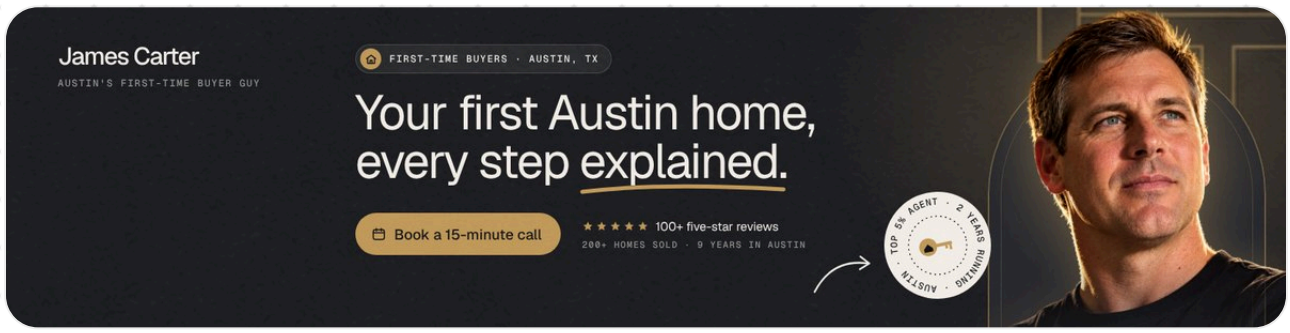
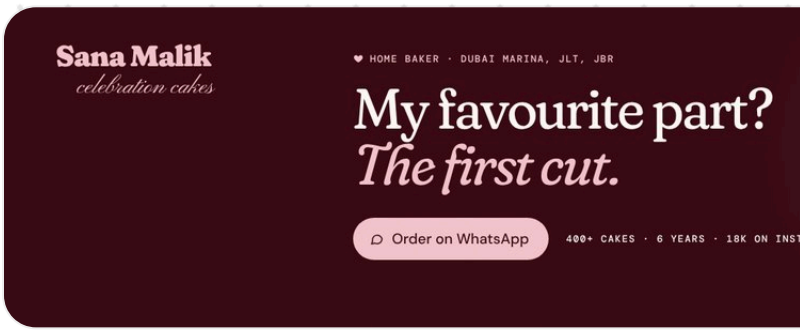
Free kit LINKEDIN BRAND KIT · 26 PROMPTS

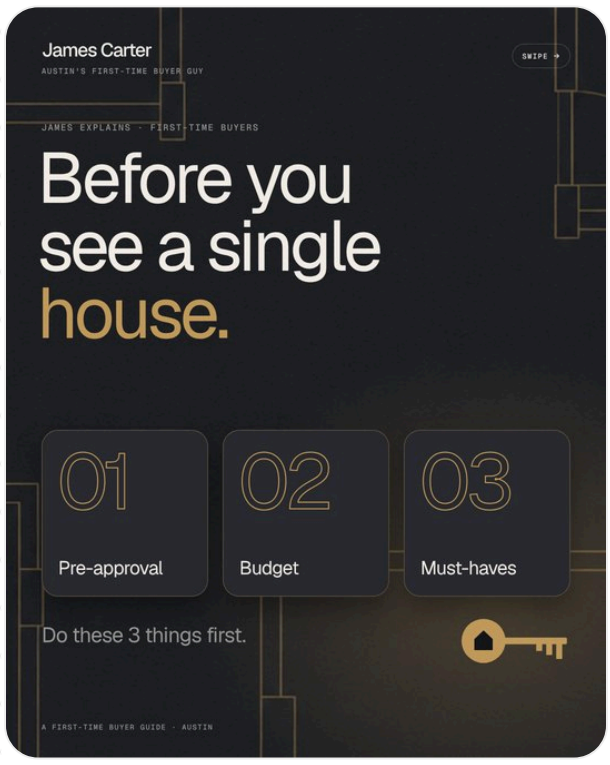
Personal branding, built with Claude.

Steal every prompt.

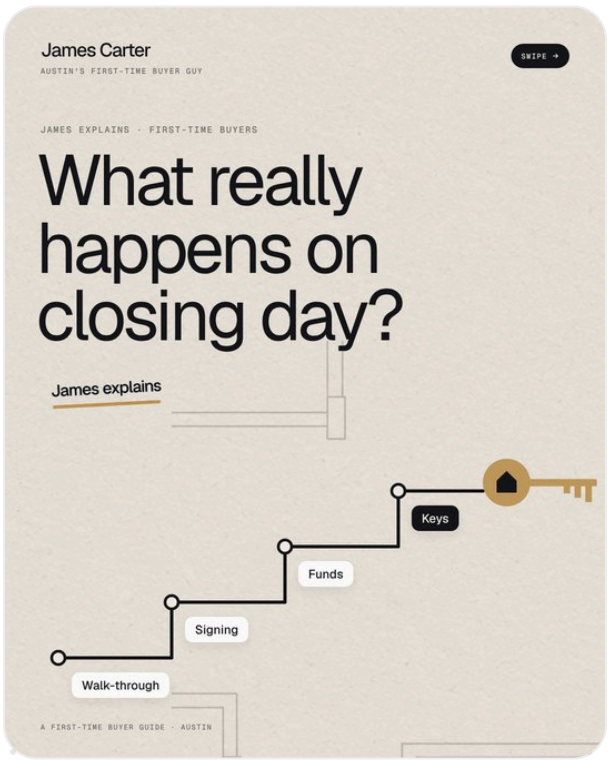
Headshots, banner, Featured and carousels, with prompts from my Personal Brand course. **Claude makes the designs. ChatGPT makes the photos.**







