

Type It, Hype It.

เชกจบ แบนด์ครู

Five prompts that build your brand and bring in customers. For ChatGPT, Claude or Gemini.



Made by Get, brand designer and marketer in Bangkok. The same five steps I run before I design anything for a client.

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Hi, I'm Get.

I design brands and market them so people buy. Retail packaging for Mattel, launch ads for car brands, campaigns for hotels and camps, and websites for Bangkok businesses.

This is my method, written so you can run it yourself in any AI chat. Most small businesses I meet don't need more posts. They need to know who they're for, look like one brand, and have one clear offer. These five prompts do that, in order.



How to use it

Fill your snapshot once

Page 3 has 12 short questions about your business. Answer them in a notes app and keep it. You'll paste it into every prompt.

Paste, then answer

Open a new chat. Paste the prompt, your snapshot and the house rules. The AI may ask a few questions. Answer them honestly.

Check, then keep

Each prompt has a short check. Fix what fails, then save the result. It feeds the next prompt.

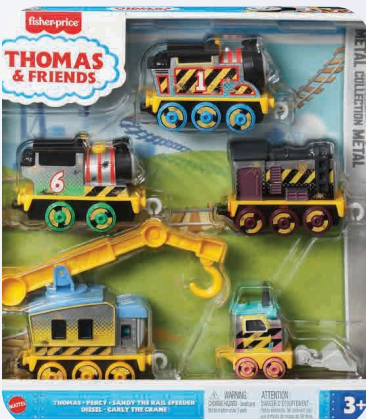
Which AI?

ChatGPT, Claude and Gemini all work. Free plans are fine to start. Paid plans give longer answers, file uploads and web search, which helps most in prompts 1 and 5.

How long?

About three hours in total. Do one prompt a day and you're done in a week.

Copying from a PDF can break line spacing. The Bible comes with a plain text file of every prompt for clean copy and paste.



From my portfolio: Mattel packaging, Blissed Cafe, Yolida yogurt, VHG Hospitality Asia.

Your business snapshot.

ข้อมูลธุรกิจของคุณ กรอกครั้งเดียว ใช้ได้ทุกพรอมต์

Paste your answers here once. Every prompt starts with this block, so the AI works from your real business instead of guessing.

My Business Snapshot

Business name:

What we sell (products or services):

Where we sell (city, online, both):

Price range (lowest to highest):

Our best 2 or 3 customers so far (describe them, no names needed):

Why they chose us (their words if you have them):

What customers compare us with (competitors or “do it myself”):

What we can prove (reviews, numbers, photos, awards, well-known clients):

Promises we keep every time (for example “reply within 1 hour”):

Brand assets we already have (logo files, colours, fonts, photos):

Languages we market in:

The one goal for the next 90 days:

Tip: honest beats impressive. “None yet” is a good answer. The prompts are written to work with a new business too.

The house rules.

กติกาที่ใส่ไว้ในทุกพอร์มต์

These rules are why the output won't look or sound like everyone else's AI content. Paste them under your snapshot every time.

Never invent customers, numbers, reviews, awards or results. If you need a fact I haven't given you, ask me or write [TO CONFIRM].

Made-up proof gets found out, and it can break advertising rules.

Open with who it is for, in the first line (for example "Cafe owners in Chiang Mai:").

People decide in a second whether something is for them.

Use plain, specific words and short sentences. No buzzwords such as elevate, unlock, seamless or game-changer.

Plain words read as confident. Buzzwords read as filler.

No em dashes. No "it's not X, it's Y" lines. No strings of three adjectives.

These are the habits that make AI writing sound like AI.

Design: one strong brand colour, lots of space, hierarchy from size and spacing. No decorative lines, no tiny numbered labels, no rows of identical boxes.

This is what makes a small brand look expensive.

Images: real photos of our product, place and people come first. Never use AI images that pretend to be our real shop, product or customers.

Real photos build trust. Fake ones lose it the moment someone visits.

If something important is missing, ask me up to 5 short questions first. Then do the work.

Five questions now save five rewrites later.

Find your target customer.

หาลูกค้าเป้าหมายที่ใช้

Prompt 1 of 5, about 20 minutes. Run this first. Every other prompt gets better when it knows exactly who you are talking to. Turn on web search if your AI has it, so it can quote how real customers talk.

You are a market researcher who helps small businesses find the customers most likely to buy.

