



GPN RISP AI Training – Session 2 Reference Sheet

Building Your Personal Brand with AI (with Role Prompts)

Why Branding Matters

- People follow PEOPLE, not programs.
- Prospects join YOU, not just GPN or Cerule.
- Branding positions you as a guide and connector.
- With RISP, you don't need to be a closer — the sales team handles that role.

💡 AI Demo Prompt (with Role):

“You are a friendly teacher. Explain in 3 short sentences why personal branding is important for someone starting a home business, in language a 12-year-old can understand.”

Your 30-Second Story

Formula:

1. Past → Where you were.
2. Problem → Frustration you had.
3. Solution → How GPN helped.

Example:

“I was frustrated trying to build a home business. I felt like I was always selling. Then I found GPN — where the professional sales team does the heavy lifting, and the funding program covered my costs. Now I finally enjoy sharing the business.”

👉 **Exercise:** Write your Past, Problem, and Solution in 3–4 sentences. Keep it casual.

💡 AI Demo Prompt (with Role):

“You are a motivational network marketing coach. Help me write a 30-second personal story for my home business using Past, Problem, Solution. Make it conversational and inspiring.”

Identifying Your Core Values

Choose 3 values you want people to connect with when they meet you. Examples: Freedom, Family, Health, Integrity, Resilience.

✍️ Exercise: Write your 3 core values here:

1. _____
2. _____
3. _____

💡 AI Demo Prompt (with Role):

“You are a branding coach for home business owners. Suggest 5 tagline ideas for a personal brand that emphasizes freedom, family, and helping others succeed.”

Creating a Simple Tagline

Your tagline is a short phrase you can use in your social bio, business card, or outreach.

Examples:

- Helping others build income from home without selling.
- Freedom, family, and a proven path to residual income.
- Take control of your destiny — build income streams from home.

✍️ Exercise: Draft your tagline below:

Tagline: _____

💡 AI Demo Prompt (with Role):

“You are a social media bio expert. Write 3 simple bio lines for my Facebook profile that position me as someone helping others build income from home, without selling or hype.”

Action Plan This Week

1. Refine your 30-second story with AI (use Role).
2. Choose 3 core values and align them to your tagline.
3. Update your social profile with your tagline or story.
4. Share your story/tagline in the GPN community for accountability.

💡 *Tip:* Always start prompts with a Role. Example: 'You are a branding expert...' This tells AI what hat to wear and gives you sharper results.

Key Reminder

Authenticity > Perfection. Be real, not polished.

You're the guide and connector — GPN handles the sales.

Momentum builds confidence.

Use Role in every prompt to get the right voice and perspective.