EXPERT AI PROMPTS — PERSONAL BRAND SERIES · CHEATSHEET

Create Your Personal Value Proposition

Stage 1 of 3 · 2026 Edition (V2.1) · The full prompt in copy-and-paste format

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The Whole Process

Stage	Guide (PDF)	Cheatsheet (PDF)
1 · Personal Value Proposition **(you are here)**	Stage 1 guide	This PDF
2 · Business & Career Growth Roadmap	Stage 2 guide	Stage 2 cheatsheet
3 · Apply your PVP to your prompt pack	Stage 3 on the page	—

Run It in Four Steps

1. **Fastest:** open expertaiprompts.info/pvp/, fill **About you** (or tick **Fill from my Business DNA**) and click **Copy Prompt**. Your details go straight into the prompt.
2. **From this PDF:** copy the prompt below into Claude, ChatGPT or Gemini and replace the **[describe yourself …]** line with your name, profession or industry, what you do for clients and how long you have been doing it.
3. Answer the AI's questions one at a time, in detail. At the end it asks which of the 30 numbered options you will act on: they are choices, not a to-do list.
4. Save the four documents. Paste your PVP at the **top of the Expert AI Prompt box** in the Prompt Assembler (not the Customer Persona field, which describes your customer). In Stage 2, tick the option numbers you chose.

Stage 1 Expert AI Prompt

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.

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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?"

Next: Stage 2 turns your PVP into a 12-month Business & Career Growth Roadmap. Open Stage 2 on the page or download the Stage 2 cheatsheet.