

Project Kit — Your Brand Bible + Content Engine

Products get bought. Brands get loved.

Theme: Brand & Content • 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.

✓ **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?