THE FOUNDER BRANDING PLAYBOOK

Start. Execute. Amplify.

Thirty prompts that take a founder from an unclear reputation to a positioned, visible founder brand that brings business. Built on the process I use in paid brand engagements.

A NOTE BEFORE YOU BEGIN

Why I made this playbook

When a founder hires me, I usually spend days and often weeks building their brand document. Interviews, research, positioning drafts, stress tests, and finally the words they will use everywhere.

That work is valuable, and for many businesses it is worth every rupee. But a lot of founders are not ready for a full engagement yet. They still need the thinking. They need to know what they stand for, who they are speaking to, and what to say, before they spend another month posting into silence or paying an agency to guess.

This playbook is that process, put in the order I run it, written as prompts you can use with any AI assistant. It will not think for you. It will make sure you think about the right things, in the right order, and it will tell you when the AI has given you something weak.

Used properly, it gets you most of the way to a founder brand at a fraction of what the full engagement costs. Use it, do the work honestly, and your founder brand will start working for your business.

One thing I want to be clear about. This playbook does not equal working with a strategist. A strategist challenges your answers, sees what you cannot see about your own business, and makes the hard calls with you. This playbook is for founders who simply want to start their founder branding, and for that, it is a good start.

Vaishali Venkatraman

Founder, Reputé Origin

HOW THE PLAYBOOK WORKS

Three phases, in order

01

Start

Diagnose and decide. What your founder brand must do for the business, who must trust you, what you believe and what you will be known for. Prompts 01 to 11.

02

Execute

Build the assets. Origin story, bio, LinkedIn profile, voice rules, content pillars, a 30-day plan and the founder one-pager. Prompts 12 to 21.

03

Amplify

Reach further and sustain it. Repurposing, other people's stages, partnerships, turning conversations into business and a monthly review. Prompts 22 to 30.

What every prompt gives you

A sequence

Each prompt uses what the earlier ones produced. Nothing is written before the thinking behind it is done.

Your context

Clear blanks in square brackets, drawn from one Founder Brief you fill in once.

A worked example

A sample answer from one fictional founder, followed from Prompt 01 to Prompt 30.

A strategist's note

How to judge what the AI gives back, and what to ask for when it falls short.

Using it well

01 **Fill in the Founder Brief first.** Paste it at the start of every new conversation.

02 **One conversation per phase.** Start each new phase by pasting the Brief and the outputs you approved earlier.

03 **Replace every bracket.** A prompt sent with [FOUNDER NAME] still in it will return a generic answer.

04 **Use real material.** Paste your actual profile, actual client messages, actual numbers. Invented inputs give invented outputs.

05 **Read the strategist's note before accepting anything.** The first answer is a draft. Ask for revisions until the note is satisfied.

06 **Keep one running document.** By Prompt 30 it becomes your founder brand sheet.

TIME REQUIRED

Start takes two or three focused sittings. Execute takes about a week. Amplify becomes a weekly habit of around three hours, with a monthly review.

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BEFORE PROMPT 01

Your Founder Brief

Fill this in once, honestly. Every prompt refers to it. Write as if briefing a trusted advisor, not as if writing your bio.

COPY, COMPLETE AND PASTE AT THE START OF EACH CONVERSATION

FOUNDER NAME AND ROLE: [your name, your title]

BUSINESS: [company name, what it sells, to whom]

STAGE: [years in business, revenue band, team size, generation]

BUSINESS GOAL FOR THE NEXT 12 MONTHS: [the one result the business needs]

WHO MUST TRUST YOU: [buyers, investors, partners, talent, media]

WHERE YOU ARE VISIBLE TODAY: [LinkedIn, Instagram, events, none]

WHAT PEOPLE ALREADY COME TO YOU FOR: [the questions people ask you]

WHAT YOU HAVE DONE THAT FEW OTHERS HAVE: [results, decisions, firsts]

WHAT YOU BELIEVE THAT YOUR INDUSTRY GETS WRONG: [one or two honest opinions]

TIME YOU CAN GIVE EACH WEEK: [hours]

WHAT YOU DO NOT WANT TO BE KNOWN FOR: [lines you will not cross]

STRATEGIST'S NOTE

The two lines that matter most are the business goal and what you believe your industry gets wrong. A founder brand without a business goal becomes a hobby. A founder brand without an opinion becomes background noise.

