

EXPERT AI PROMPTS — PERSONAL BRAND SERIES

Create Your Personal Value Proposition

Business Edition — Powered by Expert AI Prompts

Discover what you uniquely bring. Build your growth roadmap. 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 pack.

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.

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. When you paste your PVP alongside your Business DNA in the Prompt Assembler, 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	Prompt Assembler, LinkedIn, proposals	Prompt Assembler, 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

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 into the Expert AI Prompt Assembler's Customer Persona field alongside your Business DNA. 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 — personal context layer
- 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

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

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

3

10 Content Themes

The topics you should consistently create content about to build authority. Directly actionable: each theme maps to a category of prompts in your Expert AI Prompt Pack.

4

10 Service or Offer Ideas

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

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 will ask you one question at a time and keep 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.

05 — THE EXPERT AI PROMPT

Copy, Paste, Run

Copy the prompt below and paste it into ChatGPT, Gemini, Copilot, or Claude. A fresh conversation (no prior context) works best. Answer each question the AI asks as specifically as you can.

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. Format: Interview format — ask ONE targeted question at a time. After sufficient information is collected, produce 4 clearly labelled documents: (1) Personal Value Proposition — a compelling 3–5 sentence statement capturing my unique strengths, expertise, and the value I bring. Usable on LinkedIn, my website, in proposals, and as AI prompt context. (2) 10 Growth Directions — specific business, career, or service opportunities aligned to my strengths. Not generic "jobs to apply for" — strategic directions I could take. Include a one-sentence justification for each. (3) 10 Content Themes — topics I should consistently create content about to build authority and attract ideal clients. Include: the theme, why it suits my profile, and one example content title. (4) 10 Service or Offer Ideas — products, consulting packages, online courses, or services I could create or add — each supported by why it fits my background. Audience: A small business owner, consultant, coach, or professional wanting to articulate their personal brand 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 with clarity and confidence. Goal: A compelling PVP I can paste into the Expert AI Prompt Assembler, use in any AI session for personalised outputs, and share on my website, LinkedIn, and in proposals. Begin by asking: "Tell me about yourself — what do you do, who do you help, and what makes you genuinely different from others in your field?"

Cheatsheet: The companion cheatsheet has all prompts in an easy copy-and-paste format. Link: expertaiprompts.s3.us-east-1.amazonaws.com/cheatsheet/Create_Your_Personal_Value_Proposition_with_an_Expert_AI_Prompt_Cheatsheet.pdf

06 — NEXT STEPS

After Your PVP Is Generated

1

Save your PVP document

Ask the AI to format it as a document. Copy the full output and save it — in a Google Doc, Notion, or a text file. You will need it for Stage 2.

2

Paste it into the Prompt Assembler

Open expertaihints.com/tools/prompt-assembler/ and paste your PVP into the Customer Persona field. This makes every assembled prompt personally calibrated to you.

3

Review your 10 Content Themes

Match them to the categories in your Expert AI Prompt Pack. These themes tell you which prompts to prioritise — start with the ones that match your strongest themes.

4

Proceed to Stage 2 — Business & Career Growth Roadmap

Paste your PVP into the Stage 2 prompt. The roadmap builds your 12-month action plan, including a specific AI Prompt Strategy tailored to your growth focus.

Stage 1 — You Are Here: Create Your Personal Value Proposition

expertaihints.com/bonus/Create_Your_Personal_Value_Proposition_Expert_AI_Prompts.pdf

Stage 2: Business & Career Growth Roadmap

expertaihints.com/bonus/Business_Career_Growth_Roadmap_Expert_AI_Prompts.pdf

Stage 3 — Reference Page: Apply Your PVP to Your Expert AI Prompt Pack

expertaihints.com/pvp/