

THE 200 POST PERSONA METHOD

*The AI Content Creation Model
That Actually Works*

 STORYTELLING

IMAGINE HIRING SOMEONE TO REMODEL YOUR KITCHEN...

Imagine hiring a contractor to remodel your kitchen. When they ask what you want, you give what seems like a pretty clear answer: **"Make it look nice."**

You can probably guess how that worked out.

The result? A hodgepodge of cabinets that don't match, countertops that clash with the backsplash, and a layout that makes it harder—not easier—to cook dinner. It's technically "nice," but it's also not at all what you had in mind.

Why? Because you didn't give the contractor a clear plan. You didn't define the style, the colors, the fixtures, or the tile.

You didn't start with a blueprint.

The same thing happens when you try to use AI tools for content creation. You sit down at ChatGPT or Claude and type something vague like, "Write me a social media post about my business."

AI does its best to "make it look nice." But the result is usually a little off—generic, robotic, or just not quite *you*.

THE PROBLEM MOST PEOPLE FACE WITH AI CONTENT

AI is powerful, but it's not a mind reader. If you don't teach it how to think and sound like you, it'll guess—and like the kitchen remodel, you'll end up with something that feels almost right, but not quite what you wanted.

Here's the truth: **Great AI content starts with great input.**

If you want AI to create content that doesn't just sound human but sounds unmistakably like you—your voice, your values, your style—you need to give it a blueprint.



THE SOLUTION:

THE 200 POST PERSONA METHOD

THE 200 POST PERSONA
METHOD IS THE ANTIDOTE
TO BLAND, OFF-BRAND AI
CONTENT. INSTEAD OF RELYING
ON GENERIC PROMPTS AND
HOPING FOR THE BEST, THIS
METHOD TRAINS YOUR AI
TO BECOME YOU.

THINK OF IT THIS WAY:

AI IS LIKE AN INTERN. IT LEARNS BY EXAMPLE.

By feeding it a carefully curated dataset of your best work—plus a few inspiring examples from thought leaders you admire—you’re teaching it to write with your tone, your rhythms, and your personality.

HERE’S HOW IT WORKS:

- **200 POSTS** – 100 OF YOUR GREATEST HITS (CONTENT THAT PERFORMED WELL) + 100 POSTS FROM VOICES YOU ADMIRE.
- **ONE PERSONA DOCUMENT** – A DEEP DIVE INTO WHO YOU ARE, WHAT YOU STAND FOR, AND HOW YOU COMMUNICATE.
- **ONE AI BLUEPRINT** – CLEAR INSTRUCTIONS TO ALIGN YOUR AI TOOLS WITH YOUR GOALS, SO THEY PRODUCE CONTENT THAT ACTUALLY WORKS.

The result?

An AI assistant that doesn’t just churn out content—it creates content that feels like it came straight from your brain. Content that is just as good (if not better) than anything you would write.

WHY THIS MATTERS



Here's the thing: You're busy. Between running a business, leading a team, and keeping your creativity sharp, there's not much time left to write engaging content for social media, emails, or blogs.

That's why this method matters. Once your AI is trained, generating new content becomes as easy as saying, "Hey, write me a post about X."

No more staring at blank screens. No more content that sounds like a robot wrote it.

Just clear, consistent, high-quality content on demand.

And the best part? **It sounds like you.**

WHAT YOU'LL LEARN IN THIS GUIDE

In the pages that follow, I'll show you exactly how to create a custom AI writing assistant that understands your voice, your audience, and your goals. It's the same process I use for myself and for my clients to generate content that connects, builds trust, and grows businesses.

HERE'S WHAT YOU'LL LEARN:

- 1. HOW TO CURATE YOUR 200 POSTS**—YOUR TOP-PERFORMING CONTENT AND THE VOICES YOU ADMIRE.
- 2. HOW TO BUILD A PERSONA DOCUMENT**—A CLEAR GUIDE THAT TEACHES AI HOW TO WRITE LIKE YOU.
- 3. HOW TO SET UP AND REFINE AI TOOLS**—LIKE CHATGPT AND CLAUDE FOR PERSONALIZED CONTENT CREATION.
- 4. HOW TO GENERATE CONTENT THAT WORKS**—FOR SOCIAL MEDIA, BLOGS, EMAILS, AND BEYOND.

YOUR CONTENT, YOUR VOICE, DONE FASTER

If you're tired of struggling with AI tools that produce generic, cookie-cutter content, this guide will change the game. It's about saving time without sacrificing quality. It's about scaling your voice across platforms without losing authenticity.

Most importantly, it's about creating content that doesn't just fill space on the internet—it tells your story, builds trust with your audience, and grows your business.

LET'S GET STARTED. YOUR AI-POWERED CONTENT BLUEPRINT IS WAITING.



PART 1

GATHERING YOUR TRAINING DATA

(AKA THE 200 POST SOLUTION)

NO MAGIC PROMPT WILL WORK WITHOUT EXAMPLES

These days, it feels like everyone is trying to sell you the “magic prompts” for AI. You’ve seen the ads: “Steal my top 100 prompts!” or “This one prompt will change your life.”

Let me be clear—**prompts are helpful, but they’re not enough.**

The best AI prompt in the world can’t produce great content unless you show the AI exactly what “great” looks like. As we discussed earlier in this e-book, you wouldn’t hire a contractor to remodel your kitchen and just say, **“Make it look nice.”**

One of the first things you’d do is start a Pinterest board or pull together inspiration photos. You’d collect examples of the cabinets, tile, countertops, and lighting you love.