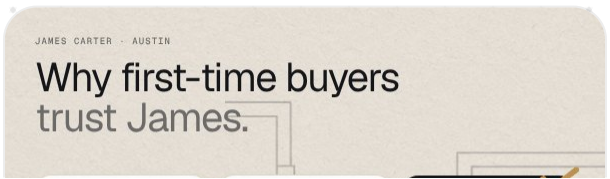














What's inside.

Four steps. One system.

00. **Your details block** Fill it in once. Paste it everywhere. P. 04

01. **Headshots** 6 photo styles in ChatGPT P. 07

02. **Banner** One prompt + 6 styles P. 10

03. **Featured** 3 sets, 9 prompts P. 19

04. **Carousels** Hook, help, then the ask P. 22

\+ **Profile words** Headline and About P. 23

\+ **Sizes and safe areas** Save this page P. 24

\+ **Checklist** Tick it this week P. 25

\+ **The full course** Inside Upscale P. 26

CLAUDE
Makes the designs

CHATGPT
Makes your photos

YOU
3 to 5 daylight photos

THIS KIT IS ONE PIECE OF IT

This kit is your LinkedIn.

Upscale builds the whole brand.



WHO YOU ARE

Brand foundations



BRAND SYSTEM

Your brand guide



WEBSITE

Your website, live



CONTENT SYSTEM

A month of content



EVERY PLATFORM

Every profile, matched



PHOTOS AND ASSETS

Photos, stickers, packaging

Real course work: Sana Malik, a Dubai home baker and one of the example brands in the course.

Join Upscale

Watch the full course

skool.com/upscale-ai-creative-club-9132 ↗

00. Your details.
Fill it in once.

Every Claude prompt in this kit ends with **My details: [PASTE]**. This block is what you paste. Same prompts, your details, your brand.

MY DETAILS · TEMPLATE — COPY INTO A NOTE

```
# [Your full name]
[What you do] · [who you help, and where]

## Facts
[Your best number, like 200+ homes sold]
[How long you have done it]
[A win, an award or your review count]

## Voice
[2 or 3 words, like plain, warm, direct]
[One line you always say]

## Colours
[Dark #000000] · [Main #000000] · [Accent #000000] · [Light #000000]

## Fonts
[Heading font] · [Body font]

## Next step
[What people should do, like Book a 15-minute call]

## Rule
Never invent facts, prices or clients.
```

> **Only real facts.** No big number yet? Use years, clients served or a win.

> **No colours or fonts yet?** Leave them empty. Page 06 makes your brand board.

Two examples.
Same block. Two brands.

MY DETAILS · JAMES

```
# James Carter
Austin first-time buyer agent

## Facts
200+ homes sold in 9 years
100+ five-star reviews
Top 5% agent, 2 years running

## Voice
Plain, simple words.
Every step explained.

## Colours
#15161A · #C29B5C · #D8C9AE · #F3EFE8

## Fonts
Geist · Geist Mono

## Next step
Book a 15-minute call

## Rule
Never invent facts.
```

MY DETAILS · SANA

```
# Sana Malik
Celebration cakes · Dubai Marina

## Facts
6 years baking from home
400+ celebration cakes
18K followers on Instagram

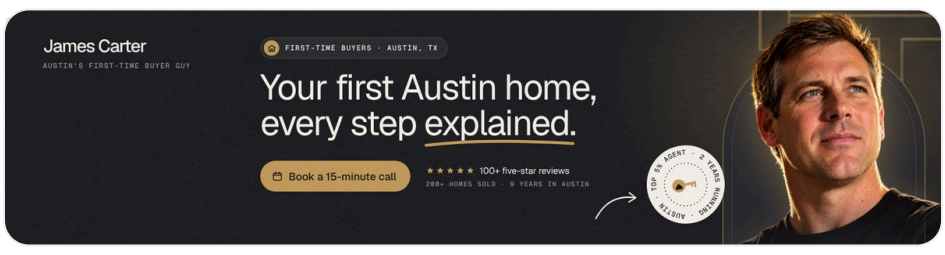
## Voice
Warm, simple words.
"Tastes as good as it looks."

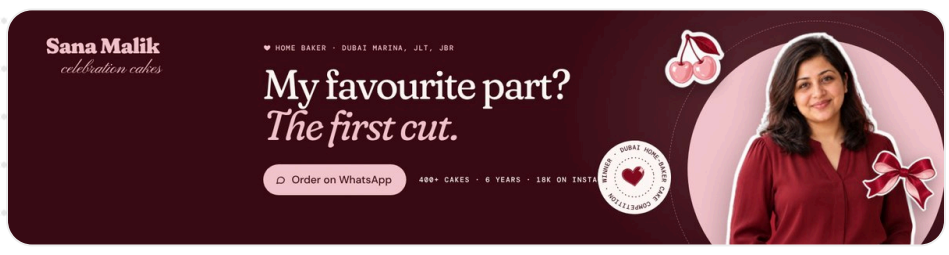
## Colours
#3A0B14 · #861A2D · #F3C5CC · #FBE6E8

## Fonts
Fraunces · DM Sans

## Next step
Order on WhatsApp

## Rule
Never invent prices or flavours.
```





Swap the details, keep the prompt. That's the whole trick.

