

Your business brand workbook

Why Some Great Local Businesses Are Practically Invisible Online

A one hour workshop with Alina Penjiyeva
SpotlightRank | Northeast Florida

By the end of this hour, you will have a short brief about your business, instructions for your brand voice, and one draft you can improve and use. I will show you how I would do this for SpotlightRank, then you will work on your own business.

Your name and business

Our hour together

Minutes	What we will do	Workbook
0 to 5	Choose the business problem you want to solve	Page 1
5 to 15	Check how customers find and contact you	Page 2
15 to 25	Describe your business and your customer	Page 3
25 to 35	Capture how you actually speak	Page 4
35 to 43	Build your brief using the example	Pages 5 and 6
43 to 55	Give ChatGPT the brief and test a draft	Pages 7 and 8
55 to 60	Questions and your next step	Page 8

Choose one result

What do you want help with first? Circle one: finding customers / explaining my services / writing posts / answering inquiries / another task

Bring a phone or laptop if you have one. Paper works too. If you cannot log in during the session, finish your brief here and use the prompts at home.

Check how customers find you

A customer needs to understand what you do, trust you, and know how to contact you. Use this quick check to choose one fix. You do not need to repair everything today.

Look at your business through a customer's eyes

Search your business name and city. Then search for one service you sell and your city. Results vary by location, so this is a useful observation, not a full ranking report.

Check	Yes	Needs work	Not sure
My website clearly says what I do and whom I serve.			
My contact or booking link works on my phone.			
I can access and manage my Google Business Profile, if eligible.			
My profile category, hours and contact details are accurate.			
My photos show my actual business or work.			
My reviews and replies help customers understand my service.			

SpotlightRank example

The supplied website copy emphasizes SEO, backlinks and press releases. The expanded offer also includes business strategy, websites owners can manage, AI voice setup, automation and marketing materials. My first fix would be to explain that broader offer clearly on the website.

What would a customer search to find your service

The first thing I need to fix

What affects Google visibility

Google says local results mainly depend on relevance, distance and how well known a business is. Complete, accurate information helps Google understand it. Posting more often alone does not guarantee a better position.

Source: Google Business Profile Help, Tips to improve your local ranking.
support.google.com/business/answer/7091

Describe your business and customer

Write simple answers. Choose one main service and one customer type for today. You can add other services later.

Business name and area served

SpotlightRank example: SpotlightRank. Northeast Florida, including Clay County and Jacksonville.

What you help people do

SpotlightRank example: I help small business owners clarify their offer, improve local visibility and build marketing tools they understand and control.

Your main service for this exercise

SpotlightRank example: Help an owner set up AI with their business facts and voice, then practice using it for everyday marketing.

Your customer and their biggest frustration

SpotlightRank example: A local service business owner who knows what they do but struggles to explain it online and keep up with marketing.

What makes your approach different

SpotlightRank example: I explain the process, work with the owner and help them keep control of their website and tools.

What you want the customer to do next

SpotlightRank example: Email alina@spotlightrank.com with the business, service area and the first thing they want help with.

Use only facts you can support. Leave unknown prices, results, credentials or availability blank. A good brief does not need a big claim.

Capture your voice

Read your answers out loud. Would you say this to a customer? Actual sentences help more than simply telling AI to be professional.

Three words that describe your tone

SpotlightRank example: Direct, friendly, practical.

One thing you would actually say to a customer

SpotlightRank example: You should be able to update your own website without being afraid you will break it.

One post or message that sounds like you

SpotlightRank example: Tell me what business you own, what is frustrating you, and what you want to improve first.

Words and habits you want AI to avoid

SpotlightRank example: No long dashes, exaggerated promises, jargon, too many emojis, or phrases like unlock your potential.

How should AI address your customer

SpotlightRank example: Use you. Use I when writing as Alina. Keep paragraphs short and explain the next step clearly.

SpotlightRank wording comparison

Too generic: Unlock your business potential with cutting-edge digital solutions.

Closer to my voice: If customers cannot tell what you do from your website, start there. I can help you explain your services and make it easier for people to contact you.

At home, add two or three real messages you wrote. Remove customer names, contact details and private information before using them as examples.

SpotlightRank completed brand brief

Use this as the model for your own brief on page 6. These examples reflect the expanded direction discussed for SpotlightRank. They are not a claim that every service is already on the live website.

Business facts

Business: SpotlightRank

Owner: Alina Penjiyeva

Area: Northeast Florida, including Clay County and Jacksonville

Website: SpotlightRank.com

Contact: alina@spotlightrank.com

Customer and offer

I help small business owners who need clearer direction, better local visibility and less repetitive marketing work. Services include business strategy, Google Business Profile support, local SEO, websites owners can manage, AI voice setup, automation, flyers, backlinks and press release strategy.