BEFORE PROMPT 01

The worked example

Every prompt includes a sample answer from one fictional founder, so you can watch a single founder brand take shape from diagnosis to brand sheet.

Arjun Mehra

ROLE	Managing Director, Mehra Precision Castings
BUSINESS	Second-generation precision castings manufacturer in Coimbatore, supplying pump and motor makers
GOAL	Grow export business with buyers in Europe and the Gulf, and attract stronger engineering talent
THE PROBLEM	Strong reputation with existing clients, invisible to new ones. Online, he reads as someone who inherited a business rather than someone who runs it.

Examples are shortened to show direction and quality. Your outputs will be longer and specific to you.

01

DIAGNOSE AND DECIDE / PROMPTS 01 TO 11

Start

This is the stage most founders skip, and it is why their posts get likes but no business. Before anything is written, you decide what your founder brand must do for the company, who it must reach, and what you will be known for. Eleven prompts. Do them in order, in two or three sittings.

01 The founder audit interview

Gets your raw material on the table before any positioning is attempted.

Uses: Founder Brief

THE PROMPT

> You are a senior brand strategist preparing a founder brand for [FOUNDER NAME], [ROLE] of [BUSINESS]. Using the Founder Brief above, interview me with twelve questions, one at a time. Cover the decisions that shaped the business, the moments I am proudest of, the mistakes I learned from, and what clients thank me for. Wait for each answer. After the twelfth, summarise what you learned in 200 words, using my own phrases where possible.

WORKED EXAMPLE / ARJUN MEHRA

Question 6: You said you turned down a large domestic order in 2019 to keep capacity for one German client. What did that cost you that year, and what did it give you by 2022?

STRATEGIST'S NOTE

A good interview gets more specific as it goes. If the questions stay generic, tell the AI to build each question on your last answer. Your summary should hold at least three details nobody else in your industry could claim.

02 What the founder brand must do for the business

Ties your visibility to a business result, so you never post for applause.

Uses: Founder Brief, Prompt 1

THE PROMPT

> My business goal for the next 12 months is [GOAL]. Explain the specific jobs my founder brand must do to support it: which doors it must open, which doubts it must remove, and which relationships it must start. Give me three jobs at most, ranked by commercial impact. For each, describe what success looks like in 12 months in measurable terms.

WORKED EXAMPLE / ARJUN MEHRA

Job 1: Make Mehra Precision a name European pump makers have heard of before our sales team calls. Success: four qualified export enquiries a quarter that mention having seen Arjun's work.

STRATEGIST'S NOTE

If a job cannot be measured, it is a wish. Push the AI to name a number, a type of enquiry, or a relationship you can count. Fewer jobs done well beats a long list.

03 Who must trust you

Narrows a vague audience into the few groups whose trust moves the business.

Uses: Prompt 2

THE PROMPT

> For the jobs we just defined, list the specific groups whose trust I need: for example buyers, investors, distributors, talent, partners or media. For each group, describe who exactly they are, what they need to believe about me before they act, and where they currently form opinions. Rank them. Recommend which one group I should build for first.

WORKED EXAMPLE / ARJUN MEHRA

First: procurement and engineering heads at mid-size pump manufacturers in Germany, Italy and the UAE. They need to believe an Indian foundry can hold tolerances and deadlines without supervision. They form opinions on LinkedIn, at trade fairs and through peer referrals.

STRATEGIST'S NOTE

One primary audience is a decision, not a limitation. If the AI recommends speaking to everyone, ask it which group would bring the most revenue per conversation.

04 The reputation audit

Shows how you come across today to someone who looks you up.

Uses: your LinkedIn profile, website team page, Google results

THE PROMPT

> Here is what a stranger finds when they look me up: my LinkedIn headline and About section, my company website's leadership page, and the first page of Google results for my name: [PASTE]. Read this as a [PRIMARY AUDIENCE FROM PROMPT 3]. In five points, tell me what you conclude about me, my expertise and my business. Then tell me what is missing that would make you take a meeting.