No colours yet?
Make your brand board.

In Claude, attach **3 to 5 references you love** (brands, posts, websites; screenshots are fine). Then paste this.

BRAND BOARD

FROM THE COURSE · Claude

```
Make my brand board. Work in 3 parts.

Part 1 · Research
Look at my details below, the reference images I attached, and what leaders in my
industry use for colours, fonts and style. Tell me in a few lines what you found.

Part 2 · 3 brand boards
Make 3 brand boards in one design artifact. Let my reference images lead: each board
takes a different idea from them, so all 3 feel like me but different from each
other. Each one is a polished, premium bento grid, like a brand presentation on
Dribbble, with:
- my name as a wordmark
- my colours as swatches with hex codes
- my fonts from Google Fonts: a big "Aa", the alphabet, and a heading and body sample
- a proof tile with a real number from my details
- an example post
- a simple pattern or shape that fits me
No photos. Inspired by my references, never a copy.
Under each board, explain it simply in 2 or 3 short lines: what it takes from my
references, and why it fits my clients.

Part 3 · Refine
Ask me which one I like, then help me refine it until it feels like me.

My details:
[PASTE YOUR DETAILS BLOCK]
```

> Pick one. **Save it as an image called brand-board.png** for your headshots, and copy its colours and fonts into your details block.

01. Your headshots. *Your face, kept.*

ChatGPT · 6 PHOTO STYLES FROM THE COURSE · YOUR FACE STAYS YOURS

1. Open ChatGPT. Attach **3 to 5 clear daylight photos** of you: facing the camera, a bit left, a bit right.
2. Attach your brand board.
3. Paste one style. Make all 6, keep your 3 best.



Six photo styles.
Paste one at a time.

STYLE 1 · CINEMATIC GLOW

FROM THE COURSE · ChatGPT

Use my attached photos and keep my face exactly: same features, skin tone, hair and age. Do not beautify or change me. Use the colours from my attached brand board.

Ultra-realistic cinematic studio portrait, head and shoulders, shoulders slightly turned, looking straight at the camera with a calm, confident expression. Smooth gradient background in my brand colours. Soft key light from the front-left and a rim light from behind in my accent colour. Shallow depth of field, natural skin texture, 85mm lens look, premium editorial colour grading. Square.

STYLE 2 · COLOUR POP

FROM THE COURSE · ChatGPT

Use my attached photos and keep my face exactly: same features, skin tone, hair and age. Do not beautify or change me. Use the colours from my attached brand board.

Studio portrait, head and shoulders, serious and confident, looking at the camera. Solid bright background in my main brand colour with a soft glow behind my head. A thin rim light on one side of my face in my accent colour. Simple dark top. Sharp focus, natural skin, clean professional look. Square.

STYLE 3 · BOLD LOW ANGLE

FROM THE COURSE · ChatGPT

Use my attached photos and keep my face exactly: same features, skin tone, hair and age. Do not beautify or change me. Use the colours from my attached brand board.

Editorial portrait from a low angle, face and shoulders, looking slightly up and away with a strong, focused expression. Solid vivid background in my boldest brand colour. High-contrast directional light with deep shadows and a strong rim light separating me from the background. Cinematic and powerful. 4:5.

Three more styles.
Paste one at a time.

STYLE 4 · DARK AND MOODY

FROM THE COURSE · ChatGPT

```
Use my attached photos and keep my face exactly: same features, skin tone, hair and age. Do not beautify or change me. Use the colours from my attached brand board.

Low-key portrait in a dark, minimal room, head and shoulders, looking straight at the camera, calm and serious. Dark simple outfit. One soft light from the side, a little haze, deep shadows, muted colours with a hint of my brand colour. Real photo feel, shallow depth of field. 4:5.
```

STYLE 5 · BLACK AND WHITE EDITORIAL

FROM THE COURSE · ChatGPT

```
Use my attached photos and keep my face exactly: same features, skin tone, hair and age. Do not beautify or change me. Use the colours from my attached brand board.

Black and white studio portrait, seated and leaning slightly forward with hands loosely together near my chin, looking at the camera with a calm, confident gaze. Simple dark top. Plain light grey background, soft light from the upper left, rich blacks and clean highlights, luxury magazine style. 4:5.
```

