FREE STARTER GUIDE

VOL. 01

THE BRAND OS *Starter Guide*

Build the one document that makes AI write, design and build like you.

JENN MIRANDA
Brand designer, founder of Jadele

with AI

FREE STARTER GUIDE

BUILD YOUR BRAND OS *with AI.*

About 30 minutes, start to finish.
Grab a coffee and your laptop.

START HERE

What a Brand OS is

Ask AI to write a caption and you get something that sounds like everyone. That's not because AI is bad. It's because it doesn't know you yet.

A Brand OS is one page that fixes that. It tells AI who you serve, what you promise, how you talk and how your brand looks. AI reads it before it writes or designs anything, so the first draft already sounds like you.

I use this same idea with every client at Jadele. Strategy comes before design, and this is the strategy, in a form AI can use.

STEP 1 · 5 MINUTES

Gather three things

- **Three things you've written:** an Instagram caption, an email and a text to a friend. The text matters most. It's how you really talk.
- **Three brands you love,** in any industry, and one line on why.
- **A free ChatGPT or Claude account.** Either one works. The free plan is plenty.

STEP 2 · 15 MINUTES

Let AI interview you

Paste this into a new chat and answer the questions. Talk the way you would to a friend. Voice-to-text works great here.

You are my brand strategist. Interview me to build my Brand OS: a one-page document that lets AI write and design like me.

Ask me one question at a time and wait for my answer before the next. Cover:
1. Who I serve and what they want most.
2. What I sell and what makes it different.
3. Three words my brand should feel like, and three it should never feel like.
4. How I actually talk. I'll paste three things I've written: a caption, an email and a text to a friend.
5. My visual taste: brands I love and why.

If an answer is vague, push back and ask me for an example.

When we're done, write my Brand OS with these sections:
- Who it's for
- My promise
- My voice: do and don't, with example sentences in my words
- Words I use, and words I never use
- Visual direction: palette mood, type mood, photo style
- "Write like me": a short instruction block I can paste at the top of any new chat

Keep it in my words, not marketing language.

When it pushes back on an answer, that's the point. The specific answers are what make it sound like you.

STEP 3 · 5 MINUTES

Save it where AI will see it

A Brand OS only works if AI reads it every time. Save it once:

- **ChatGPT:** create a Project for your business and paste your Brand OS into the project instructions. Every chat in that project starts with it.
- **Claude:** create a Project and add your Brand OS to the project instructions or knowledge.
- **Everywhere else:** keep the "Write like me" block in your notes app so you can paste it at the top of any chat.

STEP 4 · 5 MINUTES

Test it

Run the same prompt twice: once in a plain chat, once inside your project.

> Write an Instagram caption announcing that I'm opening two new spots for clients this month. Keep it under 80 words.

Read both out loud. If the second one still says something you'd never say, add that word to "Words I never use" and try again. Two or three rounds usually gets it right.

STEP 5 · ONGOING

Use it when you build

Most site and store builders now have AI tools built in. Give them your Brand OS first and everything they write starts closer to you.

Framer	Paste your visual direction and "Write like me" block into the prompt when you start a site with AI, then use your voice section when you edit page copy.
Wix	When the AI site builder asks about your business, answer from your Brand OS instead of starting from scratch.
Shopify	Give the AI product description tool your voice section so every listing sounds like the same brand.
Lovable	Put your Brand OS at the top of your first build prompt so the app's words and look match your brand.
GitHub	Save it as a file called BRAND.md in your project, so AI coding tools can read it while they build.

Update your Brand OS when your offer changes, or every few months. It's a living document.

That's your Brand OS.

Every Sunday I'll send one prompt I actually use, one brand or website lesson, and what I'm building next. Watch for The Sunday Edit.

Jenn