WORKED EXAMPLE / ARJUN MEHRA

Conclusion: a second-generation owner who inherited the business. Nothing suggests he personally drives quality or innovation. Missing: a single concrete example of a problem he solved for a customer.

STRATEGIST'S NOTE

The gap between how you see yourself and what a stranger concludes is your brief. Do not defend yourself to the AI. A buyer reading your profile has even less patience.

05 The three levels of pain

Finds the real problem your audience carries, which is where founder content earns attention.

Uses: Prompt 3

THE PROMPT

> For [PRIMARY AUDIENCE], map their pain in three levels. Level 1: the surface problem they would say out loud. Level 2: the business consequence of that problem. Level 3: the deepest consequence, usually personal to the decision-maker (their reputation, their job, their peace of mind). Give three such chains. Use the words a buyer would actually use, not marketing language.

WORKED EXAMPLE / ARJUN MEHRA

Level 1: 'Our casting supplier keeps missing dimensions.' Level 2: Assembly lines stop and we pay penalties to our own customer. Level 3: I am the one who chose this supplier, and my judgement is now being questioned.

STRATEGIST'S NOTE

Most founders talk about Level 1. The trust is built at Level 3. If your Level 3 sounds like Level 2 reworded, ask the AI what keeps that buyer up at night personally.

06 Your point of view

Gives you opinions worth following, which is what separates a founder brand from a company page.

Uses: Prompts 1 and 5

THE PROMPT

> From my interview answers and the pain levels above, draft five beliefs I hold about my industry that a thoughtful peer might disagree with. Each should be a clear statement, a one-line reason drawn from my experience, and what it means for my audience. Do not invent opinions I did not express. Mark any belief you are inferring.

WORKED EXAMPLE / ARJUN MEHRA

Belief: Cheaper castings are the most expensive line on a buyer's balance sheet. Reason: Arjun has seen three clients return after rejection costs wiped out their savings. For buyers: judge suppliers on rejection rates, not unit price.

STRATEGIST'S NOTE

Keep only the beliefs you would defend in a room full of competitors. A point of view that everyone agrees with is not a point of view.

07 Your territory

Decides what you want to be known for, and just as importantly, what you will leave alone.

Uses: Prompts 2, 3 and 6

THE PROMPT

> Propose three possible territories I could own, each a specific area of expertise connected to my business. For each, state who it attracts, what proof I already have, and what I would need to stop talking about to own it. Recommend one, and write two sentences on what I should deliberately not be known for.

WORKED EXAMPLE / ARJUN MEHRA

Recommended: 'Zero-surprise sourcing from India', the founder who makes Indian manufacturing predictable for European buyers. Not known for: generic leadership advice, or motivational posts about family business.

STRATEGIST'S NOTE

A territory is narrow on purpose. If the AI suggests something like 'innovation and leadership', reject it. Ask yourself whether a buyer could repeat your territory to a colleague in one sentence.

08 The founder positioning statement

Writes the internal sentence that every bio, post and talk is checked against.

Uses: Prompts 3, 5 and 7

THE PROMPT

> Write my founder positioning statement using this structure: I help [primary audience] who struggle with [level 2 or 3 pain] to [result], because [proof only I have]. Give three versions. This is internal, so be precise rather than polished. Then tell me which version a competitor would find hardest to copy.

WORKED EXAMPLE / ARJUN MEHRA

I help European pump manufacturers who are tired of supplier surprises source precision castings from India with zero follow-up, because I run the only foundry in our cluster that publishes its rejection rate to every client monthly.

STRATEGIST'S NOTE

Test the 'because' clause. If a competitor could say it honestly, it is not proof. Keep rewriting until the proof is yours alone.

09 The proof bank

Collects the evidence that makes you credible, so you never run out of things to say.

Uses: Prompts 1 and 8

THE PROMPT

> List every piece of evidence from our conversation that supports my positioning. Sort it into: numbers, decisions I made, client outcomes, people I have worked with, recognition, and lessons from failure. Mark each item as public (already known) or private (true but never shared). Suggest which three private items would do the most good if made public.

