

DAY 07 • DAILY KIT

AI Content Engines + Building a Brand People Remember

Products get bought. Brands get loved.

Theme: Brand & Content • Homework: 75 min • Project: 3 hours

WHAT'S INSIDE

01 **Take-home assignments**

Missions to complete tonight.

02 **Project steps**

Ship one thing before Demo Day.

03 **Reflection prompts**

Write, don't just think.

04 **Master checklist**

Tick it. Prove it. Done.

Homework — Day 7

Estimated time: 75 min

01 **Content week 1**

Schedule 7 pieces of content across 2 platforms. Actually schedule, don't just draft.

02 **Brand bible**

One-page document. Beliefs, enemies, voice, look, ritual. Save as PDF.

03 **Founder post**

Write one post as the founder, not the brand. Vulnerable. Specific. Post it.

REFLECTION — WRITE, DON'T THINK

☐ What did you commit to being — and what did you commit to NOT being?

☐ Which of your 7 posts are you most nervous to publish? Post that one first.

Project Kit — Your Brand Bible + Content Engine

Estimated time: 3 hours

THE GOAL

A one-page brand bible + a running content calendar + a trained brand-voice GPT.

MATERIALS

Claude / ChatGPT	Ideogram	Buffer / Typefully
Figma / Canva		

STEPS

01 Nail the belief

One sentence: 'We believe X, because most people wrongly assume Y.'

02 Design 3 logo directions

Ideogram. Pick one.

03 Train the voice GPT

Feed it 5 of your posts. Test with 3 topics.

04 Ship 7 posts

Scheduled across the coming week.

DELIVERABLE

Brand bible PDF + link to voice GPT + screenshot of scheduled content queue.

RUBRIC — HOW WE JUDGE

✓ **Point of view**

Is the belief actually contrarian?

✓ **Visual consistency**

Does everything look like it's from the same universe?

✓ **Voice fidelity**

Can the GPT output pass as yours?

✓ **Shipping cadence**

Is content actually scheduled, not just written?

Tick each box only when it's actually done.

HOMEWORK MISSIONS

- ☐ Content week 1
- ☐ Brand bible
- ☐ Founder post

PROJECT STEPS

- ☐ Nail the belief
- ☐ Design 3 logo directions
- ☐ Train the voice GPT
- ☐ Ship 7 posts

SHIP IT

- ☐ Reflection questions answered in writing
- ☐ Deliverable submitted: Brand bible PDF + link to voice GPT + screenshot of scheduled content queue.
- ☐ Posted to the camp gallery / shared with a friend

Done? Sign it. Date it. Show up tomorrow ready to build.

Signed _____ Date _____