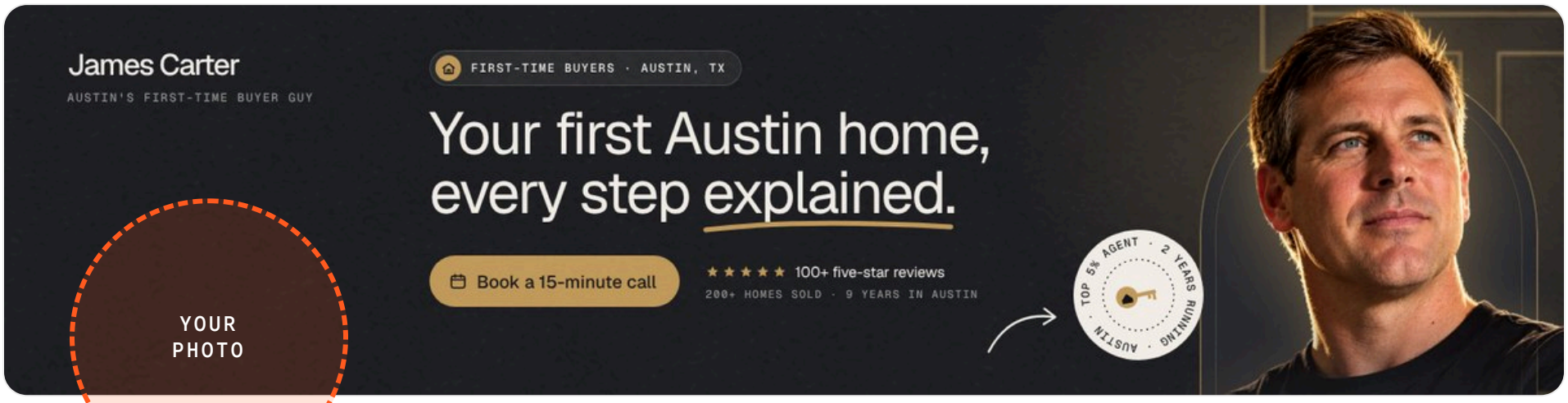
STYLE 6 · BRIGHT AND FRIENDLY

FROM THE COURSE · ChatGPT

```
Use my attached photos and keep my face exactly: same features, skin tone, hair and age. Do not beautify or change me. Use the colours from my attached brand board.

Studio portrait, half body, relaxed with hands in pockets, looking slightly up with a warm, natural smile. Background in my main brand colour with soft glowing geometric shapes floating behind me. Soft light on my face, bold clean colours, modern and approachable. 4:5.
```

02. Your banner.
Six styles. Pick yours.



1. 1584 × 396 px, PNG or JPG.

2. Your photo covers the bottom-left. Keep it empty and put the words in the middle and on the right.

3. Big type. Phones shrink your banner and trim its edges a little.

HOW TO MAKE YOURS · IN CLAUDE

1. New chat in Claude
2. Attach your brand board and photos
3. Paste the banner prompt
4. Pick your favourite

The banner prompt.
Then pick a style.

LINKEDIN BANNER

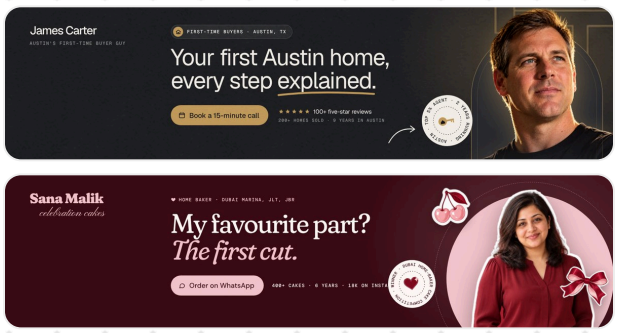
Claude

```
Make my LinkedIn banner, exactly 1584 x 396 px.
Use my attached brand board for the look and my details below for the words.
- My profile photo covers the bottom left, so keep it clear.
- My cut-out photo on the right. My promise in one big line in the middle. One button with my next step.
- Only my colours and fonts. My real facts only.
Make 3 versions. When I say it's final, give me a PNG.

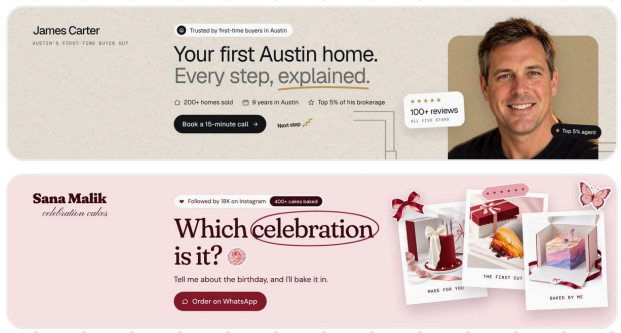
My details:
[PASTE YOUR DETAILS BLOCK]
```