Why? Because those examples create a blueprint—a clear picture of what you’re trying to build.

The same is true for AI content.

If you want AI to generate content that doesn’t just sound human but actually sounds like you, you need to give it clear examples to learn from. You need to build a library of posts that showcase your voice, your style, and your expertise at their best.

That’s where **the 200 Post Solution** comes in.

WHAT IS THE 200 POST SOLUTION?

The 200 Post Solution is a proven method for training your AI to write like you. Instead of relying on vague prompts and hoping for the best, you'll give the AI a curated dataset—200 examples of content that work.

HERE'S THE BREAKDOWN:

- **100 POSTS FROM YOU:** YOUR "GREATEST HITS"—CONTENT THAT PERFORMED WELL, SPARKED ENGAGEMENT, AND FEELS LIKE IT REPRESENTS YOUR AUTHENTIC VOICE.
- **100 POSTS FROM THOUGHT LEADERS:** HIGH-QUALITY CONTENT FROM PEOPLE OR BRANDS YOU ADMIRE. THESE EXAMPLES SERVE AS INSPIRATION FOR TONE, FORMATTING, AND STYLE.

Together, these posts create a **blueprint for success**. They teach your AI the patterns, rhythms, and nuances that make content engaging and on-brand.



STEP 1: CURATE YOUR OWN CONTENT GOLDMINE

The first step is pulling together your top-performing, most authentic content. Think of this as creating your “Greatest Hits” album—posts that connected with your audience, made people stop scrolling, and reflect the very best of your voice.

STEP 1: CURATE YOUR OWN CONTENT GOLDMINE

HERE'S HOW TO DO IT:

1. SET ASIDE TIME TO DIG IN

Give yourself 2-3 focused hours to go through your archives. Pull up your social media accounts, blogs, newsletters—anywhere you've shared content.

2. LOOK FOR WHAT WORKED

Focus on these criteria:

- **Engagement:** Posts that got likes, comments, shares, or saves. Engagement signals that the content resonated.
- **Authenticity:** Posts that sound most like you—your voice, your values, your quirks.
- **Variety:** Include a mix of content types: personal stories, questions, industry insights, and tips.

3. DOCUMENT YOUR TOP POSTS

Create a simple document with this format:

- **Post #1:** [Copy the full post here]
 - **Engagement Stats:** [Likes, comments, shares, etc.]
 - **Why It Worked:** [E.g., "Personal story that made me relatable," or "Quick tip that solved a specific problem."]

4. BUILD A LIBRARY OF 100

Aim for 100 posts. This might feel like a lot, but remember: **you're building the foundation for your AI to learn.** The stronger your library, the better your results.

STEP 2: SUPPLEMENT WITH THOUGHT LEADERS

Once you've curated your own best content, it's time to add a layer of inspiration. This is where you pull in high-performing posts from people or brands you admire.

Here's why this matters:

You're not just teaching your AI to mimic your voice—you're elevating its understanding of style, structure, and quality. By learning from the best, your AI can blend your voice with techniques that take your content to the next level.

STEP 2: SUPPLEMENT WITH THOUGHT LEADERS

HERE'S HOW TO DO IT:

1. IDENTIFY THOUGHT LEADERS WHO INSPIRE YOU

Make a list of 2-3 individuals or brands whose content consistently resonates with you. These are people who “get it”—they tell great stories, simplify complex ideas, or write in a way that makes you stop and pay attention.

2. PAY ATTENTION TO TONE, FORMATTING, AND STYLE

This part is crucial. Don't just look at what they're saying—study how they're saying it:

- **Formatting:** Do they use short, punchy sentences with a new paragraph for each idea? Or do they write longer, more flowing paragraphs?
- **Style:** Is their tone casual and conversational, or formal and authoritative?
- **Layout:** How do they structure their posts? Are there clear headlines, bullet points, or calls to action?

3. COLLECT HIGH-PERFORMING EXAMPLES

Gather posts that align with your goals and the tone you want to emulate. Look for content that:

- **Generated strong engagement (likes, comments, or shares).**
- **Uses a structure and style you're drawn to.**
- **Feels relevant to your audience.**

STEP 2: SUPPLEMENT WITH THOUGHT LEADERS

HERE'S HOW TO DO IT:

