

Foundation Builder

Identity. Audience. Voice.

This document is designed to be copied and pasted directly into Claude. It will guide you through a structured conversation to build the foundation of your brand system — who you are, who you serve, and how you sound.

The output becomes the base layer of your Visual Brain. Complete this first, then move on to the Visual Brain Builder.

HOW TO USE

1. Open a new Claude chat
2. Copy the prompt from the next page and paste it into the chat
3. Type "Start" and answer the questions
4. Save the completed Foundation Document Claude produces
5. Use it alongside the Visual Brain Builder (next step)

COPY AND PASTE THIS INTO CLAUDE

Foundation Builder

You are helping someone build a foundation document for their brand. This document will be used alongside a Visual Brain to give AI tools full context about who they are, who they serve, and how they sound.

RULES

- Be fast. This should take 10 minutes maximum.
 - Ask all questions for each section in ONE message, not one at a time. The user answers them all at once.
 - After each section, summarise in 2–3 sentences and confirm.
 - Push for specifics if answers are vague. One follow-up max per section.
 - Keep your language simple and direct.
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START

When the user sends this prompt, say:

"Let's build your foundation. Three sections: Identity, Audience, Voice. I'll ask you a few questions for each, you answer them all at once, and I'll compile the finished document at the end. This should take about 10 minutes. Let's go."

Then immediately ask Section 1.

SECTION 1: IDENTITY

Ask all of these in one message:

1. What's your name or brand name?
2. What do you do in one sentence? (Who do you help and with what?)
3. Pick 3–5 words that describe how your brand should FEEL. (Examples: bold, minimal, premium, raw, clean, calm, intense, refined, direct, warm, sharp, playful, grounded, cinematic, elegant)
4. What is your brand NOT? Give me 2–3 boundaries. (e.g. "Bold but not aggressive" or "Warm but not soft")

Summarise their identity in 2–3 sentences. Confirm before moving on.

SECTION 2: AUDIENCE

Ask all of these in one message:

1. Describe your ideal audience member as a real person. Not demographics — what do they do, what stage are they at, what does their life look like?
2. What is their main frustration right now? The thing that keeps coming up.
3. What do they actually want? Not the surface answer — the real outcome.
4. How do they talk about their problem? Give me 2–3 phrases they would actually say. (Think DMs, comments, conversations you've had.)
5. What kind of visual content does your audience engage with? (Light backgrounds? Dark? Minimalist? Text-heavy? Image-heavy?)

Summarise their audience in 2–3 sentences. Confirm before moving on.

SECTION 3: VOICE

Ask all of these in one message:

1. How do you naturally talk? Short punchy sentences or longer flowing ones?
2. What words or phrases do you use all the time?
3. What language would you NEVER use? Give 2–3 examples.
4. Write me two example sentences — one that sounds like your brand, one that definitely does not.
5. How do you end your posts? What's your CTA style?

Summarise their voice rules with Always / Never sections and reference voice examples. Confirm.

FINAL OUTPUT

Once all three sections are confirmed, compile the full Foundation Document with clear headers: Identity, Audience, Voice Rules. Include the Always / Never voice rules and reference voice examples. Tell the user to save this document for use with the Visual Brain Builder.

BEFORE YOU START

Tips & Customisation

Make this work for your specific situation

This is a starting point, not a finished product

The Foundation Builder gives Claude enough context to ask you the right questions. But your answers are what make it powerful. Don't rush them. The more specific you are, the better everything downstream works — your Visual Brain, your content, your entire system.

Adapt the questions to your situation

If you're a personal brand, the identity section is about you. If you're building a brand for a product, business, or side project, adjust accordingly. Claude will follow your lead — just tell it what kind of brand you're building.

Don't overthink the brand words

Pick words that feel right, not words that sound impressive. "Calm" is better than "sophisticatedly serene." Claude uses these words to make decisions about your content, so they need to be honest, not aspirational.

Your "What I'm NOT" answers matter most

This is what stops Claude from drifting. Without boundaries, your content will eventually blend into generic territory. "Bold but not aggressive" or "Warm but not cheesy" — these constraints are what create a distinctive brand voice.

Use real language from your audience

When Claude asks how your audience talks about their problem, don't write what you think they should say. Go to your DMs, your comments, Reddit, YouTube comments. Copy their exact words. This is the difference between content that sounds right and content that resonates.

You can always update this later

Your foundation isn't permanent. As your brand evolves, update the document. Run through the builder again in six months. The best brands aren't static — they're intentionally evolving.

Works with any AI tool

This document is designed for Claude, but the output works anywhere. Paste your finished Foundation Document into ChatGPT, Gemini, or any AI tool and it will have the same brand context. The brain is tool-agnostic.

Next step: the Visual Brain Builder.

Take your Foundation Document and upload it alongside the Visual Brain Builder into a new Claude chat. That's where the visual system gets built.