WANT ANOTHER LOOK? PASTE A STYLE IN THE SAME CHAT

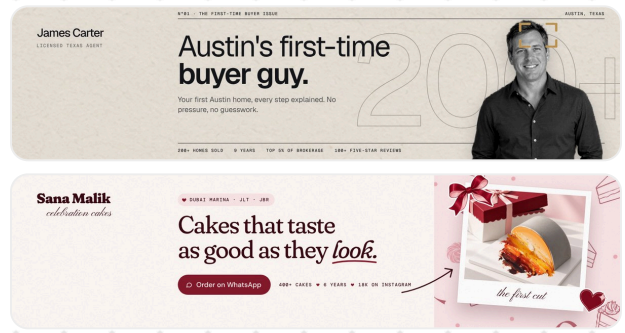
01. Bold portrait P. 13



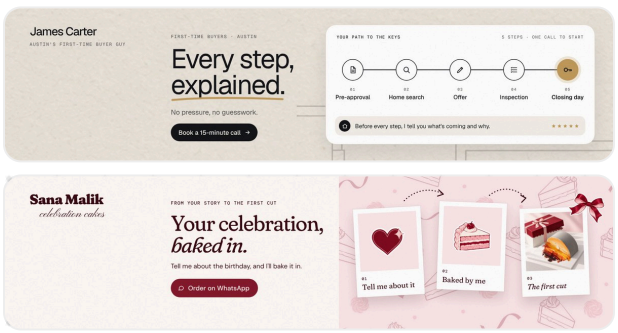
02. Light proof P. 14



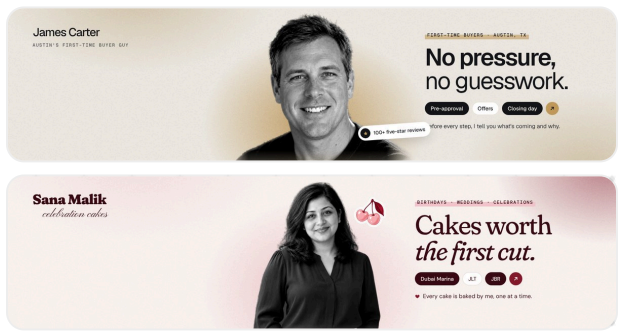
03. Editorial P. 15



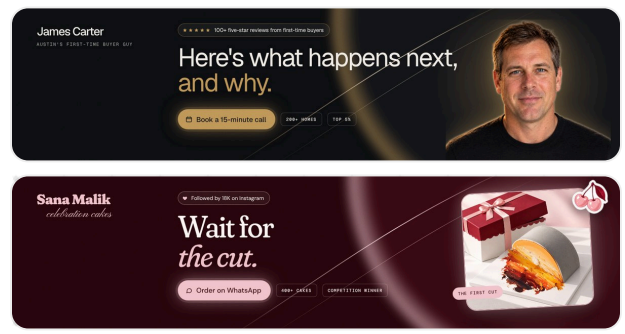
04. Chart story P. 16



05. Grain + B&W P. 17



06. Light glow P. 18

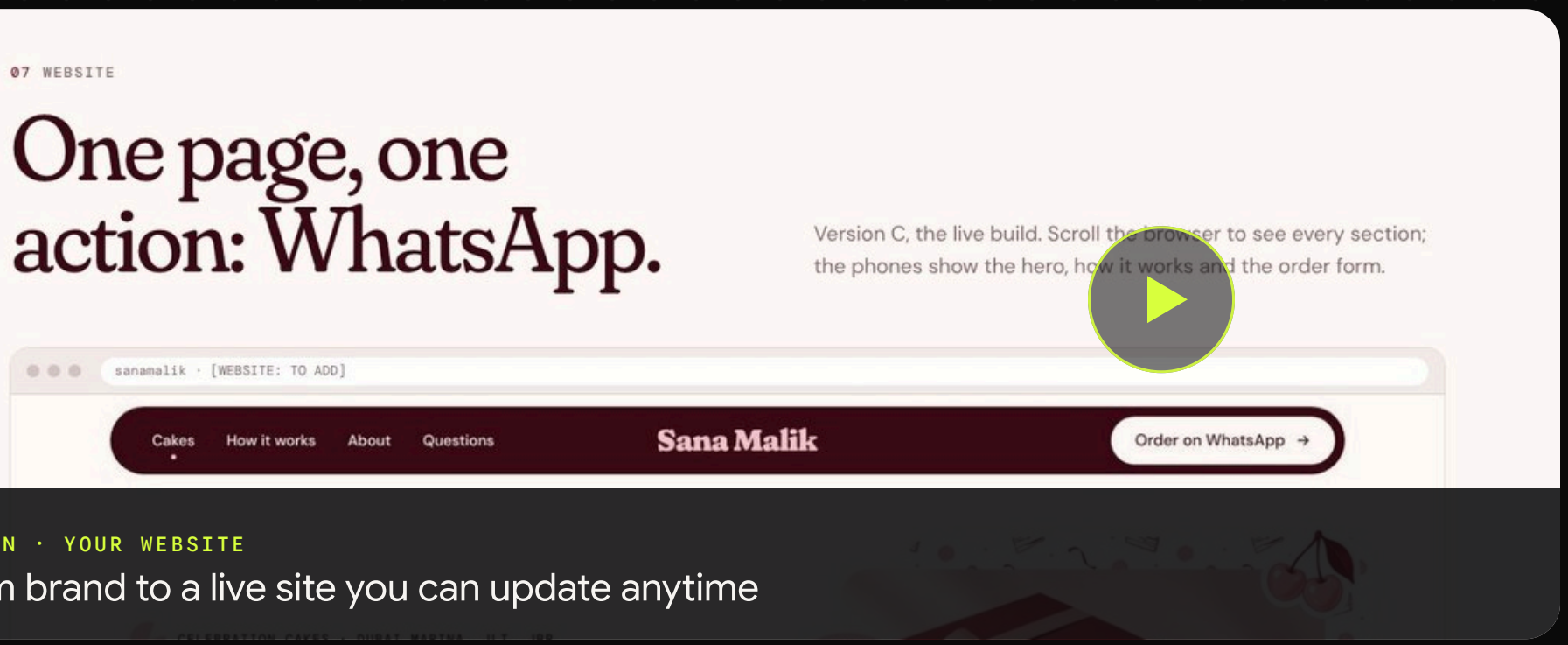


Want my full banner prompt? Seals, star ratings, the fit rules. It is in my Personal Brand course.