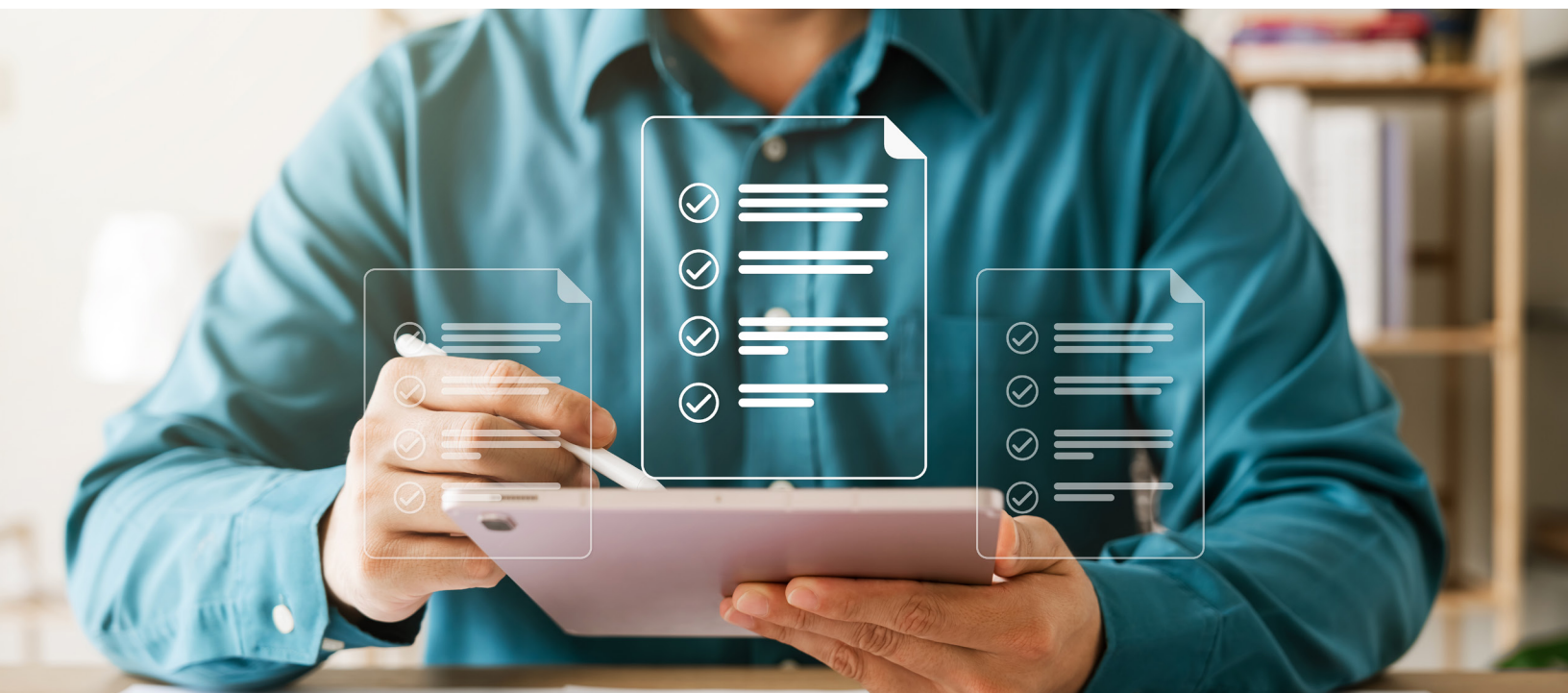
4. DOCUMENT AND ANALYZE

Use the same format as before:

- **Post #1:** [Copy the full post here]
 - **Engagement Stats:** [Likes, comments, shares, etc.]
 - **Why It Worked:** [E.g., "Personal story that made me relatable," or "Quick tip that solved a specific problem."]

5. FOCUS ON ALIGNMENT

You're not copying their voice—you're learning from their success. These posts will help you understand how to format, structure, and refine your content so it hits the mark every time.



WHY THIS STEP SETS YOU APART



Most people focus on writing “better prompts,” but without examples, AI has no blueprint to follow. The 200 Post Solution changes that.

By curating 100 of your best posts and 100 from thought leaders, you’re giving your AI everything it needs to:

- Understand your voice, tone, and style.
- Emulate the formatting and structure of high-performing content.
- Produce consistent, high-quality content that connects with your audience.

This isn’t just about “teaching AI”—it’s about **setting yourself up for success**. With a library of 200 posts, you’ll never have to wonder, “Why doesn’t this sound like me?” again.



PART 2

BUILDING YOUR
AI PERSONA

WHY YOU NEED AN AI PERSONA

Let's go back to our earlier analogy: when remodeling a kitchen, you wouldn't hand the contractor random photos without any context. Sure, you might have a Pinterest board with inspiration images, but the contractor also needs to know you—your cooking habits, your style, your preferences, and the quirks that make the kitchen yours.

AI works the same way.

You've already gathered 200 high-quality posts—examples of what you want your AI to create. That's your inspiration board. Now, it's time to build the **blueprint for your voice**—a persona document that shows the AI who you are so it can generate content that feels uniquely “you.”

We're not just telling the AI what to write; we're helping it understand how to think, speak, and create like you.



WHAT IS A MASTER PERSONA DOCUMENT?

Your master persona document is the single, central resource that brings everything together. Think of it as a **living guide to your voice**—the “script” the AI will use to learn who you are and how you communicate.

Here’s the good news: You don’t have to type it all out. We’re going to record your story, transcribe it, and drop it into one long Google Doc.

WHY?

- 1. RECORDING IS FASTER:** TALKING IS MORE NATURAL, MORE EFFICIENT, AND FAR LESS INTIMIDATING THAN TYPING. PLUS, IT CAPTURES YOUR ACTUAL VOICE—YOUR RHYTHMS, QUIRKS, AND TONE—BETTER THAN STARING AT A BLANK SCREEN EVER COULD.
- 2. IT’S A ONE-AND-DONE PROCESS:** THIS SINGLE DOCUMENT BECOMES THE AI’S REFERENCE POINT. NO DIGGING THROUGH FILES, NO GUESSING. EVERYTHING ABOUT YOU IS IN ONE PLACE.

STEP 1: RECORD YOUR STORY

The first step in building your AI persona is recording your story. Think of this as a **podcast interview with yourself**—a chance to speak freely about who you are, what you do, and how you see the world.