[PASTE MY BUSINESS SNAPSHOT HERE]

[PASTE THE HOUSE RULES HERE]

Do this step by step:

1. Segments. Suggest 3 customer groups we could focus on. Score each from 1 to 5 on four things and add up the total:
Pain: how badly they need what we sell.
Money: how able they are to pay our prices.
Reach: how easy they are to find on one platform with clear targeting.
Proof: how well our past work proves we can help them.
Recommend one group and explain why in 3 sentences.
2. The job. For the chosen group, finish this sentence 3 ways in their words: “When I ___, I want to ___, so I can ___.” This is the job they hire us for.
3. The four forces. List what pushes them away from their current situation, what pulls them toward us, what makes them anxious about switching, and which habit keeps them stuck.
4. Their words. Write their top 5 problems the way they would say them in a message to a friend. If you can search the web, quote real phrases from reviews, forums or social posts and name the source. Mark anything you guessed as [GUESS].
5. The trigger. What usually happens right before they decide to buy?
6. The callout line. Write 3 versions of the opening line for every ad and page, naming the group (for example “Cafe owners in Chiang Mai:”).
7. Where to find them. Targeting for Facebook and Instagram (interests, behaviours, age, area), LinkedIn (job titles, industries, company size), TikTok (interests) and Google (10 search terms, in every language we market in).

Finish with a one-page summary titled TARGET that I can paste into my next prompts.

What good looks like.

A worked example from prompt 1, run on my own brand. Yours will be longer; look for this level of detail.

Segments (scored on my own brand)

Thai SME owners: Pain 4, Money 3, Reach 4, Proof 4 = 15.

Hospitality marketing teams: 3, 4, 3, 4 = 14.

Freelance creatives: 3, 2, 5, 2 = 12.

Pick: Thai SME owners. They feel the pain most and my portfolio already shows SME and consumer brands.

The job

“When my business is growing but still looks homemade, I want everything to look and sound like one brand, so customers trust us enough to pay more.”

Callout line

SME owners in Thailand: your brand guideline can be done in one afternoon.
เจ้าของ SME: สร้างแบรนด์โดดเด่นได้ในวันเดียว

Common mistakes

Picking “everyone” because it feels safer. A small group you can name sells more.

Letting the AI invent customer quotes. Ask it to mark guesses, then check them on real calls.

Check it

- Problems are written the way customers talk, and guesses are marked.
- The callout names a real group you can target on one platform.
- Targeting is specific: titles, interests, places.

Then ask

Turn the four forces into the 5 objections I will hear most, with a short answer to each.

Give me 20 post ideas, one for each problem, written in the customer’s words.

Translate the TARGET summary into Thai, keeping the customer’s tone.

Build your brand guideline.

สร้างแบรนด์โค้ดไลน์ของคุณ

Prompt 2 of 5, about 45 minutes. Run this once you have your TARGET summary. The guideline keeps every post, page and ad looking like one brand. Upload your logo and 5 to 10 of your best real photos if your AI accepts files.

You are a senior brand designer. Build a practical brand guideline that a small team can follow without a designer in the room.

[PASTE MY BUSINESS SNAPSHOT HERE]

[PASTE MY TARGET SUMMARY HERE]

[PASTE THE HOUSE RULES HERE]

Write these sections:

1. The brand in one line. Use: “For [who], [brand] is the [what] that [main benefit], because [proof].” Then a promise we can keep every time.
2. Voice. 3 personality traits. For each, one line we would write and one line we would never write.
3. Logo use. Clear space, smallest size, which version goes on light, dark and photo backgrounds, and 5 things never to do (stretch, recolour, add effects, put it on a busy photo, retype the name).
4. Colour. One main brand colour plus 3 or 4 support colours, each with hex code, its job (background, text, buttons, highlights) and how much of a layout it covers (for example 60 / 30 / 10). Check that text colours pass contrast on their backgrounds.
5. Type. One headline font and one body font, free or already on our computers, plus a Thai font that pairs well if we use Thai. Give sizes for headline, subhead, body and small text. Put a Thai line under each English headline at about a quarter of its size.
6. Photos and images. What our photos show, light, colour and crop. What to avoid.
7. Layout rules. Margins, grid, how much space, what is left aligned, what is never used.
8. Templates to make next: social post, story, email header, one-page proposal, presentation cover. Describe each layout in 3 lines.
9. A cheat sheet: the whole guideline on one page.

Ask me to confirm colours and fonts before you write sections 6 to 9.

What good looks like.

A worked example from prompt 2, run on my own brand. Yours will be longer; look for this level of detail.

The brand in one line

For Thai SME owners who have outgrown do-it-yourself marketing, Get is the brand designer and marketer who builds the brand, the website and the content system, because he has designed retail packaging for Mattel and campaigns for hospitality and car brands.

Colour

Get Blue #344A9E: headlines, buttons, cards, 30%.
Paper #F9FAFA to Periwinkle #9BA0D0: backgrounds, 60%.
Ink #231F20: body text, 10%.

Voice

Write: “I design brands and market them so people buy.”
Never: “We elevate your brand to unlock its full potential.”

Common mistakes

Choosing five strong colours. Keep one strong colour and let the rest support it.