Get it in Upscale ↗

THE FULL COURSE · ON VIDEO

Watch me build it.
Every step, start to finish.



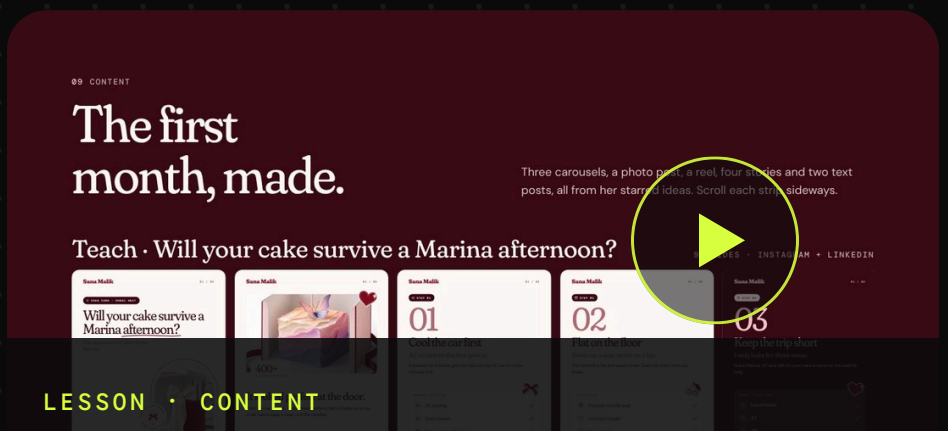
LESSON · YOUR WEBSITE

From brand to a live site you can update anytime



LESSON · BRAND GUIDE

Your full brand guide in Claude



LESSON · CONTENT

Your first month of posts

Watch every lesson

Join Upscale

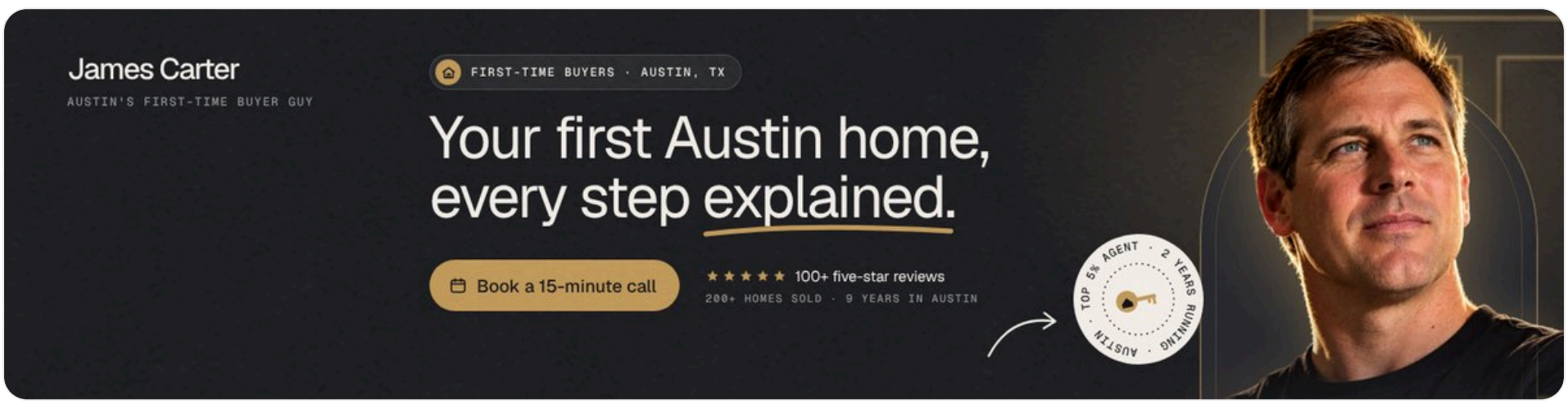
skool.com/upscale-ai-creative-club-9132 ↗

