Build Your Personal Brand Site with AI

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This site was built in a single morning, working with an AI assistant. These are the prompts I used, in order. They work in Grok Bot, Claude or any assistant that can write code. Swap in your own story.

STEP 1. STUDY WHAT YOU ADMIRE (STRUCTURE, NOT COPY)

```
Here are 2-3 websites I like: [URLs].
For each, list the page structure, the sections in order, what makes the layout work,
and the tone of the copy.
Then tell me which patterns fit a [your role] personal brand and which to skip.
Do not copy any of their text or images.
```

STEP 2. WRITE YOUR POSITIONING

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About me: [role, years, markets, proudest results, what people ask me for].
Write:
- a 7-word positioning line
- a 2-sentence intro for a homepage hero
- a 120-word official bio in third person, free for event programs
- 4 proof stats with honest labels
Keep claims accurate: if something was a finalist, say finalist.
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STEP 3. CHOOSE A LOOK

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Give me 3 visual directions for my site, each with a 5-colour palette (hex), a heading
font and a body font from Google Fonts, and a one-line mood.
My taste: [e.g. high-end fashion house, restrained, no italics].
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Pick one and push back. My site went plum, then bright editorial, then quiet luxury before it felt right.

STEP 4. BUILD THE PAGES

```
Build a static website (HTML + one CSS file, no frameworks) with these pages: Home, About, Library, Speaking, Press.
Use the palette and fonts we chose. Generous whitespace, hairline rules, small tracked uppercase labels, upright serif headlines.
Home: hero with my photo, proof stats, what I share, social stats, featured videos, closing call to action.
Make it responsive. Put my contact as a mailto link in the footer of every page.
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STEP 5. ADD YOUR PHOTOS AND A PRESS KIT

```
Here are my headshots: [files]. Make a ~1200px web version under 300KB and a ~3000px high-res download for each.
Build a Press page with a featured image, a gallery grid, a Download button for each, a "Download all" zip, and one line of usage and credit text.
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STEP 6. ADD A FREE RESOURCE LIBRARY

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Write 5 original, practical resources my audience would save and share: [topics].
Show them as cards with a category tag, read time, an expandable outline, and a filter bar. No email gate.
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STEP 7. FINAL CHECK

```
Review every page as a picky editor: typos, inconsistent claims, broken links, placeholder text left behind, and anything that sounds like AI. Give me a fix list.
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Free to use and share. Please credit Sarah Hutchinson.