WORKED EXAMPLE / ARJUN MEHRA

Private, high value: In 2021 Arjun shut a production line for nine days to retrain the team rather than ship castings he was unsure of. The client found out a year later and doubled the order.

STRATEGIST'S NOTE

Your private proof is where your best content lives. Check each item for confidentiality before publishing, especially anything involving a client by name.

10 The positioning stress test

Attacks your founder positioning before your audience does.

Uses: Prompt 8

THE PROMPT

> Act as a sceptical buyer, then as a competitor, then as an investor. Each of them reads this positioning: [PASTE]. Give me the two strongest objections from each. Then, as a strategist, tell me which objections should change the positioning and how.

WORKED EXAMPLE / ARJUN MEHRA

Sceptical buyer: 'Publishing a rejection rate means nothing if you choose the metric.' Fix: state that the rate is audited by the client's own quality team.

STRATEGIST'S NOTE

If none of the objections makes you uncomfortable, ask the AI to try again with harsher reviewers. Comfort at this stage costs you credibility later.

11 Founder and company: one story

Makes sure your personal brand lifts the business rather than competing with it.

Uses: Prompts 7 and 8

THE PROMPT

> Explain how my founder brand and my company brand should divide the work. What should come from me personally, and what should come from the company? Give me a simple rule I can follow when deciding where a piece of content belongs. Then flag any risk of the business depending too heavily on my personal visibility.

WORKED EXAMPLE / ARJUN MEHRA

Rule: Opinions, decisions and lessons come from Arjun. Capabilities, certifications and case studies come from the company. Risk: export buyers should meet the quality head too, so the relationship does not rest on one person.

STRATEGIST'S NOTE

The best founder brands make the company more valuable, not more dependent. If the business would struggle without you on LinkedIn, plan for that now.

02

BUILD THE ASSETS / PROMPTS 12 TO 21

Execute

With the positioning decided, you build what your audience will actually see. Each prompt here produces something you can publish this week. Paste your positioning statement and proof bank at the top of every conversation in this stage.

12 Your origin story

Turns your history into a story that makes your positioning feel inevitable.

Uses: Prompts 1, 8 and 9

THE PROMPT

> Write my origin story in about 300 words. Open with a specific moment, not a date. Show one decision that reveals what I value. Connect it to the problem my audience faces today. End with what that means for the people I work with. Use plain language and my own phrases from the interview. No dramatic adjectives.

WORKED EXAMPLE / ARJUN MEHRA

Opening: The first casting I ever rejected was my father's. I was 24, and he did not speak to me for two days.

STRATEGIST'S NOTE

A strong origin story is about a choice, not a hardship. If the story could belong to any founder, you have not used your proof bank. Rewrite the opening until it could only be yours.

13 Bio in three lengths

Gives you one consistent bio for introductions, events and proposals.

Uses: Prompts 8 and 9

THE PROMPT

> Write my bio in three lengths: 30 words for introductions, 80 words for event listings and media, and 200 words for proposals and my website. Use third person. Lead with who I help and how, then proof, then one human detail. Avoid: passionate, visionary, dynamic, seasoned, driven.

WORKED EXAMPLE / ARJUN MEHRA

30 words: Arjun Mehra runs Mehra Precision Castings in Coimbatore, the foundry European pump makers use when they cannot afford a single rejected batch.

STRATEGIST'S NOTE

Every claim in a bio should survive a quick fact-check. If a line makes you feel slightly uncomfortable reading it aloud on a stage, cut it.

14 LinkedIn profile, rebuilt

Turns your profile into a page that does the selling before the first conversation.

Uses: Prompts 3, 8 and 13

THE PROMPT

> Rewrite my LinkedIn headline (under 200 characters), About section (about 300 words), and the text for three Featured items. My audience is [PRIMARY AUDIENCE]. Open the About section with their problem or my point of view, not my job title. End with exactly who should contact me and about what.

WORKED EXAMPLE / ARJUN MEHRA

Headline: I make precision castings from India predictable for European pump manufacturers | MD, Mehra Precision Castings

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STRATEGIST'S NOTE

Read your headline on a phone. Only the first line shows in most places, so the most important words must come first.

15 Voice rules

Defines how you sound, so a team member or ghostwriter can write like you.

