

Brand brief template and AI content prompts

Fill in the one-page brand brief, save it in a ChatGPT or Claude Project, then use these prompts every week. From the Fynl guide How to use AI for content creation.

WHAT THIS ADDS

The brief is what stops AI content sounding like everyone else's. Write it once, keep it to one page, and update it when your prices or offers change.

1. The one-page brand brief

Who we are (one sentence): _____

Who we help: _____

What they are worried about: _____

What we sell, with real prices:

1. _____ \$ _____

2. _____ \$ _____

3. _____ \$ _____

How we sound (three words): _____ · _____ · _____

How we never sound (three words): _____ · _____ · _____

Three posts that did well (paste each one in full under the brief).

Never say or do: _____

2. Ten customer questions

From AnswerThePublic, Google autocomplete, your inbox and your sales calls.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____
8. _____
9. _____
10. _____

3. The prompts

Script. Using my brand brief, write a 60-second video script that answers this question: [question]. Start with a hook in the first line. Use short sentences. Give one real example from my business. End with one clear next step.

Rewrite check. Read this script as my customer would. Mark every sentence that sounds generic or that I would never say out loud, and suggest a plainer version.

Five from one. Here is the transcript of my video. Give me: three short clips, each with its own hook and the exact first and last line to cut; one post for Facebook or LinkedIn; and one short email to my customer list. Keep my voice from the brand brief.

Design brief. Write the headline and three short lines of on-screen text for a social graphic about: [topic]. Maximum eight words per line.

4. The week

Day	Job
Monday	Pick one question
Tuesday	Draft the script in your project, then rewrite it in your words
Wednesday	Record one 3 to 8 minute video
Thursday	Captions in CapCut, graphics in Canva, five posts from the transcript
Friday	Schedule everything for next week

5. Before you post

- Every fact, price and name checked.
- Captions read once.
- Realistic AI face, voice, place or event? Turn on the AI label (YouTube Studio: Attributes, AI use. TikTok: More options, AI-generated content).

DO THIS

Fill in the brief today, paste it into one Project, and run the Monday-to-Friday plan for one week before you change anything.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. \$49/month per business, \$149 Agency, and we move your contacts over for you.

Fynl.io is for the rest of the job: one portal for your contacts, calendar, quotes, invoices and email, with AI that runs on your own key. The brand brief you write here is the same one-page brief that makes any AI tool, including the AI inside Fynl, sound like you.