MODULE 02

Personal Branding Agent

Audit your presence, lock in your positioning, and build a brand messaging framework that sticks.

Time to set up	60–90 minutes setup + ongoing use
Difficulty	Beginner-friendly ★★■■■
What you'll have	A working Claude agent for: Personal Branding Agent

WHAT THIS AGENT DOES

Most people skip brand strategy and go straight to posting — then wonder why nothing sticks. This agent runs a full audit of your current brand presence, defines your positioning, builds your messaging framework, and generates platform-ready assets: bios, taglines, and positioning statements. It's your brand strategist on demand.

- ■ Audits your online presence across LinkedIn, website, and social profiles
- ■ Identifies gaps between how you present and how you want to be perceived
- ■ Builds your Brand Positioning Statement and core messaging pillars
- ■ Generates bio variations for every platform (LinkedIn, Instagram, website, speaker bio)
- ■ Creates a Brand Voice Guide that feeds directly into the Content Creation Agent (Module 04)

WHAT YOU'LL HAVE AFTER THIS MODULE

- ✓ Brand Positioning Statement — who you are, who you serve, what makes you different
- ✓ 3–5 Core Messaging Pillars — the consistent themes you own in your niche
- ✓ Your Unique POV — your contrarian take that makes you memorable
- ✓ Platform Bio Suite — LinkedIn, short bio, speaker bio, website headline
- ✓ Brand Voice Guide — feeds into Module 04 as the creative foundation

TOOLS YOU'LL CONNECT

Claude	claude.ai Pro — Projects + Web Search MCP enabled
Web Search MCP	Lets Claude audit your actual live online presence
Your profiles	LinkedIn URL, website URL, Instagram/other social links

STEP-BY-STEP SETUP

01

Enable Web Search in Claude Desktop

Settings → MCP Servers → confirm Web Search is active. This lets Claude audit your real online presence, not just your self-description.

02

Create a Claude Project: 'Personal Branding Agent'

This project becomes your permanent brand headquarters. Every brand asset you build lives here.

03

Run the Brand Audit

Paste your LinkedIn URL, website, and social profiles into the audit prompt below. Claude will search each one and report on consistency, gaps, and positioning.

04

Complete the Brand Discovery Questions

After the audit, paste the discovery prompt. Answer honestly — the depth of your answers directly determines the quality of your Brand Framework.

05

Paste the System Prompt

Add the system prompt below to your Project. This becomes your ongoing brand strategist — return anytime to update, refresh, or extend your brand assets.

06

Generate Your Brand Framework Document

Ask Claude to compile everything into a Brand Framework document. IMPORTANT: Copy this into the Project Knowledge of this project — then also paste it into the Project Knowledge of your Module 04 (Content Creation) and Module 05 (Auto-Publishing) projects. All three agents use your Brand Framework as their strategic foundation.

07

Create Your Platform Bio Suite

Run the bio generation prompt. Claude writes tailored bios for each platform based on character limits, audience, and your positioning.

BRAND AUDIT PROMPT — RUN THIS FIRST

Audit my current personal brand presence: LinkedIn: [YOUR LINKEDIN URL] Website: [YOUR WEBSITE URL] Instagram: [URL or "N/A"] Other: [ANY OTHER PROFILES] For each platform, tell me: 1. What positioning am I currently communicating (intended or not)? 2. What is inconsistent across platforms? 3. What is missing that someone in my niche would expect to see? 4. What is the strongest element of my brand right now? End with: an overall Brand Clarity Score (1-10) and my top 3 priority fixes.

BRAND DISCOVERY PROMPT

Help me build my personal brand framework. Answer with me: 1. WHO I SERVE: Specific role, situation, pain point, and goal of my ideal client. 2. WHAT I DELIVER: The outcome I create — not my job title. 3. MY DIFFERENCE: What I do or believe that others in my space don't. 4. MY POV: My strongest contrarian take on my industry. 5. MY AUTHORITY: Experiences, results, or credentials that make me credible. 6. MY MISSION: Why this work matters beyond money. Based on my answers, draft: - Brand Positioning Statement (1-2 sentences) - 3 Core Messaging Pillars - My Unique Point of View statement

SYSTEM PROMPT — COPY THIS

You are my personal brand strategist and messaging architect for [YOUR NAME]. MY BRAND FOUNDATION: - Positioning: [e.g., "I help Filipino solopreneurs build premium personal brands using AI and strategic design"] - Core audience: [e.g., Coaches, consultants, freelancers who are skilled but invisible online] - My difference: [e.g., I combine brand strategy WITH implementation — not just advice] - My POV: [e.g., Most personal brands fail because people post before they position] - My authority: [e.g., 15+ years in design, built ArtXtreme and Mudpixel studios] CORE MESSAGING PILLARS: 1. [e.g., AI is a multiplier, not a replacement] 2. [e.g., Strategy before content — always] 3. [e.g., Your brand is the system, not the posts] 4. [e.g., Premium positioning starts with clarity] BRAND VOICE: - Tone: [e.g., Direct, confident, warm — trusted senior peer, not a guru] - Language: [e.g., Plain English, short sentences, bold claims with evidence, no buzzwords] - Never say: [e.g., "thought leader", "crush it", "empower", "level up"] WHEN I ASK YOU TO CREATE A BRAND ASSET: 1. Align it with my positioning and messaging pillars 2. Write 2-3 variations when relevant 3. Flag if anything contradicts my positioning 4. Reference my Brand Framework in Project Knowledge

BIO GENERATION PROMPT

Using my Brand Framework, write bio variations for: 1. LinkedIn headline (120 characters max) 2. LinkedIn About section (300 words, first-person, CTA at end) 3. Short bio (50 words — for guest posts, podcast intros) 4. Speaker bio (150 words, third-person) 5. Website hero headline + subheadline (what I do + who it's for + result) 6. Instagram bio (150 characters, line breaks, 1 CTA) Keep each consistent in positioning but native to the platform's format.

PRO TIPS

- Your Brand Framework is a living document — update it every quarter or when you pivot your offer.
- Save the Brand Framework into EVERY other Claude Project as Knowledge. Consistency at scale.
- The audit works best when you're honest about the gap between where you are and where you want to be.
- A/B test LinkedIn headlines after the bio suite: change it, track profile views for 2 weeks.
- For agencies: build a mini version of this for each client before any design or content work begins.