

Chapter 6 Resources

Build Trust

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. What do people say about you when you are not in the room right now? Is it what you want them to say?
2. Look honestly at your Brand Capital Equation™. Are you stronger in reputation or in reach, and which one have you been neglecting?

BUILDER EXERCISES

A brand is built by what you put into the world, not by what you intend. Each of these takes under an hour.

1. Name your reputation. Write one sentence: “I want to be known for ____.” Then list three things you can consistently do to earn that reputation. That sentence is your brand's north star.
2. Draft your story. Write your origin story in one page. Where you came from, what you overcame, what you are building, and why. This is the raw material for everything you will ever share.
3. Show your work. Choose one platform and one simple, repeatable format you can sustain for a year. Then publish once. Consistency starts with a single post you can actually repeat.
4. Own your audience. Start one channel you own, even a simple email list. Invite your most loyal followers to join it. Begin converting rented attention into an audience you control more directly.

AI IN ACTION

Content is the part of brand-building most athletes avoid, usually because of the blank page and the time it takes. This is exactly where AI earns its keep, as long as you keep your own voice at the center.

Try this to break the blank page.

“Here is my story and what I want to be known for: [paste your origin story and your one-sentence reputation goal]. Act as a content strategist. Suggest ten content ideas that share my real journey and what I know, in my own voice. For the one I choose, help me outline it, then let me write the draft and you give me feedback. Do not replace my voice. Sharpen it.”

AI is also a powerful repurposing engine. Write or record one good thing, then ask it to help you turn that single piece into a week of posts across formats, so one real idea reaches people in many places. It can draft, edit, suggest headlines,

and catch what is unclear, turning hours of work into minutes.

But here is the line you must not cross. Your voice is the asset. The whole point of a brand is that it is unmistakably, authentically you, and AI, used lazily, will sand all of that away into the same smooth, generic tone everyone else is publishing. Use it to overcome the blank page, to edit, and to multiply your reach. Never use it to replace the one thing that makes your brand worth trusting. The real human behind it.