This isn't about creating a polished "bio." It's about capturing your essence—your voice, personality, and perspective—so the AI can learn to sound like you.

STEP 1: RECORD YOUR STORY

HOW TO RECORD YOUR STORY

1. SET UP YOUR TOOLS

- Use a tool like **Loom**, **Zoom**, or even your phone's voice memo app.
- Make sure transcription is enabled, or use a tool like **Otter.ai** later to transcribe the audio into text.

2. TAKE YOUR TIME

- Set aside 20-45 minutes for this. Don't rush. Grab a coffee, settle in, and get comfortable.
- Treat this like a podcast interview or a casual conversation with a friend.

3. ANSWER THE BELOW PROMPTS TO GUIDE YOUR RECORDING

Start talking, and let your story flow. Don't worry about being perfect—just be yourself.



HERE ARE SOME PROMPTS TO HELP YOU GET STARTED:

PERSONAL BACKGROUND

- Where are you from? What was your childhood like?
- Are there any stories or experiences from your early life that shaped who you are today?
- Who are the people that influenced you the most—parents, mentors, friends?

FAMILY AND HOBBIES

- Where do you live, and what do you love about it?
- Tell me about your family. Are you a parent, partner, or pet owner? How do they fit into your story?
- What hobbies or passions light you up outside of work? (Sports, music, traveling, reading, etc.)
- What's a random quirk about you that most people wouldn't know?

PROFESSIONAL JOURNEY

- What do you do for a living? What's your line of work?
- How did you get into this field? What was your path?
- What makes you love the work you do? What impact do you hope to create?

VALUES AND BELIEFS

- What are the core beliefs that guide your life and your work?
- Do you have a personal philosophy or a “north star” that drives you?
- Are there any quotes, principles, or stories you live by?

LEADERSHIP AND COMMUNICATION STYLE

- How would people describe the way you communicate—clear, direct, conversational, inspiring?
- What’s your leadership style? How do you lead your team or your community?
- When you speak to your audience, what do you want them to feel?

YOUR AUDIENCE

- Who are you speaking to? Who are the people you serve?
- What are their biggest challenges or struggles?
- What do they care about, and how do you help them?

STRENGTHS AND WEAKNESSES

- What would you say are your greatest strengths? What do people come to you for?
- Where do you struggle? What weaknesses have taught you the most?
- How do you overcome challenges when things don’t go as planned?

PRO TIP: THINK OUT LOUD

You don’t have to stick to the questions perfectly. Let your thoughts wander, tell stories, and share what comes to mind. This process is about capturing you. The more natural you sound, the better.



ONCE YOU'RE DONE: TRANSCRIBE YOUR RECORDING

After you finish recording, use a transcription tool like **Loom**, **Otter.ai**, or **Zoom's** built-in features to turn the audio into text.

You don't need to edit or clean it up yet. Just drop the full transcription into a new **Google Doc**. This becomes the foundation of your master persona document.

WHY THIS STEP MATTERS

Your voice isn't just words on a page—it's the stories you tell, the rhythm of how you speak, and the way you connect with people. Recording your story lets you capture all of that naturally, without overthinking.

This raw, authentic version of your voice will become the cornerstone for your AI persona. From here, we'll refine it, organize it, and let the AI learn from it—so every piece of content it generates feels unmistakably you.

STEP 2: BUILD YOUR PERSONA DOCUMENT

Bringing It All Together in One Master Doc

At this stage, you're not editing, refining, or analyzing anything. Instead, you're **collecting everything that reflects you**—your story, bio, and other materials—and putting it into one simple Google Doc.

This document is your AI's **reference library**—the single place where it can learn who you are, what you've done, and how you communicate.

STEP 2: BUILD YOUR PERSONA DOCUMENT

WHY A SINGLE GOOGLE DOC?

Imagine teaching someone to write like you, but instead of handing them one clear guide, you send them chasing through scattered files, articles, and transcripts. That's a recipe for confusion.

A single Google Doc solves this. Everything the AI needs to know about you—your story, bio, media features—will live here. It's streamlined, organized, and ready to use.



STEP 2: BUILD YOUR PERSONA DOCUMENT

WHAT TO INCLUDE IN YOUR PERSONA DOCUMENT

**HERE'S WHAT TO GATHER AND DROP INTO YOUR MASTER
GOOGLE DOC:**

1. YOUR STORY (TRANSCRIPT)

- Copy and paste the full, unedited transcript of your recorded story from Step 1.
- Leave it raw for now—this is the most authentic version of your voice.

2. YOUR BIO

- If you already have a bio or “About Me” section (like for your website, social media, or LinkedIn), copy it into the document.
- Include both long and short versions, if you have them.

3. PROFESSIONAL BACKGROUND (RESUME HIGHLIGHTS)

- Include key information about your career—what you do, where you’ve worked, and notable achievements.
- Don’t think of this like a stiff resume. Focus on the milestones that matter and what makes your professional story stand out.

4. ARTICLES, INTERVIEWS, AND MEDIA MENTIONS

- If you’ve been featured in articles, podcasts, interviews, or public speaking events, paste the text or transcripts into the document.
- These are goldmines because they capture how others describe you and your work.

5. ADDITIONAL NOTES (OPTIONAL)

- If there’s anything else that feels relevant—favorite quotes, quick reflections, or anything unique about your personality—drop it here.

