briefs for ghostwriters or VAs
- Partnership and collaboration pitches
- Grant and award applications

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03 — YOUR FOUR OUTPUTS

What the AI Generates for You

1

Personal Value Proposition

A compelling 3–5 sentence statement capturing your unique strengths, expertise, and the value you bring to clients, employers, or collaborators. Authentic, specific, and usable across multiple channels. This is your primary output.

2

10 Growth Directions — numbered options

Specific business, career, or service opportunities aligned to your strengths — not generic job listings. Consulting verticals to enter, a service to productise, a market to pivot toward, or a speaking niche to develop.

3

10 Content Themes — numbered options

Topics you could consistently create content about to build authority, each with why it suits you and an example title.

4

10 Service or Offer Ideas — numbered options

Products, consulting packages, online courses, or services you could create or add — each justified by your background and expertise.

Options, not a to-do list. Lists 2 to 4 give you 30 ideas. Nobody should act on all 30. At the end of the interview the AI asks which ones you want to pursue, by number. Choose as many or as few as you will genuinely act on this year. Stage 2 plans only your choices — with a whole page for each — and parks the rest for your quarterly review.

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04 — PREPARE BEFORE YOU START

Information to Have Ready

The AI will ask you questions one at a time and build the PVP from your answers. Having this information in mind before you start will make the interview faster and your outputs more accurate. You don't need to write it all down — just read through and have it ready to recall.

- **Your profession and industry:** What you do day-to-day and the industry you operate in
- **Your top 4–5 skills:** The things you do better than most people around you
- **Years of experience:** How long you've been doing this type of work
- **Who you help:** The specific type of client, customer, or collaborator you serve
- **Your biggest wins:** Two or three results you've achieved that you're proud of
- **What makes you different:** Why clients choose you over alternatives in your market
- **What you enjoy most:** The work you find most energising and meaningful
- **Your ambitions:** Where you want to take your business or career in the next 2–3 years

Tip: The AI prompt runs as an interview — it asks one question at a time and keeps asking until it has enough information. Answer each question as specifically as possible. Generic answers produce generic outputs. Specific answers produce a PVP that genuinely reflects who you are.

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05 — THE EXPERT AI PROMPT

Copy, Paste, Run

Fastest: open Stage 1 on the page. Fill **About you** (your name and business fill from your Business DNA if you have saved it) and click **Copy Prompt**: the [describe yourself …] line is filled for you.

From this guide: copy the prompt below into Claude, ChatGPT, Gemini or Copilot and replace the **[describe yourself …]** line with your own details. A fresh conversation works best. Answer each question the AI asks as specifically as you can.

Cheatsheet: the same prompt in a 2-page copy-and-paste format:
expertaiprompts.info/pvp/Personal_Value_Proposition_Cheatsheet_Expert_AI_Prompts.pdf

Role: Act as an expert in personal branding, business strategy, and professional development — with deep understanding of how small business owners, solopreneurs, consultants, and career changers can position themselves for greater success and impact.

Task: Guide me through a structured interview to create my Personal Value Proposition (PVP) and discover my strongest opportunities for business growth, content creation, and service development.

Context: I am [describe yourself — your name, profession or industry, what you do for clients, and how long you have been doing it]. I want to create a compelling personal statement that reflects my true strengths and guides the AI content I create. I am ready to answer your questions honestly and in detail.

Format: Interview format — ask ONE targeted question at a time. Do not ask the next question until I have answered the current one. After you have collected sufficient information across my skills, experience, values, and ambitions, produce 4 clearly labelled documents:

(1) Personal Value Proposition
A compelling 3–5 sentence statement that captures my unique strengths, expertise, and the specific value I bring to clients, collaborators, or employers. This should be memorable, authentic, and usable on LinkedIn, my website, in proposals, and as context in AI prompt sessions.

(2) 10 Growth Directions
A numbered list (1 to 10) of business, career, or service opportunities that align with my strengths and background. These are not generic "10 jobs to apply for" — they are specific directions I could take my business, consulting practice, or career based on what I uniquely bring. Include a one-sentence justification for each.

(3) 10 Content Themes
A numbered list (1 to 10) of topics I could consistently create content about to build authority and attract ideal clients or opportunities. Each should include: the theme, why it suits my profile, and one example content title.

(4) 10 Service or Offer Ideas
A numbered list (1 to 10) of products, services, consulting packages, online courses, or consulting offers I could create or add to my current business — each supported by why it fits my background and strengths.

Lists (2) to (4) are options to choose from, not a to-do list. After the four documents, ask me which Growth Directions, Content Themes and Service or Offer Ideas I want to pursue, by number. I can choose as many or as few as I like; the rest stay parked for later.

Audience: A small business owner, consultant, coach, or professional who wants to clearly articulate their personal brand, generate better AI outputs, and identify where to focus their growth energy over the next 12 months.

Tone: Professional, insightful, and encouraging — like a trusted business mentor who asks great questions and reflects your strengths back to you with clarity and confidence. Not a job recruiter, not a generic life coach — a strategic thinking partner.

Goal: Deliver a compelling Personal Value Proposition that I can:
• Use as context in the Expert AI Prompt Assembler (paste at the top of the Expert AI Prompt box as my personal context layer)
• Use in any AI session to produce content that sounds like me, not a generic professional
• Share on my website, LinkedIn profile, in proposals, and in networking conversations
• Use as the foundation for my Business & Career Growth Roadmap in Stage 2 of this guide

Begin by asking: "Tell me about yourself — what do you do, who do you help, and what would you say makes you genuinely different from others in your field?"

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06 — NEXT STEPS

After Your PVP Is Generated

1

Save your four documents

Ask the AI to format them as a document. Save the full output — in a Google Doc, Notion, or a text file. Keep the numbers on the three option lists; you will use them in Stage 2.

2

Paste your PVP into the Prompt Assembler

Open expertaiprompts.info/tools/prompt-assembler/ and paste your PVP at the top of the Expert AI Prompt box, above each prompt. This makes every assembled prompt personally calibrated to you.

3

Choose your options

Answer the AI's closing question: which Growth Directions, Content Themes and Service or Offer Ideas will you act on? On the page, tick the same numbers in Stage 2 — as many as you like. Everything you do not tick is parked, not scheduled.

4

Proceed to Stage 2 — Business & Career Growth Roadmap

Stage 2 builds your 12-month roadmap from your chosen options only, with a whole page for each option, a Week 1 Quick Start and a Parked Options list. Tick the prompt packs you own so Section 9 points to the right prompts.

Stage 1 — You Are Here: Create Your Personal Value Proposition
expertaiprompts.info/pvp/Create_Your_Personal_Value_Proposition_Expert_AI_Prompts.pdf

Stage 2: Business & Career Growth Roadmap
expertaiprompts.info/pvp/Business_Career_Growth_Roadmap_Expert_AI_Prompts.pdf

Stage 3: Apply Your PVP to Your Expert AI Prompt Packs
expertaiprompts.info/pvp/#stage-3

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