Writing rules nobody can follow on a phone. Test the guideline by making one real post with it.

Check it

- Every colour has a hex code and text passes contrast.
- It uses your real logo file, never a retyped name.
- You can keep every promise it makes.

Then ask

Check this post against my brand guideline and list what breaks it: [paste the post or upload the image].

Write 20 approved lines in our voice for posts, captions and replies.

Describe a social post template on my guideline so a designer or Canva user can build it.

Build your offer and lead magnet.

สร้างข้อเสนอและของแถมฟรี

Prompt 3 of 5, about 40 minutes. Run this when you know who you serve. It turns what you do into an offer that feels easy to say yes to, plus a free gift that collects emails. Have your real prices and your capacity (how many clients a month) ready.

You are an offer strategist for small businesses. Help me build an offer people feel silly saying no to, and a free lead magnet that leads into it.

[PASTE MY BUSINESS SNAPSHOT HERE]

[PASTE MY TARGET SUMMARY HERE]

[PASTE THE HOUSE RULES HERE]

1. Value check. Score my current offer from 1 to 10 on the four parts of value:

Dream outcome: how big and specific is the result?

Likelihood: how sure are they it will work for them?

Time: how long until they see the first result?

Effort: how much work is it for them?

Value goes up when the first two rise and the last two fall. Suggest 3 changes for each part.

2. Problems to solutions. List every obstacle the customer faces before, during and after buying. Turn each one into something we include (a template, a checklist, a session, a done-for-you step).

3. Three ways to deliver. Write the offer as Do it yourself (they follow our method), Done with you (we guide them) and Done for you (we do it). Suggest what each could include.

4. The stack. Core offer plus 3 to 5 bonuses, each one removing a specific objection. Give each a clear name.

5. Risk reversal. 3 guarantee options I could keep, with exact wording. Mark all prices and guarantees as [MY DECISION].

6. Names. 5 offer names that say who it is for, the result, and a time frame or container word (roadmap, kit, sprint).

7. Lead magnet. 3 free gift ideas that solve one small, real problem fast and lead into the offer (checklist, template, prompt kit, calculator, sample). Pick one and outline its pages.

8. Welcome emails. 3 emails: deliver the gift, give one quick win, invite them to the next step. Subject line, preview text and 5-line outline each.

What good looks like.

A worked example from prompt 3, run on my own brand. Yours will be longer; look for this level of detail.

Three ways to deliver (my ladder)

Do it yourself: this free Build-a-Brand Bible.

Done with you: the Build-a-Brand Road Map, then the Build-a-Brand AI Assistant on your own computer.

Done for you: Build-a-Brand Marathon (one stage) or Ultra (the whole build).

Lead magnet

The Build-a-Brand Bible: these five prompts plus a Claude workflow guide. One small, real problem solved fast: a brand guideline in an afternoon.

How it reaches people

A free download on my site, no sign-up. The page ends with one black button to four packages, and each request lands in my inbox.

Common mistakes

Adding bonuses that don't answer an objection. Each bonus should remove one reason to say no.

Promising results you can't control. Promise what you do, by when.

Check it

- No invented proof, reviews or numbers.
- Prices and guarantees are marked as your decision.
- A customer gets a first win within a week.

Then ask

Read my offer as a sceptical customer. What is the weakest part, and what would make you buy today?

Write a 30-second pitch I can say out loud at a networking event.

Write the sales page for this offer, using the story order: hook, problem, guide, plan, proof, offer, action.

Plan a scroll-story website.

วางแผนเว็บไซต์แบบเล่าเรื่องตามการเลื่อน

Prompt 4 of 5, about 45 minutes. Run this before you open any website builder. A page that tells one story in order converts better than a page full of sections. Paste your TARGET summary and your offer. Collect your best real photos and short videos first.

You are a web designer who plans pages as a story the visitor scrolls through. Plan one page whose only job is [THE ONE ACTION, for example “get the free guide” or “book a table”].

[PASTE MY BUSINESS SNAPSHOT HERE]

[PASTE MY TARGET SUMMARY AND MY OFFER HERE]

[PASTE THE HOUSE RULES HERE]

1. The story. The visitor is the hero and we are the guide. Plan the page in this order and write the words for each part:

Hook: the callout line and one sentence promise, visible without scrolling.

Problem: what is going wrong for them, in their words.

Guide: why they can trust us (real proof only).

Plan: 3 simple steps to work with us.

Proof: real results, photos, reviews.

Offer: what they get, plus the free gift.

Action: the button and form, repeated at the end.

2. The scroll. For each part, describe what is on screen, what moves as they scroll, and which real photo or video goes there. Mark the single strongest moment of the page.

3. The free gift block. Show an image of the gift itself (the cover of the guide, for example) and make the image clickable. Form fields: email, first name, one question that tells us who they are, an unticked box for news (it must start unticked), and a link to our privacy policy.