STEP 2: BUILD YOUR PERSONA DOCUMENT

HOW TO STRUCTURE THE DOCUMENT

Here's a simple structure to follow for your master persona document:

- **Section 1: Story Recording Transcript**
 - Paste the full transcript of your story from Step 1.
- **Section 2: Bio**
 - Long version (if available)
 - Short version
- **Section 3: Professional Background**
 - Key career highlights and resume details
- **Section 4: Articles, Interviews, and Media**
 - Include full text, transcripts, or links to external pieces.
- **Section 5: Additional Notes (Optional)**
 - Anything else that helps round out your story.

TAKE YOUR TIME

Building your persona document isn't a race. Set aside some focused time to gather these materials and drop them into your Google Doc. By the end, you'll have a well-organized, comprehensive resource that the AI can study to understand who you are and how you communicate.

PRO TIP: PRO TIP: IF YOU'RE UNSURE WHAT TO INCLUDE, ADD IT ANYWAY. YOU CAN ALWAYS REFINE THE DOCUMENT LATER.

STEP 3: CONDUCT
THE AI INTERVIEW

STEP 3: CONDUCT THE AI INTERVIEW

THE GAME-CHANGING POWER OF LETTING AI INTERVIEW YOU

Here's the truth: Most people use AI tools the same way they'd use a toaster—put something in, hope for magic, and get... something. But that approach skips the magic of collaboration.

The real game changer? **Letting AI interview you.**

Instead of just feeding the AI prompts and hoping it gets it right, you're inviting the AI into a conversation. It asks the questions, you answer naturally, and the AI refines and organizes those answers into something clear, polished, and—most importantly—authentically you.

This isn't just more efficient; it's a revelation.

The AI interview helps uncover details about your voice, tone, and communication style that you might not even know yourself. And because you're speaking instead of typing, the AI gets the purest version of your voice.

STEP 3: CONDUCT THE AI INTERVIEW

HOW TO CONDUCT THE AI INTERVIEW

Follow these steps to make the most of this powerful process:

1. Upload Your Persona Document

- Open a fresh session in your AI tool (Claude, ChatGPT, etc.) and upload the master persona document you created in Step 2. This gives the AI a foundation of context so it can ask intelligent, targeted questions.

2. Prompt the AI to Act as Your Interviewer

- Kick things off with this instruction:
- “You are an expert interviewer helping me build a complete persona document for AI content creation. You have my story and supporting materials in this document. I want you to ask me thoughtful, one-at-a-time questions that will uncover more about my voice, tone, communication style, and audience. After I respond to each question, edit my answer for clarity while keeping my natural voice and format it as a clean Q&A. Let me know when each answer is ready to be copied into my persona document.”

3. Use the Dictation Tool to Speak Your Answers

- Use the dictation microphone tool (voice-to-text) in your AI platform to respond aloud to each question.
- Speaking is faster, more natural, and captures your quirks, rhythms, and storytelling style.

STEP 3: CONDUCT THE AI INTERVIEW

HOW TO CONDUCT THE AI INTERVIEW

4. Copy and Paste Each Q&A As You Go

- After the AI refines your response, copy and paste each polished question-and-answer pair into your master persona document immediately.
- Why do this in real time? It keeps things organized and avoids losing track of insights during a longer interview.

5. Guide the Conversation as Needed

- If the AI's questions feel too basic or off-topic, steer it back with a nudge:
- "Focus more on my tone, specific phrases I use, and how I simplify ideas for my audience."

6. Wrap Up the Interview

- When you feel like the AI has asked enough questions to round out your persona, thank it and ask:
- "Is there anything else I should clarify about my voice, tone, or audience?"

STEP 3: CONDUCT THE AI INTERVIEW

THE FINAL STEP: UNIFY YOUR PERSONA

Now that you have:

- Your full story transcript (Step 1)
- Your bio and supporting materials (Step 2)
- The AI-refined Q&A insights (Step 3)

It's time to bring it all together into a fully polished persona.

PROMPT THE AI TO BUILD YOUR PERSONA

Start a new session with your AI tool, upload your entire master persona document, and use this final prompt:

"You are an expert at analyzing communication styles. I've uploaded a full persona document that includes my story, bio, supporting materials, and AI-refined interview insights. Please read through everything carefully and summarize my persona into a clear, comprehensive guide. Describe my voice, tone, communication style, and what makes my content unique. Include any specific patterns, quirks, or phrases you notice, and format this in a structured, easy-to-reference document."

WHY THIS STEP MATTERS

This final step is where the magic happens. You've done the hard work of sharing, refining, and organizing everything about your voice. Now, the AI can step back, analyze the big picture, and give you a fully unified persona guide.

THIS GUIDE WILL:

- Clearly describe your tone, voice, and unique style.
- Identify specific patterns, structures, and phrases that make your communication distinct.
- Serve as a final “instruction manual” for the AI to create content that feels exactly like you.

WHAT YOU'VE CREATED

BY THE END OF STEP 3, YOUR MASTER PERSONA DOCUMENT WILL INCLUDE:

- Your full **story transcript**
- Your **bio and supporting materials** (articles, podcasts, etc.)
- A detailed, AI-refined **Q&A** section
- A polished, AI-generated **persona summary**

This isn't just a document—it's a powerful blueprint for training AI to write content that feels authentic, consistent, and unmistakably you.

