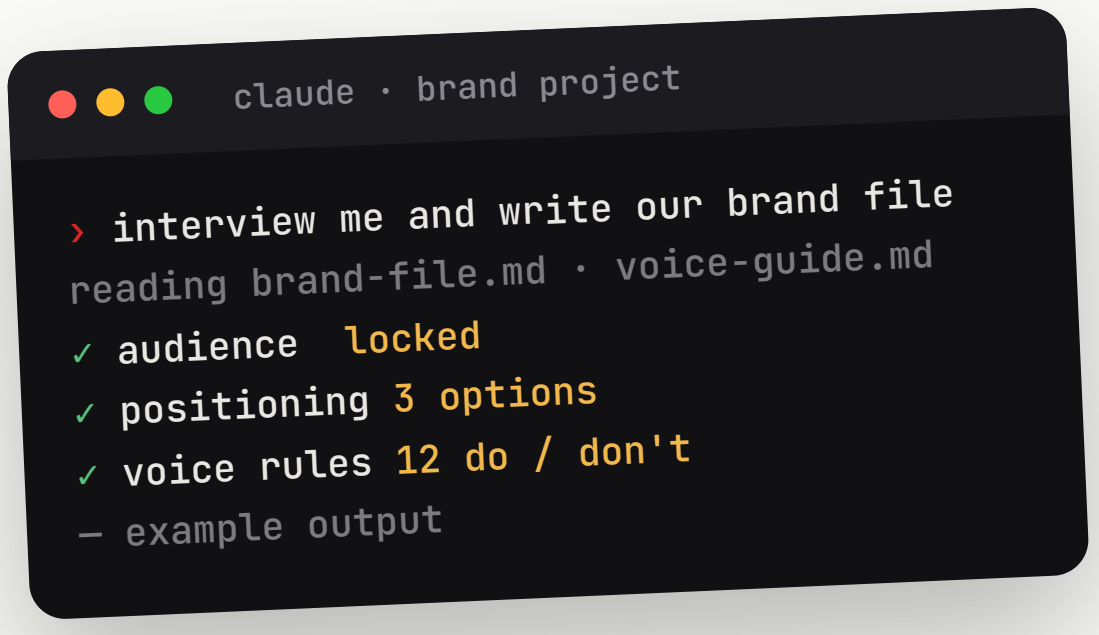
THE COMPLETE CLAUDE GUIDE FOR BRAND BUILDING



THE 12 CHAPTERS

01 **Set it up**
02 **The brand file**
03 **Positioning**
04 **Names & taglines**
05 **Voice guide**
06 **Visual direction**
07 **Campaign ideas**
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12 CHAPTERS

12 PROMPTS TO RUN TODAY

1 BRAND FILE TO RULE THEM

01.

SET IT UP PROPERLY

Claude does its best brand work when it already knows the brand. That means one Project, not fifty chats.

- → Open Claude and create a Project for your brand. Name it after the brand, not the task.
- → Everything you put in the Project (instructions and files) is read in every chat you start inside it.
- → Keep one Project per brand. Mixing two brands in one Project is how voices start to blur.
- → Start every new piece of work as a new chat inside that Project, so context stays clean.

● RUN THIS TODAY

```
Create a Project called [Brand name]. Leave the instructions blank for
now. Chapter 02 fills them in.
```

02.

THE BRAND FILE CLAUDE READS EVERY TIME

This is the single most valuable page you will write. It turns Claude from a generalist into your in-house strategist.

- → Who you serve: the customer, their problem, what they have tried before.
- → What you sell, what it costs and why it is different. Be blunt.
- → Voice: three words you are, three words you are never. Add two lines you love and two you hate.
- → Proof you can stand behind: real numbers, real clients, real results. Nothing invented.

● RUN THIS TODAY

Paste this into Claude: "Interview me one question at a time to write a one-page brand file covering audience, offer, difference, voice and proof. When we're done, give me the final page." Then paste the result into your Project instructions.

03.

FIND THE GAP YOUR COMPETITORS LEFT

Positioning is choosing the fight you can win. Claude is very good at showing you where everyone else is standing.

- → Give Claude your top five competitors' homepages, taglines or About pages.
- → Ask it to map what each one claims, who they target and the words they overuse.
- → Ask what nobody is saying. That empty space is your shortlist.
- → Pressure-test each option: who would hate this positioning? If nobody would, it is too safe.

● RUN THIS TODAY

```
"Here are my five closest competitors and what they say about
themselves: [paste]. Map their claims in a table, list the phrases
they all repeat, then give me three positions none of them own. For
each, tell me who it would repel."
```

04.

NAMES AND TAGLINES WORTH ARGUING ABOUT

Ask for volume first, then judgement. Claude can do both, in that order.

- Request 40 options across clear styles: descriptive, invented, metaphor, provocative.
- Then ask Claude to cut to the five strongest and defend each one in a sentence.
- Check every finalist yourself for trademarks and domains before you fall in love.
- Read the winners out loud. If you stumble, your customers will too.

● RUN THIS TODAY

```
"Using the brand file, write 40 tagline options in four styles (10
each). Then pick the five you would put in front of a client, say why,
and tell me which one you would bet the brand on."
```

05.

