



Your strategic co-founder workbook

Turn AI into your brand strategist, challenger, and partner.

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The
SOLO
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WELCOME, QUEEN.

This workbook is your guide to building a sharper brand and leveraging AI as your strategic thinking partner – not a generic caption generator. You're better than that, babe.

Work through the questions and templates, then use the prompt pack to put AI to ~work~ as your co-founder – asking smarter questions, uncovering blind spots, and helping you take action that will **actually get you where you want to go.**

Ready gf?

**Cheering you on,
Lizzie xo**

Step 1: Diagnosis

Answer these first. Clarity comes before content.

1. What do you actually do — explain it like you're talking to a friend at dinner.
2. Who do you serve — and what are they struggling with or hoping for?
3. What problem do you solve, and how is their life different after working with you?
4. What makes your approach or offer different from others?
5. What do you want to be known for?
6. What 3 words best describe the tone you want your brand to have?
7. Do you already have brand colours, fonts, or a visual style? If yes, describe them. If no, describe the vibe you'd love to create.
8. What's one belief your ideal client must have before saying yes to you?
9. What's your natural working style (e.g. visionary, detail-driven, fast mover, cautious)?
10. What's your most important goal right now (clients, launch, growth, rebrand, etc.)?

Not sure how to answer? Copy this into your AI of choice:

Act as my strategic co-founder. Ask me questions to uncover what I actually do, who I serve, what problems I solve, and what makes me different. Keep digging until my answers are sharp and specific.

Step 2: Brand status *snapshot*

Fill this in after answering the questions on the previous page.

- What's clear about my brand? What was easy to answer?
- What's fuzzy? What did you find hard to articulate or identify?
- Can you foresee any potential blind spots?
- What about opportunities?

Not sure how to answer? Copy and paste this prompt into your AI of choice.

"Here are my answers about my brand [paste them]. As my co-founder, tell me: what's clear, what's fuzzy, what blind spots you see, and what opportunities I might be missing."

Step 3: Brand foundation *profile*

Use your answers to sketch out your brand's foundation:

- Positioning Statement → one sharp line: what you do, who it's for, why it matters.
- Audience Overview → their key pain points and desires.
- Key Differentiators → why you vs. others.
- Messaging Pillars → 3-4 themes you'll come back to again and again.
- Tone Snapshot → 3 tone words + do's/don'ts.
- Visual Starter Pack → colours, fonts, and imagery that align with your values + audience psychology.

Not sure how to answer? Copy and paste this prompt into your AI of choice.

"Based on my answers [paste them], act as my co-founder. Write me: a positioning statement, audience overview, 3-4 differentiators, messaging pillars, a tone snapshot, and suggestions for brand colours/fonts/imagery that fit."

Step 4: Prompt *pack*

Use these when you're ready to move beyond foundations

FOR CLARITY

Act as my co-founder and strategic business partner. I run a [XYZ BUSINESS], but I'm not clear yet on my key differentiator or what I should focus on next.

Ask me a series of questions to help uncover:

- Who my ideal clients really are*
- What my potential blindspots may be*
- What frustrates them about other design services,*
- What makes my approach different (even if I don't see it yet),*
- What immediate business goal should matter most in the next 90 days.*

Ask me one question at a time, dig deeper if my answers are vague, and then reflect back a short summary of my differentiator and a suggested priority goal.

Step 4: Prompt pack

Use these when you're ready to move beyond foundations

FOR LEVELLING UP

Act as my personal brand strategist with the following context:

- You helped build multiple six and seven-figure personal brands and helped entrepreneurs become industry leaders.*
- You understand content strategy, audience growth, positioning, and monetisation.*
- You are direct, accurate, and challenge me to think bigger and take action. You focus on high-impact strategies that drive growth and opportunities.*

• You understand how to create content that resonates and connects with audiences and creates a community

YOUR MISSION IS TO:

- Help me define a personal brand that's recognizable • Identify the biggest gaps holding my brand back.*
- Design a strategy to fix those gaps.*
- Hold me accountable with clear action steps.*

FOR EVERY RESPONSE, FOLLOW THIS STRUCTURE:

- 1. Start by telling me what I need to hear. Highlight what's good and what needs to be improved.*
- 2. Clear Plan: Give me an action plan with steps to execute.*
- 3. Hold Me Accountable: Each answer will end with one action I can take today and report back with progress.*

First, ask me 10 clarifying questions to understand my current brand, content strategy, and goals. Once I respond, analyze my answers and give me a full strategy breakdown.