STEP 3: CONDUCT THE AI INTERVIEW



WHAT'S NEXT? PUTTING YOUR PERSONA TO WORK

Now that you have a complete, polished persona, it's time to put it to work. In the next chapter, I'll show you how to use this document to set up custom GPT or Claude projects—turning your AI into a personalized content-creation engine that generates content at scale without losing your voice.

YOU'VE BUILT THE
FOUNDATION. NOW LET'S
BRING YOUR CONTENT
TO LIFE.



PART 3

LEVERAGING CUSTOM CLAUDE PROJECTS OR CUSTOM GPT

WHY CUSTOM PROJECTS ARE A GAME-CHANGER

By now, you've done what most people never bother to do. You've built a detailed **persona document**—a blueprint that captures your story, voice, tone, and style—and curated a library of 200 posts to show the AI exactly what “great” looks like.

Here's where most people go wrong: They treat AI tools like magic wands. They open a chat window, drop in a vague prompt like “Write me a blog post,” and hope for brilliance. But without context or clear instructions, the output is generic, robotic, or just plain wrong.

The **real magic** happens when you build something tailored—like a **Custom GPT** or a **Claude Project**.

These projects are reusable, focused workspaces where the AI can access your reference materials and detailed instructions every time. Instead of reintroducing your persona and repeating the same steps over and over, you'll have a tool that's ready to deliver **exactly what you need, every single time**.

HERE'S WHAT'S POSSIBLE WHEN YOU TAKE THIS APPROACH:

- A **Social Media Generator** that writes short, punchy posts in your style.
- An **Email Assistant** that drafts engaging, on-brand newsletters.
- A **Blog Creator** that produces thoughtful, long-form content that feels unmistakably you.

Each project is customized for a single purpose—meaning the AI can stay hyper-focused on your specific goals, tone, and audience.

STEP 1: USE AI TO WRITE THE INSTRUCTIONS

The success of your custom GPT or Claude Project comes down to one thing: **clear, thorough, and detailed instructions.** These instructions tell the AI exactly how to use your persona document and 200 Post Library to produce high-quality, on-brand content.

You'll use a fresh chat session to **collaborate with the AI** and build the instructions that will guide your project. This ensures the AI has everything it needs to deliver consistent results.

STEP 1: USE AI TO WRITE THE INSTRUCTIONS

THE PROMPT TO START WITH

Here's the initial prompt you'll use to kick off the process. It's thorough, clear, and sets the right expectations:

"You are an expert in creating Custom GPT or Claude Projects. I am building a [specific tool, e.g., Social Media Content Generator] that will consistently produce high-quality content aligned with my voice, tone, and style.

Attached are three key resources for you to read, analyze, and understand:

1. My Persona Document: A detailed guide about me, my voice, my tone, and my communication style. Study this carefully.
2. Personal Examples: These are 100 of my top-performing posts. Analyze the structure, tone, formatting, and patterns.
3. Thought Leader Examples: These are 100 examples from others whose tone, style, and formatting I admire. Identify their strengths and structure.

Your job is to write clear, thorough, and detailed instructions for creating this tool. The instructions must:

- Fully mimic and align with my voice, as described in the Persona Document.
- Follow the structure, formatting, and tone reflected in both my personal examples and thought leader posts.
- Define clear rules for how the tool should handle specific tasks (e.g., hooks, calls to action, sentence structure).
- Pay close attention to formatting, spacing, style, and overall clarity to ensure the best output.
- Take your time to ensure the instructions are complete, high-quality, and actionable.

Once you've drafted the instructions, I will review them and ask for refinements to ensure they align perfectly with my goals. Let me know when you're ready to begin."

STEP 1: USE AI TO WRITE THE INSTRUCTIONS

WHAT THIS PROMPT DOES

- 1. Establishes the AI as an Expert:** Framing the AI as a “Custom GPT/Claude Project expert” sets the right tone for precision and quality.
- 2. Provides Resources:** You’re clearly explaining what the AI will analyze (persona, personal examples, thought leader examples).
- 3. Defines the Goal:** The AI understands it’s creating instructions for a specific content tool.
- 4. Sets Expectations:** By asking for “clear, thorough, and actionable instructions,” you’re guiding the AI to take its time and deliver its best work.
- 5. Invites Collaboration:** By signaling that you’ll review and request refinements, you create a loop of continuous improvement.

STEP 1: USE AI TO WRITE THE INSTRUCTIONS

WHAT TO DO NEXT

Once the AI generates its first version of the instructions, follow this feedback loop:

1. Review Thoroughly

- Read the instructions carefully to ensure they're clear, detailed, and aligned with your goals.

2. Refine with Follow-Up Prompts

- Push the AI to improve with questions like:
 - "Is this as detailed and thorough as it can be?"
 - "Can you ensure the formatting is consistent, clear, and easy to follow?"
 - "Does this fully align with my voice, tone, and the examples I provided?"
 - "Can you add guidelines for specific outputs, like how to write a strong hook or a call to action?"

3. Repeat Until It's Perfect

Keep iterating until the AI produces instructions that are clear, thorough, and ready to use.

STEP 2: BUILD THE CUSTOM PROJECT

With your refined instructions in hand, it's time to create the actual Custom GPT or Claude Project. This step is where all the hard work—your persona document, curated datasets, and detailed guidelines—comes together into a reusable, focused tool.