For this exercise, focus on helping a local service business owner set up AI for their business. They are tired of rewriting generic posts and explaining their business from scratch each time.

Approach and next step

I teach owners how the tools work and help them keep control. The next step is to email me with their business, area served and what they want help with first. No price, turnaround time or guaranteed ranking is supplied.

Voice instructions

Write as Alina using I, and address the reader as you. Be direct, friendly and practical. Use familiar words, short paragraphs and concrete next steps. Avoid long dashes, hype, jargon and excessive emojis. Do not invent offers, statistics, testimonials or business results.

Writing examples

You should be able to update your own website without being afraid you will break it.

Tell me what business you own, what is frustrating you, and what you want to improve first.

Sample draft for demonstration

Does every AI draft need a rewrite before you can post it? Start by giving it the facts about your business and a few examples of how you actually speak to customers. I can help you build that setup and practice using it. Email alina@spotlightrank.com and tell me what you want help with first.

Build your own reusable brand brief

Combine the answers from pages 3 and 4 here. Complete this page digitally, or photograph it clearly and check ChatGPT's transcription before using it. Label anything you have not decided as unknown.

Business name owner service area website and contact

Main service and the customer it helps

Customer frustration and the result you help them work toward

Your approach and the next step customers should take

Tone words writing rules and words to avoid

One or two real sentences that sound like you

For ChatGPT: This page contains my business facts and voice. Blank fields mean unknown. The SpotlightRank examples elsewhere in the workbook belong to another business. Do not copy their facts into mine.

Give ChatGPT your business brief

In this workshop, training means giving ChatGPT context and examples. It does not retrain the underlying model. Keep the brief available whenever you want ChatGPT to write for your business.

Step 1 Provide your own answers

Open ChatGPT. Paste your completed brief from page 6, attach a file containing only your answers, or attach a clear photo of that page. Avoid uploading the entire workbook because it also contains SpotlightRank examples.

For a photo, send this first: Transcribe my completed brand brief. Mark anything unreadable as unclear. Do not guess. Wait for me to check and correct the transcription before drafting.

Step 2 Copy this setup prompt

Use the brand brief below as the reference for my business facts and writing voice in this conversation. If I attached a file, use my completed answers from that file. Blank fields mean unknown. Treat any SpotlightRank examples as examples only, unless SpotlightRank is my business.

First, summarize my business, customer, offer and voice in five short bullets so I can check your understanding. Ask up to three questions only if missing details would change the draft. Do not invent prices, credentials, results, testimonials, dates or availability. Separate your suggestions from facts I supplied. Wait for my approval of the summary before writing marketing content.

MY BRAND BRIEF

[Paste your completed page 6 here, or attach it.]

Step 3 Test one real task

After correcting and approving the summary, send:

Write a Facebook post of 80 to 120 words for [customer type] about [one service]. Start with [customer problem]. Use my brand voice and end with [specific next step]. Use only confirmed facts from my brief. Do not add hashtags or emojis unless I ask.

Keep the setup for future work

You can reuse this conversation, or paste the brief into a new one. For a reusable workspace, create a ChatGPT project, add your brand brief and voice instructions, and start future business chats inside it. Project chats can use the shared files and instructions. Check important details in every draft.

Reference: ChatGPT Learn, Projects and chats. learn.chatgpt.com/docs/projects

Test improve and use your draft

Choose one draft today. Read it aloud before you use it. You know your customers and your business better than the first draft does.

Check the result

- ☐ The business facts are correct.
- ☐ It sounds like something I would say.
- ☐ It speaks to one clear customer and problem.
- ☐ The reader knows what to do next.
- ☐ It contains no invented claim, price or offer.

One sentence I want to change

Copy this correction prompt

This phrase does not sound like me: [paste phrase]. I would say: [your wording]. Revise the draft using that example. Keep the confirmed facts and the same next step. Then suggest one voice rule I can add to my brand brief. Wait for me to approve the rule.

Choose your next task

Customer reply: Draft a reply to [question] in my voice. Use only the facts in my brief. Ask me for any missing price or policy before answering.

Flyer copy: Write a headline, a short service description and one next step for [offer]. Keep the copy under 70 words. This gives me copy to place in a design I can edit.

Google post draft: Write a short update about [confirmed service] for [area]. Use my voice and a clear next step. I will review it before publishing.

Repetitive task: Help me map [task] into a simple workflow. Identify the trigger, information needed, owner review and next action. Draft the text first. Do not send or publish anything.

One visibility fix I will make this week

One writing task I will reuse this brief for

A prompt creates a draft or a plan. Automatic posting and follow-up require a separate tool or integration. Start by approving the draft yourself.

Further reading: OpenAI Prompt engineering, developers.openai.com/api/docs/guides/prompt-engineering. Instructions and examples help guide output; you still need to review it.