A VOICE GUIDE PEOPLE ACTUALLY USE

Most voice guides die in a PDF. Make yours a set of before-and-after rewrites instead.

- → Collect ten real pieces of your copy: emails, posts, product pages.
- → Ask Claude to rewrite each in your target voice and explain what changed.
- → Turn the changes into do and don't rules with examples, not adjectives.
- → Add the finished guide to your Project files so every chat follows it.

● RUN THIS TODAY

```
"Here are ten pieces of our copy: [paste]. Rewrite each in the voice
described in our brand file. Under each rewrite, list the specific
changes. Then turn all the changes into a one-page do and don't guide
with examples."
```

06.

VISUAL DIRECTION BEFORE THE DESIGNER

Claude does not replace your designer. It makes the brief so sharp that the first round lands.

- → Describe the feeling you want in plain words. Ask Claude for three distinct visual territories.
- → For each territory get palette logic, type direction, imagery rules and what to avoid.
- → Ask for a mood description you can hand to a designer or an image tool.
- → Always use your real logo files. Never let any tool redraw or recolour your logo.

● RUN THIS TODAY

```
"Based on our brand file, propose three visual territories. For each
give a name, the feeling, a palette with reasons, type direction,
photography rules and three things it must never look like. Finish
with a one-paragraph designer brief for the strongest one."
```

07.

CAMPAIGN IDEAS THAT ARE NOT WALLPAPER

Good campaigns start with a tension. Ask Claude to find the tension before it finds the headline.

- Give the goal, the audience and the one thing you want them to do.
- Ask for the cultural or category tension behind the problem first.
- Then ask for five concepts built on that tension, each with a line and a first execution.
- Kill anything a competitor could run with their logo swapped in.

RUN THIS TODAY

```
"Our goal is [goal] with [audience]. First list three tensions in
their world that we could exploit. Then give me five campaign concepts
built on the best tension. Each needs a name, a line, a hero execution
and why a competitor could not copy it."
```

08.

A MONTH OF CONTENT IN ONE SITTING

Pillars first, posts second. A calendar without pillars is just a to-do list with emojis.

- → Ask Claude to propose four content pillars that come straight from your positioning.
- → Map each pillar to a format: carousel, short video, text post, case study.
- → Generate a four-week calendar with hooks, not finished posts.
- → Write the posts one at a time in the same chat so the voice stays consistent.

● RUN THIS TODAY

```
"From our brand file, propose four content pillars. Then build a four-week LinkedIn and Instagram calendar: date, pillar, format, hook and call to action. Put it in a table I can paste into a sheet."
```

09.

AD COPY VARIANTS WORTH TESTING

Testing only works when the variants are genuinely different. Ask for different angles, not different adjectives.

- Name the angles up front: pain, outcome, proof, objection, curiosity.
- Ask for three ads per angle with headline, body and call to action.
- Ask Claude to flag any claim you would need to prove before running it.
- Check platform character limits yourself before you upload anything.

● RUN THIS TODAY

```
"Write ad copy for [offer] to [audience]. Use five angles: pain,
outcome, proof, objection and curiosity. Three ads per angle with
headline, body and CTA. Mark every claim that needs evidence."
```

10.

LANDING PAGE COPY THAT CONVERTS

A landing page is an argument. Get the structure right and the words get easier.

- → Ask Claude to outline the page as a sequence of objections it must answer.
- → Write the hero last, once you know what the page has to prove.
- → Ask for two hero options: one plain, one bold. Test them.
- → Paste your current page and ask what a sceptical buyer would still not believe.

● RUN THIS TODAY

```
"Here is our current landing page: [paste]. Act as a sceptical buyer
and list everything you still don't believe. Then rewrite the page as
an argument that answers each doubt in order, with two hero options at
the top."
```

11.

SKILLS FOR THE WORK YOU REPEAT

If you do something every week, stop explaining it every week. Turn it into a Skill.

- → A Skill is a saved set of instructions Claude can load when a task calls for it.
- → Good candidates: weekly post batch, ad variants, brief writing, competitor checks.
- → Write the steps once, include a good example, and save it as a Skill in Claude.
- → Improve the Skill each time Claude gets something wrong, so the mistake never repeats.

● RUN THIS TODAY

"I write [task] every week. Interview me about how I do it, then write it up as clear step-by-step instructions with one good example, ready to save as a Claude Skill."

12.

A WEEKLY BRAND REVIEW

Brands drift one small compromise at a time. Fifteen minutes a week catches it early.

- Every Monday, paste last week's posts, ads and emails into your brand Project.
- Ask Claude to score each against the brand file and voice guide.
- List what drifted, what worked and one thing to try this week.
- Update the brand file when you learn something new. It should get sharper every month.

● RUN THIS TODAY

```
"Here is everything we published last week: [paste]. Score each piece
out of 10 against our brand file and voice guide. Show what drifted,
what worked best, and the one change to make this week."
```



WANT IT DONE FOR YOU?

The Bad Company is the anti-agency for brands that refuse to blend in. Branding, design, marketing and campaigns, built with this exact system.

hello@thebadcompany.co