01. Bold portrait.

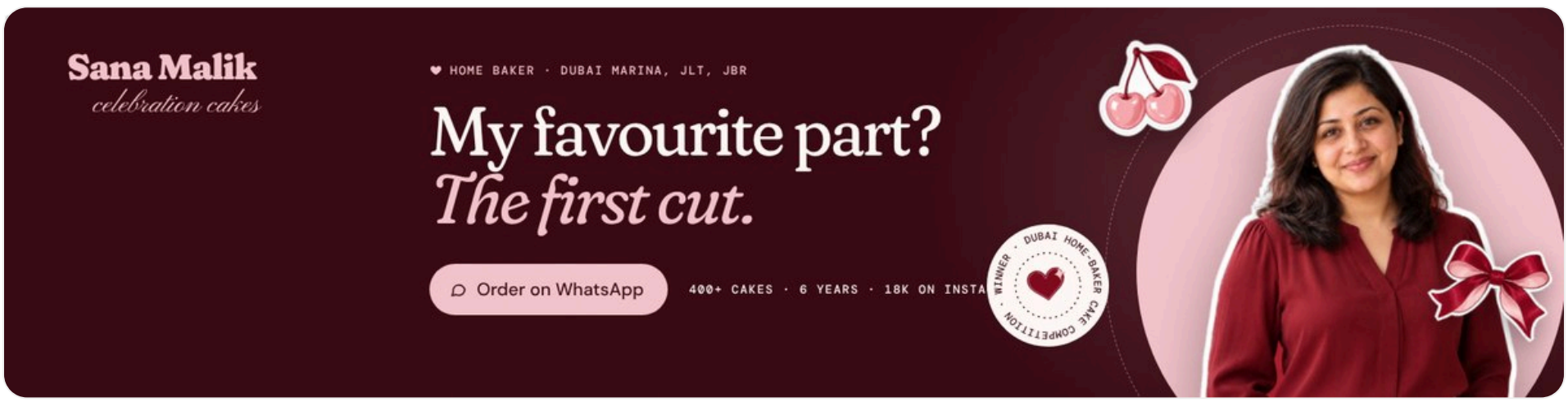
Your face, front and centre.

A dark ground, your cut-out photo big on the right, one promise and one button. Best when people buy from you, the person.

JAMES · AUSTIN AGENT



SANA · DUBAI HOME BAKER



STYLE 01 · SAME CHAT, AFTER THE BANNER PROMPT

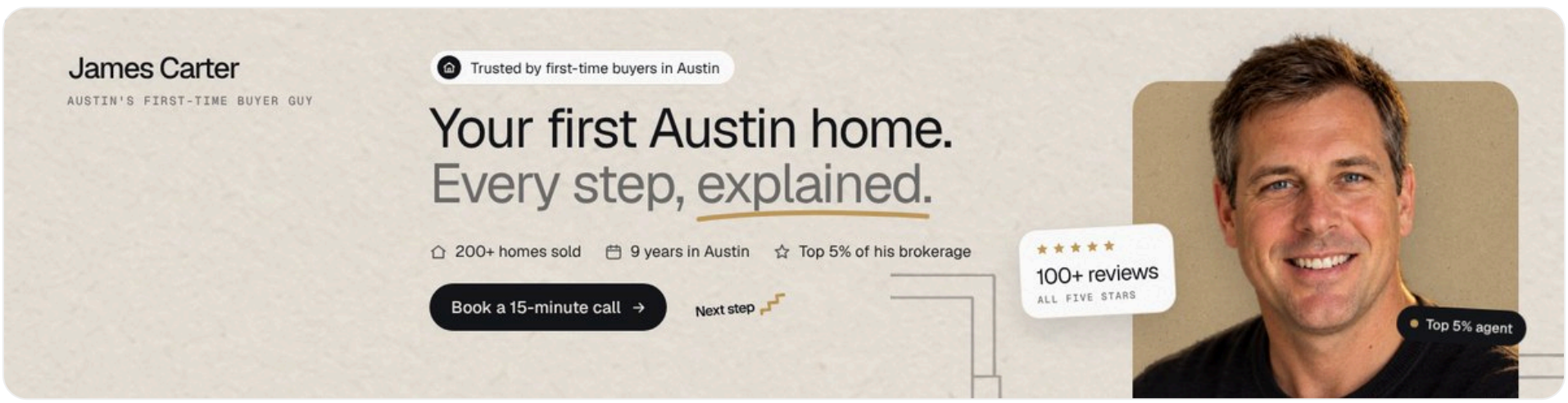
Claude

```
Bold portrait: my cut-out photo on the right, over a soft circle or arch in my accent colour, on my darkest colour. My promise in one big line, with one key word underlined. One button with my next step. A small round seal with my strongest fact.
```

02. Light proof.
Let the numbers talk.

A light ground, your promise, your proof in a row and one button. Best when you have numbers, reviews or wins to show.

JAMES · AUSTIN AGENT



SANA · DUBAI HOME BAKER



STYLE 02 · SAME CHAT, AFTER THE BANNER PROMPT

Claude

```
Light proof: a light ground. My promise in two lines, the second line in a softer colour with one word underlined by hand. A row of 3 facts with small icons. One dark button. My photo in a rounded card on the right, with a small review badge on its edge.
```

03. Editorial.
Like a magazine cover.

Warm paper, big type, a real photo and small print. Best for experts, writers and anyone with a story to tell.

