BONUS 02

Your First 7 Days

A day-by-day plan from opening the playbook to your first finished brand asset, used in public. Under an hour a day.

HOW TO USE THIS

One small step a day.

Most people buy a guide, read the first few pages and never come back. This plan exists so that does not happen to you.

Each day has one clear job, the prompts to use, a rough time and a "done when" line so you know when to stop. Tick the box when you finish. By Day 7 you will have written your positioning statement and put your new bio somewhere real.

After Day 7, continue with Prompt 11 and then Execute, at your own pace. The rest of the playbook builds on what you finish this week.

IF YOU MISS A DAY

Do not try to catch up by doing two days at once. Pick up where you stopped. A week that takes ten days is still a week finished.

DAYS 01 TO 04

Start with the thinking.

Day **01**

Fill in your Founder Brief

30 MIN ☐

Open the playbook at page 6. Fill in every line, honestly, as if briefing a trusted advisor. Paste two or three real customer messages or reviews where it asks.

Done when: Every line has an answer, and the business goal line is one result you could measure.

Day **02**

Let the AI interview you

45 MIN ☐

Open a fresh conversation in Claude, ChatGPT or Gemini. Paste your Founder Brief, then Prompt 01, The founder audit interview. Answer the twelve questions one at a time.

Done when: You have a 200-word summary with at least three details nobody else in your industry could claim.

Day **03**

Decide what your brand must do

40 MIN ☐

In the same conversation, run Prompts 02 and 03. Decide the jobs your founder brand must do for the business, and the one group whose trust you need first.

Done when: You can name one primary audience in a single sentence.

Day **04**

Find the real problem

40 MIN ☐

Run Prompts 04 and 05. See how a stranger reads you today, then map the three levels of pain for your audience.

Done when: You have at least one Level 3 pain written in words a buyer would actually use.

DAYS 05 TO 07

Decide, then show it.

Day **05**

Write your positioning

60 MIN ☐

Run Prompts 06, 07 and 08: your point of view, your territory and your founder positioning statement.

Done when: Your first finished asset: a positioning statement whose 'because' clause no competitor could truthfully copy.

Day **06**

Collect your proof and test it

45 MIN ☐

Run Prompts 09 and 10. Build your proof bank, then let the AI attack your positioning as a buyer, a competitor and an investor.

Done when: You have changed your statement at least once because of an objection.

Day **07**

Use it in public

40 MIN ☐

Run Prompt 13 for your bio in three lengths. Then update one real place today: your LinkedIn headline, your Instagram bio or your WhatsApp Business description.

Done when: Someone could now read one line about you and know exactly who you help.

STRATEGIST'S NOTE

Day 7 matters most. A positioning statement that stays in a document changes nothing. The moment it appears in your bio, people start reading you differently.