Step 4: Prompt *pack*

Use these when you're ready to move beyond foundations

Clarity & Positioning

"Act as my co-founder and brand strategist. Ask me the tough questions I might be avoiding about my offer. Push me until I can clearly state who I serve, what problem I solve, and what makes my solution different."

Vision → Roadmap

"Given my goal is [insert goal], create a co-founder style roadmap: what should I focus on weekly, what are high-leverage actions, and what can I ignore for now? Hold me accountable with one action to take today."

Messaging & Content

"As my co-founder, help me brainstorm 10 content ideas that align with my brand pillars: [list them]. Categorise them into visibility, nurture, and conversion content."

Creative Direction

"Given my brand values are [values] and my audience is [audience], suggest a palette of 3-4 brand colours with hex codes. Explain the psychology of why they fit."

Step 4: Prompt *pack*

Use these when you're ready to move beyond foundations

Decision-Making & Trade-Offs

"Play devil's advocate as my co-founder: I'm deciding between [option A] and [option B]. List the pros, cons, and hidden costs of each – then recommend the path most aligned with my goals."

Hyper-Personalised Action Plans

"Act as my co-founder and map a 30-day 'aligned action plan' for my business based on:

My strengths = [list]

My weaknesses = [list]

My available time per week = [X]

My financial goal = [\$X]"

Hot tip: Don't just copy prompts — adapt them with your own audience, goals, and tone so the output is specific to you.

Step 5. Your co-founder *action plan*

At the end of any session, capture this:

- Main focus for the next 30 days
- One action to take today
- One thing to ignore/park for now
- Your updated Brand Foundation Profile

Not sure what to prioritise?

Prompt idea:

"Based on my brand foundation and current goal [paste in], act as my co-founder. What should I focus on for the next 30 days? Give me one priority, one action to take today, and one thing I can safely ignore for now."

THE REST OF THE WORKBOOK PROVIDES PROMPT SUGGESTIONS FOR SPECIFIC BUSINESS CASES. FEEL FREE TO COME BACK AND REFER TO THEM AT ANY TIME.

PAGE 18 PROVIDES A PROMPT YOU CAN USE TO CREATE YOUR OWN GPT <3

Business planning

- “Act like a strategic advisor. Based on my current business model, what growth opportunities should I explore over the next 12 months?”
- “Help me map out a simple 90-day roadmap to grow my [product/service-based] business. Keep it realistic - I only have 10 hours a week.”
- “I run a [type of business]. What are 3 ways to increase revenue without increasing my workload?”
- “Give me a list of potential lead magnets I could create based on this offer: [paste offer description].”
- “I’m deciding between [Option A] and [Option B] for my next product. What factors should I consider to make the best long-term decision?”
- “What’s a simple way I can validate this business idea before I spend time or money building it?”
- “I have an idea for a [course / offer / service]. What’s a low-cost way to test interest and get feedback fast?”
- “Act like a devil’s advocate. What are the weaknesses or risks in this business idea: [describe your idea]?”
- “Give me honest feedback on this idea - not just affirmations. I want to understand potential red flags or gaps I’m not seeing.”
- “Give me a critical and objective breakdown of this strategy. Do not default to praise - I need an unbiased view to make improvements.”

Marketing strategy

- “Based on my brand positioning [insert your brand values / niche / USP], what kind of marketing campaign themes would resonate most with my audience?”
- “Act like a marketing strategist. Help me plan a 3-month content calendar that builds trust, educates my audience, and drives sales - without burning me out.”
- “I want to guide people from discovering my brand to buying my offer. Can you help me map a basic funnel from Instagram to email to checkout?”
- “What types of content would help me build brand credibility if I’m just starting out and have no testimonials yet?”
- “Please avoid generic content advice - what’s a realistic content strategy for a solopreneur who only has 4-6 hours per week for marketing?”
- “Which platform is best for building trust and converting leads for a business like mine: [brief description]? Give me pros, cons, and recommendations.”
- “What’s a creative marketing idea a brand like mine could ‘own’ to stand out online - something aligned to my values and GOALS?”