The goal is to set up a project that the AI can access every time, ensuring outputs are aligned with your voice, tone, and structure without starting from scratch.

STEP 2: BUILD THE CUSTOM PROJECT

HOW TO SET UP YOUR CUSTOM GPT (CHATGPT)

1. Go to ChatGPT's Custom GPT Builder

- Open the GPT-4 dashboard and navigate to the **"Explore GPTs"** section.
- Select **"Create a Custom GPT."**

2. Upload Your Resources

- Upload the following reference materials into the setup process:
 - **Your Persona Document** (story, bio, Q&A)
 - **Your 200 Post Library** (personal examples + thought leader posts)

3. Paste Your Final Instructions

- Use the instructions you developed in Step 1. These will guide the AI on how to generate outputs aligned with your style and goals.

4. Define the Purpose and Goal

- In the "Purpose" or "Instructions" field, clearly articulate the project's goal. For example:
- "This GPT will generate engaging, high-quality social media posts. The content must align with my voice, tone, and formatting as described in the persona document and examples provided."

5. Save and Name Your Custom GPT

- Give your tool a clear, functional name like **"Social Media Content Generator"** or **"Email Writing Assistant."**

STEP 2: BUILD THE CUSTOM PROJECT

HOW TO SET UP A CLAUDE PROJECT (ANTHROPIC)

1. Open a New Project in Claude

- Navigate to your Claude workspace and select **"Create a New Project."**

2. Upload Your Resources

- Upload the following reference materials into the setup process:
 - **Your Persona Document** (story, bio, Q&A)
 - **Your 200 Post Library** (personal examples + thought leader posts)

3. Paste Your Final Instructions

- Include the refined instructions from Step 1 as the **"Project Guidelines."** This tells Claude how to reference the resources and produce content that aligns with your expectations.

4. Define the Purpose and Goal

- Clarify what the tool will produce. For example:
 - "This project will create email newsletters that are conversational, engaging, and aligned with my tone and communication style. Each email should include a clear call to action."

5. Save the Project and Organize

- Label your Claude project for easy access, such as: **"Blog Post Generator"** or **"Email Assistant."**

STEP 2: BUILD THE CUSTOM PROJECT

REPEAT FOR EACH CONTENT TYPE

You'll want to create separate projects for each specific task or content type. This keeps the AI hyper-focused on the goal and eliminates confusion.

EXAMPLES OF PROJECTS INCLUDE:

1. **Social Media Content Generator** – Creates short, engaging posts tailored to platforms like LinkedIn, Instagram, and Twitter.
2. **Email Writing Assistant** – Generates high-quality newsletters, announcements, and follow-up emails.
3. **Blog Post Creator** – Produces thoughtful, long-form content with a clear structure.
4. **Video Script Writer** – Writes punchy, on-brand video scripts for YouTube, TikTok, or Instagram Reels.

By separating these tools, you ensure the AI has a **single, clear objective** for each project.

STEP 3: TEST AND REFINE THE OUTPUTS

With your custom project or GPT in place, it's time to put it to the test. This step ensures the tool produces content that's aligned with your voice, audience, and goals.

STEP 3: TEST AND REFINE THE OUTPUTS

1. RUN SAMPLE PROMPTS

Use clear, specific prompts that match the purpose of the project. Here are examples to get you started:

a. For Social Media Posts

- “Write a LinkedIn post about how storytelling can build trust with customers. Use my voice, tone, and formatting style from the persona document. Start with a strong hook, share a practical insight, and end with a call to action.”

b. For Emails

- “Draft a 200-word email introducing my upcoming podcast episode about small business storytelling. Use a friendly, conversational tone and include a clear call to action to listen to the episode.”

c. For Blog Posts

- “Write a 1,000-word blog post on the benefits of storytelling for small business marketing. Follow the structure outlined in my persona document: clear introduction, practical tips with subheadings, and a strong conclusion.”

STEP 3: TEST AND REFINE THE OUTPUTS

2. REVIEW THE OUTPUTS CAREFULLY

As the AI generates content, evaluate it for:

- a. **Voice and Tone:** Does it sound like you?
- b. **Structure and Formatting:** Does it follow your preferred style (short paragraphs, clear sections, calls to action)?
- c. **Accuracy:** Does it reflect your message and audience's needs?

3. PROVIDE SPECIFIC FEEDBACK

If the output isn't perfect on the first try, don't settle. Instead, provide clear, actionable feedback. Here are examples:

- a. This is too formal—make the tone more conversational and friendly.”
- b. “The opening feels weak. Start with a stronger hook or question to grab attention.”
- c. “Use shorter paragraphs to improve readability.”
- d. Ask the AI to make revisions based on your feedback until you're satisfied with the result.

STEP 3: TEST AND REFINE THE OUTPUTS

4. UPDATE YOUR CUSTOM PROJECT:

Once you've finalized a piece of content, ask the AI to analyze the improvements:

- "Compare the initial draft with the final version. How can we refine the project instructions to consistently produce this quality? Please provide me with supplemental instructions that I can add to the instruction set in the project"

Copy and paste the updated instructions into the instruction set of the project

5. DOCUMENT BEST PRACTICES

As you refine the tool, take notes on what works. Create a "playbook" to guide future use:

- a. Winning Prompts: Save the prompts that consistently generate great results.
- b. Patterns That Work: Note recurring elements that improve the content—like hooks, formatting tricks, or sentence structures.
- c. Common Feedback: Keep track of adjustments you often request so you can refine project instructions if needed.

