



WELCOME TO
B(AI)Bs

**BADASS AI BRAND
SOCIETY**

CREATE A BADASS BRAND
WITH THE POWER OF AI

HELLO!

We're about to embark on a journey to craft a brand that'll turn heads and make a statement.

Hello B(AI)Bs!

You've just stepped into the Badass AI Brand Society, and let me tell you, it's fantastic to have you on board! We're about to embark on a journey to craft a brand that'll turn heads and make a statement.

Here's the deal: we're going to sync up everything – your branding, social media buzz, adverts, your online home, those crucial landing pages – all of it, to the real, unstoppable you.

So, are you strapped in and ready to blaze this trail? Let's get the show on the road!

XOXO
–Haley



I'M HALEY

THE FORCE BEHIND "BADASS YOUR BRAND"

Hi, I'm Haley. I started Badass Your Brand with one thing in mind: **to help bold women like YOU make their mark with a killer brand.** My life's work?... Graphic design and launching businesses that pack a punch. I've been in the game for 25 years, helping over a thousand entrepreneurs turn their vision into something real and spectacular—now, it's your turn.

Here's my street cred:

- I've built and grown 7 of my own businesses from the ground up. (B2B, B2C, Product, Service, Retail, Wholesale... you name it, I've done it.)
- Made it to the top in two corporate gigs. (Manufacturing and Education Teck.)
- Kicked off 2 nonprofits because doing good feels good.
- At my boutique agency, I'm the captain of the creative team, guiding business launches.
- And get this—I run the show at the entrepreneur program at Center for Advanced Learning (CAL)... teaching dual credit. (eh-em... you can call me Professor!)

I'm stoked to share everything I know with you through my mini-course series. It's the natural next step for me, and the perfect start for you. Everyone brave enough to start a business deserves a brand that stands out. Whether you're just beginning, shaking up an old business, or carving out your personal brand, this program is designed to be simple, straightforward, and totally doable at your own speed.

Ready to start this badass branding adventure? I can't wait. Let's roll up our sleeves and get to it!





KEYS TO SUCCESS

(PART 1)

Hold up, B(AI)Bs! Before we kick off our brand-building adventure, **here's the lowdown:**

This mini-course is your personal playground.

No keeping up with the Joneses here. You're on your own unique journey—some of you are just starting out, others are halfway up the mountain. Forget about the words "falling behind"; it doesn't live here.

Your mission?

Tackle each step, one by one. And don't go silent—jump into the B(AI)Bs Facebook group and shout out for feedback. I'm here, your peers are here. We're all in this together.

Going solo is a no-go.

Don't zip over to your outside friends for help. Stick with us, your brand-building crew. Anything you whip up with AI—throw it into the group ring. We're your sounding board, your cheerleaders, your pit crew.

If you hit a wall, don't you dare stare at it for more than an hour.

And definitely don't wait till the sun comes up. Hit up the group. We've got a 24-hour M-F feedback fiesta, and sometimes, you'll get answers in a snap. Tech troubles? Screenshot it, post it, and we'll sort it.

Quick FYI:

My office hours are kinda like a mystery novel—unpredictable. I've got teaching gigs at CAL on "A" days, but I'll buzz in when I can. Plus, our beta group is a band of rockstars—there's always someone ready to toss in their two cents on just about anything.



KEYS TO SUCCESS

(PART 2)

Alright, B(AI)Bs, **let's break down the battle plan.** We've got 7 courses lined up for you—each one a stepping stone to branding brilliance. Now, I know it's tempting to jump around, but trust me, skipping steps is like missing a secret concert of your favorite band—you just don't.

Start at STEP 1 and follow the beat.

Here's a heads-up: some lessons are your free pass—they're optional.

If it's not tagged as optional, consider it your VIP pass to success—non-negotiable.

Now and then, we'll gab about shiny new tools in the group.

That doesn't mean you gotta grab 'em. We tag @everyone to keep you in the loop, not to clutter your toolbox. Too many pings? Tweak those notifications in the Facebook group settings. These tools are just back-pocket options, not essentials. Breathe easy, no one's running ahead.

Bailing on the B(AI)Bs Group?

That's a hard no. You'd miss out on the gold—vital updates, breakthroughs, the works.

This guide you're flipping through?

It's gold dust. It's got sneak peeks of the big lessons, a glossary for the tricky talk, and a full set of maps for each course section. Get cozy with it. Even if it's all Greek now, it'll be your branding bible soon.

Got a burning question?

Slide into my Facebook Messenger; I'm all ears for anything about your spot in this beta group.

And when you've got something to show—shout "FEEDBACK!"

...loud and clear at the start of your Facebook post. Snap those screenshots, share those drafts. We're here to huddle around and help you polish until you shine.

MAP

B(AI)Bs Success Path:

- 00- BUSINESS PROFILE
- 01- BIO STATEMENT
- 02- DESIGN THEMES
- 03- MOOD BOARDS
- 04- COLOR PALETTE
- 05- FONT PAIRING
- 06- LOGO DESIGN
- 07- BRAND BOARD



SEE YOU IN THE NEXT LESSON

Up Next...



00-Biz Profile

Set your business baseline with so everything generated with ai will hit the mark.

01-Bio Statement

That punch 3-5 second classic statement when someone asks: WHAT DO YOU DO?

02-Design Themes

Set the stage for your brand development and explore multiple possibilities.



LESSON 00

LET'S START

AT THE VERY
BEGINNING



00

LET'S CREATE AN AI BIZ BASELINE

BUSINESS PROFILE

What you'll accomplish:

Set your base info with AI

Time to achieve: 1 hour

Software needed: ChatGPT

[WATCH THE LESSON<<](#)

LET'S GET STARTED

Alright, let's kick things off by getting your business's vibe locked in. This isn't just about filling in blanks; it's about loading ChatGPT with the real deal – the guts of your brand. We're talking the look, the talk, and everything that makes your brand tick. By feeding this beast the right info, we make sure every piece we churn out has got your brand's fingerprints all over it. It's like giving ChatGPT a secret handshake – it'll know what you're all about, keeping it real and consistent, no matter what we're cooking up.

So let's get down to business and set this up to nail your brand's badassery in every word and pixel.



THE PROMPTS!

COPY AND PASTE EACH PROMPT SEPARATELY.

1.Prompt:

In a minute I am going to ask you to write some copy for my business. This will include blog content, Instagram posts, and sales emails. before we begin, I want you to fully understand my business and customers. [Return<<](#)

[<ChatGPT Response>](#)

2.Prompt:

Ask me at least 20 questions about my business, customers, audience, and anything else you need in order to complete the task to the best of your ability. [Return<<](#)

[<ChatGPT Response>](#)

ANSWER 20 QUESTIONS

WHAT'S RIGHT FOR YOU

3.Prompt:

Paste your answers to the 20 questions. [Return<<](#)

[<ChatGPT Response>](#)

4.Prompt:

With the information you have, please refer to this content when creating from the following prompts in this chat. [Return<<](#)

[<ChatGPT Response>](#)



Congrats!

**Your business profile
setup is complete.**

Now your Chat is set up to continue building
your Badass AI Brand!

[>>CONTINUE TO LESSON 01](#)

SEE YOU IN THE NEXT LESSON

Up Next...



01-Bio Statement

That punchy 3–5 second classic statement when someone asks: WHAT DO YOU DO?



02-Design Themes

Set the stage for your brand development and explore multiple possibilities.



03-Mood Boards

Create mood boards that start to identify common visual themes within your brand.