4. Phone first. How each part looks on a phone 390 pixels wide. No sideways scrolling. Tap targets at least 44 pixels.

5. Speed and trust. Image sizes, video length and file size, what loads first.

6. A brief I can hand to a developer or paste into a website builder: page outline, copy, image list, colours and fonts from my brand.

7. A launch checklist: test the form with my own email, check on a real phone, check links, then publish.

What good looks like.

A worked example from prompt 4, run on my own brand. Yours will be longer; look for this level of detail.

Hook (my own /bible page)

SME owners in Thailand:

Build your brand guideline in one afternoon, with the free Build-a-Brand Bible.

The free gift block

Both covers as one clickable image that opens the PDF, then three download buttons. No form. Below them, one black button to the packages.

Strongest moment

The avatar hands the visitor the Bible as the video ends.

Common mistakes

Three buttons that go three places. One page, one action.

Stock photos of smiling strangers. Your real place and work convert better.

Check it

- The page asks for one action only.
- All proof is real and every download link works.
- It reads well on a phone before a laptop.

Then ask

Write the FAQ from the four forces, 6 questions and short answers.

Cut all page copy by a third without losing meaning.

Write the thank-you page: deliver the gift and offer one clear next step.

Make ads that convert for your target.

ทำโฆษณาที่ขายได้ สำหรับลูกค้าเป้าหมาย

Prompt 5 of 5, about 40 minutes. Run this when your page and free gift are live. Every ad sends people to that one page. Turn on web search. Have your daily budget and your page link ready.

You are a performance marketer and creative director for small business ads. Make ads that stop the scroll for my target and send them to [MY PAGE LINK].

[PASTE MY BUSINESS SNAPSHOT HERE]

[PASTE MY TARGET SUMMARY AND MY OFFER HERE]

[PASTE THE HOUSE RULES HERE]

Platforms: [Facebook and Instagram / TikTok / LinkedIn / Google]. Budget per day: [AMOUNT].

Languages: [LANGUAGES].

1. Angles. Give 6 different angles: the result, speed, a pain, who they become, how it works, and what everyone else gets wrong. For each, write 3 hooks in the customer's own words. Every hook names the target in the first line or first second.

2. Pick the 3 strongest and build each ad completely:

Primary text (first line is the callout), headline, description, button.

A static image brief for 4:5 (1080 x 1350) and a video plan for 9:16 (1080 x 1920): what is on screen second by second for 15 to 20 seconds, with on-screen text.

Use our real photos or real screen recordings. If a person appears, it is a real person from our team or customers who agreed.

Show the free gift's cover as the call to action image when we are collecting leads.

3. Targeting for each platform from my TARGET summary, plus one retargeting ad for people who visited the page and did not sign up.

4. Test plan. Which single thing each ad tests, how to split the budget, and the rule after 3 to 5 days: keep, change or stop, based on cost per lead, click rate and how many people watch past 3 seconds.

5. Write everything in [LANGUAGES]. Do not add "made with AI" text to captions; if a platform requires an AI label, use its built-in setting.

I will post and spend myself. Do not ask me for logins.

What good looks like.

A worked example from prompt 5, run on my own brand. Yours will be longer; look for this level of detail.

Hook

SME owners in Thailand: your brand guideline can be done in one afternoon. Here are the five prompts I use before I design anything.

Static 4:5

My avatar holding the Bible, headline above, its cover as the button image.

Keep or stop rule

After 5 days: keep the ad with the lowest cost per lead, rewrite the hook of the weakest, test one new angle.

Common mistakes

Changing three things at once, so you never learn what worked.

Sending ad clicks to your home page. Send them to the page with the free gift.

Check it

- The first line or first second names the target.
- Images are real photos or real screen recordings.
- Each ad tests one thing.

Then ask

Write 10 more hooks for the angle that won.

Turn the winning ad into a 4-slide carousel.

Write friendly replies to the 5 comments we are most likely to get.

When you'd rather not do it alone.

The prompts get you a long way. The hard part is usually judgement: which customer to pick, which offer to lead with, what to cut. That's the part I help with.

Build-a-Brand Road Map

We go through your answers together and leave with a written plan: who, what to offer, what to build first.

Build-a-Brand AI Assistant

I set up Claude on your computer with you, with your brand rules built in, so these prompts run as one workflow.

Build-a-Brand Marathon and Ultra

Done for you: one stage, or the whole brand, website, content and ads, built by me and approved by you step by step.



See the packages

Build-a-Brand with Get: Road Map, AI Assistant, Marathon, Ultra.



Or start with a free 20-minute call.

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Let's talk.

คุยกันได้เลย

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See the packages

Build-a-Brand with Get: Road Map, AI Assistant, Marathon, Ultra.