Uses: Prompts 1, 6 and 12

THE PROMPT

> Based on my interview answers and the origin story, define my voice in four traits. For each, give what it means, what it does not mean, and a before-and-after sentence. Add a list of 15 words and phrases I use naturally and 15 I should avoid. Format it as a one-page guide.

WORKED EXAMPLE / ARJUN MEHRA

Trait: Plain-spoken engineer. Means facts and numbers before adjectives. Does not mean cold. Before: 'We deliver world-class quality.' After: 'Our rejection rate last quarter was 0.4 percent. Here is how we measure it.'

STRATEGIST'S NOTE

Test the guide on someone who knows you well. If they say 'that sounds like you', it works. If not, give the AI three of your own messages and ask it to revise.

16 Content pillars

Gives you three or four themes that you return to, so your audience knows what to expect from you.

Uses: Prompts 5, 6 and 9

THE PROMPT

> Create three or four content pillars for my founder brand. For each: a two-word name, the belief behind it from my point of view, the pain level it addresses, two proof items from the proof bank, and one recurring format I could sustain with [HOURS] a week.

WORKED EXAMPLE / ARJUN MEHRA

Pillar: Inside the foundry. Belief: buyers trust what they can see. Addresses: Level 3, fear of choosing the wrong supplier. Format: a monthly 'what went wrong and how we fixed it' post.

STRATEGIST'S NOTE

Pillars must not overlap. If one post could sit under two pillars, merge them. Three clear pillars beat five blurred ones.

17 The 30-day content plan

Gives you a month of specific posts, so you never stare at a blank screen.

Uses: Prompt 16

THE PROMPT

> Plan 12 posts for the next 30 days across my pillars, three a week. For each: the pillar, a specific angle (not a topic), the proof item it uses, and the pain level it speaks to. At least four posts must share a private proof item. Do not write the posts yet.

WORKED EXAMPLE / ARJUN MEHRA

Post 5 (Inside the foundry): The day we stopped a line for nine days. Proof: the 2021 re-training decision. Speaks to: Level 3.

STRATEGIST'S NOTE

Cross out any idea a competitor could post without changing a word. What remains is your real plan.

18 From voice note to post

A repeatable prompt that turns your raw thoughts into a post in your voice.

Uses: Prompt 15. Reuse every week.

THE PROMPT

> Here is a rough voice-note transcript or set of notes from me: [PASTE]. Turn it into a LinkedIn post of 150 to 250 words in my voice, following my voice rules. Open with the most surprising or specific line from my notes. Keep my examples and numbers exactly as I said them. Do not add a call to action unless I ask. Give me two versions.

WORKED EXAMPLE / ARJUN MEHRA

Opening line: Last week a buyer asked why our price was 11 percent higher. I showed him our rejection report instead of a discount.

STRATEGIST'S NOTE

This prompt is the one that saves you the most time. Speak freely into your phone for two minutes, then paste. Always check that no number or detail has been changed or invented.

19 The client story post

Turns a client result into proof without sounding like an advertisement.

Uses: Prompts 9 and 15

THE PROMPT

> Write a post about this client situation: [DESCRIBE: the problem, what we did, the result, what I learned]. Structure it as the problem in the client's words, the decision we made, the result with a number, and one lesson for my audience. Do not name the client unless I confirm permission. Keep it under 250 words.

WORKED EXAMPLE / ARJUN MEHRA

Lesson line: The cheapest fix is the one you make before the buyer finds the problem.

STRATEGIST'S NOTE

A client story should teach, not boast. If the post is mostly about how good you are, ask the AI to move the attention to the lesson.

20 The 60-second introduction

Prepares what you say when someone asks what you do, at an event or on a call.

Uses: Prompts 8 and 13

THE PROMPT

> Write a spoken introduction of about 120 words for meetings, panels and events. It should sound like a person talking. Include who I help, the problem I solve, one memorable detail, and an easy question that invites the other person to talk. Give a formal and a relaxed version.

WORKED EXAMPLE / ARJUN MEHRA

Relaxed: I run a foundry in Coimbatore. Most of our castings go into pumps in Germany and Italy. Our whole pitch is that you will never have to chase us. What does your supply chain look like?