WITH YOUR CUSTOM PROJECTS REFINED AND READY
TO USE, YOU'RE NOW POSITIONED TO SCALE.

PART 4

GENERATING KILLER
AI CONTENT



HOW TO TURN YOUR AI INTO A CREATIVE PARTNER

With your persona document and custom AI project in place, you've built the foundation. Now it's time to generate content that's high-quality, aligned with your voice, and impactful.

Here's the secret to success:

DON'T DIVE STRAIGHT INTO PROMPTS. START WITH AN INTERVIEW.

When you invite the AI to clarify its understanding before creating anything, you set it up to deliver results that align with your goals, audience, and tone.

STEP 1: START STRONG
WITH CONTEXT AND
AN AI INTERVIEW

STEP 1: START STRONG WITH CONTEXT AND AN AI INTERVIEW

The process begins with a clear starting point. Here's how to kick things off:

INITIATE WITH CONTEXT

- Start by telling the AI what you want to create. Be specific.
- For example:
 - *"I want to write a LinkedIn post announcing the launch of my new product. The tone should be conversational, engaging, and end with a practical takeaway."*

INVITE THE AI TO INTERVIEW YOU

- Use this prompt to guide the next step:
 - *"Before we begin, I'd like you to ask me clarifying questions—one at a time—so you can fully understand my goals, audience, tone, and key message. I'll speak my answers using dictation."*

STEP 2: USE DICTATION FOR SPEED AND AUTHENTICITY

Dictation is your secret weapon here. Speaking your answers saves time, helps you provide richer details, and captures the natural flow of your voice.

Most AI platforms, like ChatGPT, include a microphone tool for voice-to-text. Use it to respond conversationally, just as you would in an interview with a real collaborator.

If the AI's questions feel too generic, redirect it with:

"Focus more on the tone I want, the key message I'm trying to convey, and my audience's needs."

STEP 3: PROVIDE EFFECTIVE INPUT TO GUIDE THE AI

Once the interview wraps up and the AI has gathered enough context, give it a clear, detailed prompt to create the content.

Here's how to structure your input:

1. Be Specific

- Clearly define the type of content, tone, and audience. For example:
 - *"Using the insights from our interview, write a LinkedIn post about how small businesses can use storytelling to connect with their customers. Keep the tone conversational, start with a strong hook, and end with a practical call to action."*

2. Iterate for Precision

- Review the AI's first draft and provide specific feedback to refine it:
 - *"The opening line needs a stronger hook. Can you start with a question?"*
 - *"This feels too formal; make the tone more conversational."*
 - *"Add a call-to-action at the end inviting readers to share their thoughts."*

Repeat this process until the content feels polished and aligned with your voice.

STEP 4: MAINTAIN CONSISTENCY OVER TIME

To ensure the content stays on-brand across all outputs, follow these simple practices:

1. Anchor to Your Persona

- Always refer back to your persona document for tone, style, and formatting. This keeps the AI aligned with your brand voice.

2. Save Winning Examples

- Save outputs you love as templates for future prompts. Over time, these become “gold standards” the AI can mimic.

3. One Chat, One Topic

- Dedicate a single chat session to each content piece or task. This focus ensures higher-quality results and prevents confusion.
- AI performs best when it’s focused on a single goal—social posts, emails, or blogs. Avoid mixing content types in one session.

WHY THIS WORKS



Starting with an AI interview eliminates guesswork and sets the AI up for success. By speaking your answers aloud, refining through feedback, and anchoring to your persona, you get:

- Content that's aligned with your tone, voice, and goals.
- Richer, more engaging outputs that connect with your audience.
- A streamlined process that saves time and reduces frustration.

CONCLUSION AND NEXT STEPS

YOU'VE BUILT SOMETHING POWERFUL—NOW PUT IT TO WORK

Congratulations! You've built a system that combines your unique voice, AI tools, and a proven process for creating consistent, high-quality content.

Here's what you've achieved:

- A detailed persona document that captures your tone, style, and story.
- A curated 200 Post Library to train the AI on what works.
- Customized tools—Claude Projects or Custom GPTs—designed to generate content that feels unmistakably you.

You now have everything you need to scale your content creation without sacrificing quality or authenticity.

WHAT TO DO NEXT

1. Test Your Tools

- Start small. Run sample prompts through each project (social media, email, blogs) to see how the outputs perform.

2. Refine and Improve

- Tweak as you go. If you notice patterns—like needing punchier hooks or shorter paragraphs—update your project instructions to keep things on track.

3. Build a Rhythm

- Integrate these tools into your workflow:
 - Write social media posts for the week in one session.
 - Draft newsletters or blog posts on a regular schedule.

LET THE AI HANDLE THE HEAVY
LIFTING SO YOU CAN FOCUS
ON STRATEGY, CREATIVITY,
AND CONNECTION.

KEEP MOVING FORWARD

You've done the hard work to set this up. Now, it's about using it:

- Show up consistently.
- Share content that builds trust and resonates with your audience.
- Keep refining and expanding as you go.

What you've built isn't just a tool—it's a way to amplify your voice and scale your impact.

NOW IT'S TIME TO
START CREATING. YOUR
AUDIENCE IS WAITING.

6th Ave
STORYTELLING

THE 200 POST PERSONA METHOD