Decision-making

- “I’m torn between launching [Option A] and [Option B]. Help me weigh the pros, cons, risks, and time commitments of each.”
- “Give me a simple matrix or scoring system to decide what to prioritise based on ROI, time, energy, and urgency.”
- “What questions should I ask myself before pivoting my offer or shifting direction in my business?”
- “Please give me a neutral and objective breakdown - I’m not looking for validation, I want help making the best long-term decision.”
- “Act like a business mentor. What would you ask me to help me make this decision with more clarity and confidence?”

Delegation and growth

- “Write a simple SOP (standard operating procedure) for onboarding a new VA to help with my social content.”
- “Help me create a clear, compelling job ad for a part-time [role] - include responsibilities, vibe, and how to apply.”
- “I want to hire help but I’m nervous about the cost, trust, and time it takes to delegate. What’s a good first step?”
- “What are 3 low-lift tasks I could delegate right now to free up time for more strategic work?”
- “Based on my business model, what kind of support role would have the biggest impact on my growth and stress levels?”

Capture inspiration, insights + ideas

Helpful prompts:

- “What questions are my audience asking over and over?”
- “What have I already created that I could revisit or reuse?”
- “What’s one idea I haven’t had the time to explore yet?”
- What are 3 problems I’m great at solving – and how do people describe them?”

Create content, offers, systems + assets

Helpful prompts:

- “What’s a simple way I could explain this idea to someone new?”
- “Can you help me outline a 3-part Instagram carousel on this?”
- “Turn this into a first draft blog post / caption / script.”
- “What’s a 3-step way I could turn this into a repeatable system?”
- “Act like a content strategist. How can I present this in a way that builds trust?”

Convert with strategy + momentum

Helpful prompts:

- “Map a basic funnel from Instagram to my offer.”
- “What objections might someone have before buying this -and how can I address them?”
- “Write 3 nurturing email ideas that guide people toward this offer.”
- “What’s a realistic way to show up weekly that keeps me top-of-mind?”
- “What would this look like if it were easier?”

BONUS: Build *your system* prompt

Want to build your own personal GPT? Try pasting this into the ‘configuration’ section after hitting ‘create custom GPT’.

I want you to act as a strategic business systems coach. Help me build a weekly AI-supported business system that suits my time, energy, and goals - without overwhelm. Here's what you need to know about me:

- Business model: [service-based / product-based / content or community-led / hybrid]
- Current offers: [describe briefly]
- Main goal for the next 3 months: [e.g. launch a new offer, grow audience, increase sales]
- Number of hours I want to work per week: [insert]
- My biggest bottlenecks or struggles: [e.g. content consistency, sales, clarity, decision-making]
- My energy patterns: [e.g. high energy in the morning, creative in short bursts, easily overwhelmed]
- What I enjoy most in my business: [e.g. working with clients, writing, designing, coaching]
- What I dread or avoid: [e.g. content planning, admin, marketing, pitching]
- Preferred tools (optional): [e.g. Notion, Canva, Instagram, ChatGPT]
- Please return:
 - A simple weekly schedule broken into tasks (Capture / Create / Convert)
 - Suggested tools I can use for each task
 - AI prompt examples I can reuse for each phase
 - Any systems or habits you recommend to stay consistent without burning out
 - A reminder or mindset tip tailored to how I work best

Keep it light, realistic, and flexible. This system should help me feel more clear and calm, not busier.

NEXT STEPS

Our hub, The Solo Co(lab) launches Jan 2026. Keep an eye out for updates!

In the meantime:

- **Follow @thesolo__co on Instagram.**
- **Look out for The Solo Scoop in your inbox every Monday at 11am — your weekly drop of industry news and inspo.**

Thank you! xxx