STRATEGIST'S NOTE

Say it aloud with a timer. If you stumble on a phrase, it is written, not spoken. Simplify until you can say it without thinking.

21 The founder one-pager

Creates the document you send to event organisers, podcast hosts and journalists.

Uses: Prompts 6, 12, 13 and 16

THE PROMPT

> Create a one-page founder profile with: a 30-word bio, the 80-word bio, three talk or interview topics drawn from my point of view (each with a title and two-line description), three proof points, and contact details as placeholders. It should be easy to scan in under a minute.

WORKED EXAMPLE / ARJUN MEHRA

Topic: 'Why your cheapest supplier is costing you the most', the hidden economics of rejection in global sourcing.

STRATEGIST'S NOTE

Organisers choose speakers for their topics, not their titles. If your topics sound like anyone could give them, sharpen them with your point of view.

03

REACH FURTHER, SUSTAIN IT / PROMPTS 22 TO 30

Amplify

A founder brand is built by consistency, not by one good month. These prompts multiply each idea, take you onto other people's stages, and set up a monthly review so your visibility keeps converting into business.

22 One idea, five formats

Gets five pieces of content from every strong idea, so you do more with less.

Uses: any published post

THE PROMPT

> Here is a post that performed well: [PASTE]. Turn its core idea into: a short carousel outline (6 slides), a 45-second video script, a newsletter paragraph, a comment I could leave on a relevant industry post, and a talking point for my next meeting. Keep my voice rules. Do not add new claims.

WORKED EXAMPLE / ARJUN MEHRA

Video script opening: This is the report I show buyers instead of offering a discount.

STRATEGIST'S NOTE

Repurposing works because most of your audience missed the first version. Check that each format stands on its own without needing the original post.

23 The engagement list

Builds visibility in the right conversations, which often matters more than posting.

Uses: Prompt 3

THE PROMPT

> Help me build a list of the kinds of people and publications I should engage with every week to reach [PRIMARY AUDIENCE]. Describe the types of accounts (do not invent names), what a valuable comment from me looks like, and give me three example comments on typical posts in my industry. Suggest a 20-minute daily routine.

WORKED EXAMPLE / ARJUN MEHRA

Example comment on a post about supply chain delays: 'We started sharing weekly production photos with buyers in 2022. Delays did not stop, but escalations dropped by half because nobody was surprised.'

STRATEGIST'S NOTE

Fill in real names yourself. A thoughtful comment on a buyer's post often does more than a post of your own. Never leave comments that are only praise.

24 Podcast and panel pitch

Gets you onto stages where your audience is already listening.

Uses: Prompt 21

THE PROMPT

> Write a short pitch email (under 150 words) to a podcast host or event organiser whose audience is [AUDIENCE]. Include why their audience would care, one specific topic with a strong title, a line of proof, and an easy next step. Then write a follow-up message for one week later, under 60 words.

WORKED EXAMPLE / ARJUN MEHRA

Subject: A talk your sourcing audience has not heard yet. Topic: What 400 rejected castings taught me about choosing suppliers.

STRATEGIST'S NOTE

Hosts receive many generic pitches. Read yours as a busy host. If the first two lines do not tell them why their audience will care, rewrite them.

25 The trade publication article

Turns your point of view into an article that builds authority with industry decision-makers.

Uses: Prompts 6 and 9

THE PROMPT

> Outline an 800-word article for a trade publication read by [AUDIENCE], based on my belief: [BELIEF FROM PROMPT 6]. Give a headline, an opening paragraph, four section headings with key points, the proof I should use, and a closing paragraph. Then write a 100-word pitch to the editor.

WORKED EXAMPLE / ARJUN MEHRA

Headline: Unit price is the wrong number. What European buyers should ask Indian suppliers instead.

STRATEGIST'S NOTE

Editors want useful ideas for their readers, not company promotion. If the outline reads like a brochure, move your company to one line at the end.

26 Partnership outreach

Opens doors with partners who already have your audience's trust.

Uses: Prompts 3 and 8

THE PROMPT

> List the types of partners who already reach [PRIMARY AUDIENCE] and would benefit from working with me: associations, consultants, complementary suppliers, event platforms. For the top two types, write a first message under 100 words that offers something useful before asking for anything.

WORKED EXAMPLE / ARJUN MEHRA

To an export consultant: 'I put together a two-page checklist buyers can use to assess any Indian foundry, ours included. Happy to share it with your clients if it is useful.'

STRATEGIST'S NOTE

Give first. A message that asks for a referral in the first line is easy to ignore. Check that what you offer is genuinely useful without your business attached.

27 Turning conversations into business

Converts inbound messages and comments into meetings without sounding salesy.

Uses: Prompts 5 and 8

THE PROMPT

> Write replies for three situations: someone comments thoughtfully on my post, someone sends a connection request with no message, and someone asks a direct question about working with us. Each reply should continue the conversation naturally and, where it fits, suggest a short call. Under 60 words each. No exclamation marks.

WORKED EXAMPLE / ARJUN MEHRA

Reply to a direct question: 'Happy to explain how we work. It usually takes 20 minutes to know if we are a fit. Would Thursday or Friday suit you?'

STRATEGIST'S NOTE

Your founder brand only matters if it starts conversations. Track how many DMs turn into calls each month. That number tells you more than likes ever will.

28 Handing it to your team

Lets a team member or ghostwriter keep the brand running without diluting it.

Uses: Prompts 8, 15 and 16

THE PROMPT

> Create a brief for a team member or ghostwriter who will help with my founder brand. Include my positioning, voice rules, pillars, what they can draft without me, what always needs my input, what must never be posted, and a weekly 30-minute process for us to work together.

WORKED EXAMPLE / ARJUN MEHRA

Always needs Arjun: opinions, client stories, and anything about the family. Can be drafted by the team: event recaps, repurposed content, comment replies to routine questions.

STRATEGIST'S NOTE

Your opinions and stories must always come from you. A ghostwriter can shape them, but cannot invent them. If posts start sounding generic, this brief is being ignored.

29 The monthly review

Measures what is working against the business goal, not vanity numbers.

Uses: Prompt 2. Reuse every month.

THE PROMPT

> Here are my results this month: posts published, top three posts with their reactions and comments, profile views, connection requests from my target audience, inbound messages, calls booked and opportunities created: [PASTE]. Compare this to the jobs defined in Prompt 2. Tell me what to do more of, what to stop, and one experiment for next month.

WORKED EXAMPLE / ARJUN MEHRA

Do more: foundry posts, which brought two buyer conversations. Stop: industry news commentary, which got reach but no target-audience engagement. Experiment: one short video of the quality lab.

STRATEGIST'S NOTE

Judge your founder brand by conversations with the right people, not by reach. A post seen by 300 buyers is worth more than one seen by 30,000 strangers.

30 Your founder brand sheet

Compiles every decision into one page you and your team can refer to.

Uses: the whole playbook

THE PROMPT

> Compile a one-page founder brand sheet with: the business goal, primary audience, the three pain levels, my point of view, my territory, positioning statement, top five proof points, voice traits, words I use and avoid, content pillars, and the monthly review metrics. Use only the final versions I approved. Add nothing new.

WORKED EXAMPLE / ARJUN MEHRA

Territory: Zero-surprise sourcing from India.

STRATEGIST'S NOTE

This page is your brief for every post, talk, interview and hire who touches your brand. Review it each quarter. When the business goal changes, start again from Prompt 2.

AFTER THE PLAYBOOK

Where you are now

If you worked through all three phases, you have a founder positioning, a proof bank, a rebuilt profile, a voice guide, a content system and a monthly review that ties visibility to business results.

That is the foundation most founders pay an agency or a consultant to build. Keep your founder brand sheet close. Review it every quarter, and return to Prompt 02 whenever the business goal changes.

Some founders reach a point where the brand question is bigger than a prompt can answer: a rebrand, a second generation taking over, a new market, a business that has outgrown how it is seen. That is the work I do at Reputé Origin, starting with a one-to-one clarity call.

Book a clarity call / reputeorigin.com

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A note on AI outputs. AI tools can state incorrect facts with confidence. Verify every name, number and claim before you publish.

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