JAMES · AUSTIN AGENT



SANA · DUBAI HOME BAKER



STYLE 03 · SAME CHAT, AFTER THE BANNER PROMPT

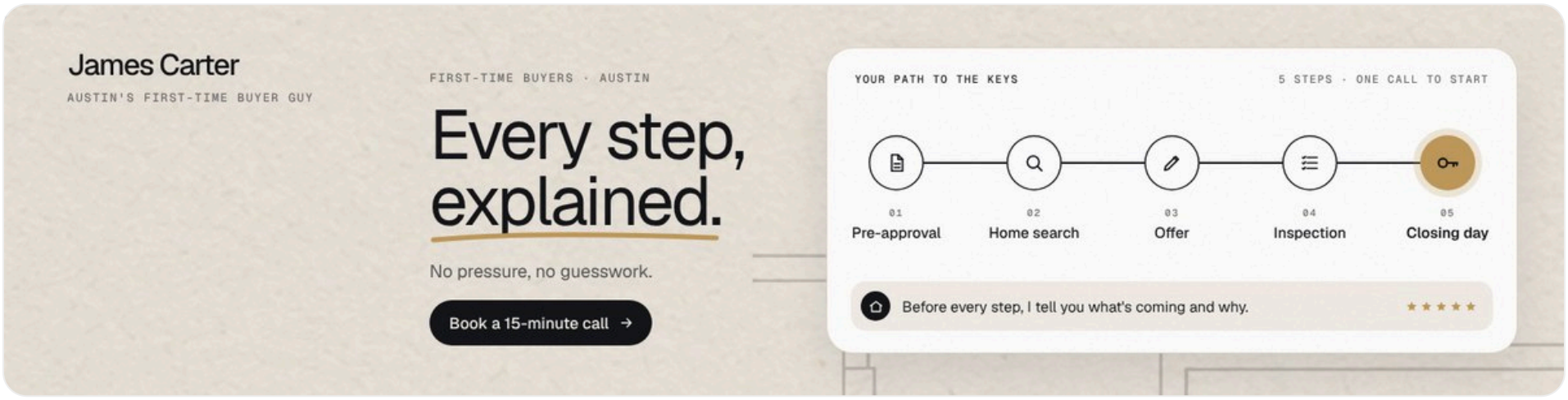
Claude

```
Editorial: a warm paper ground, like a magazine cover strip. A thin line of small caps at the top, like an issue line. My headline big, with one word in italic or underlined. My photo, or a photo of my work, on the right. My facts in one row of small caps along the bottom.
```

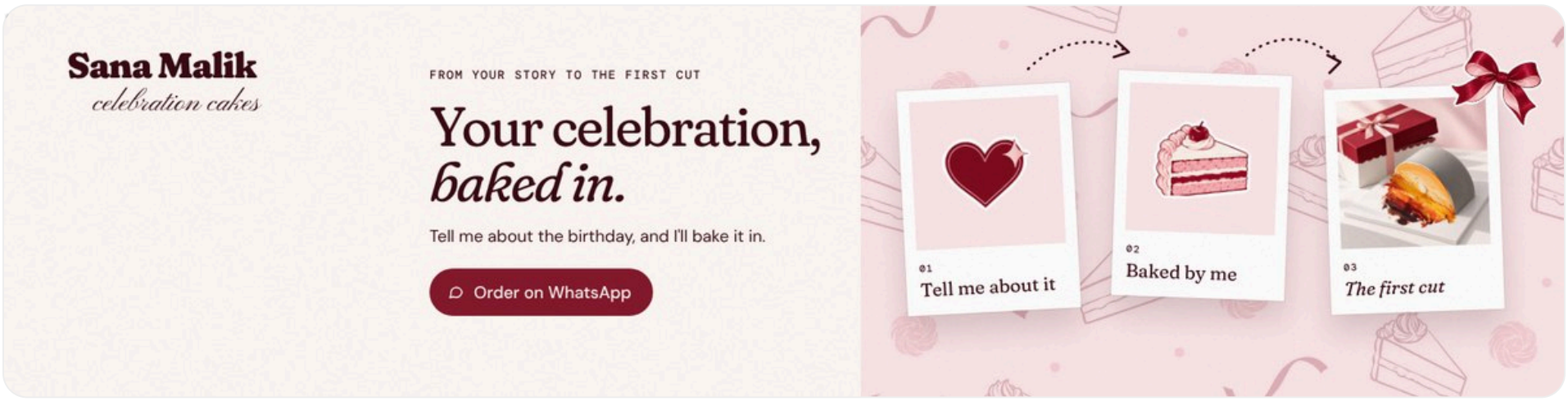
04. Chart story. *Show how it works.*

A simple card that shows the steps of working with you. Best for services where people worry about the process.

JAMES · AUSTIN AGENT



SANA · DUBAI HOME BAKER



STYLE 04 · SAME CHAT, AFTER THE BANNER PROMPT

Claude

```
Chart story: on the right, a clean white card that shows how working with me
goes, as 3 to 5 steps on a line with small icons and short labels, the last
step highlighted in my accent colour. On the left, my headline and one button.
```

05. Grain + B&W.

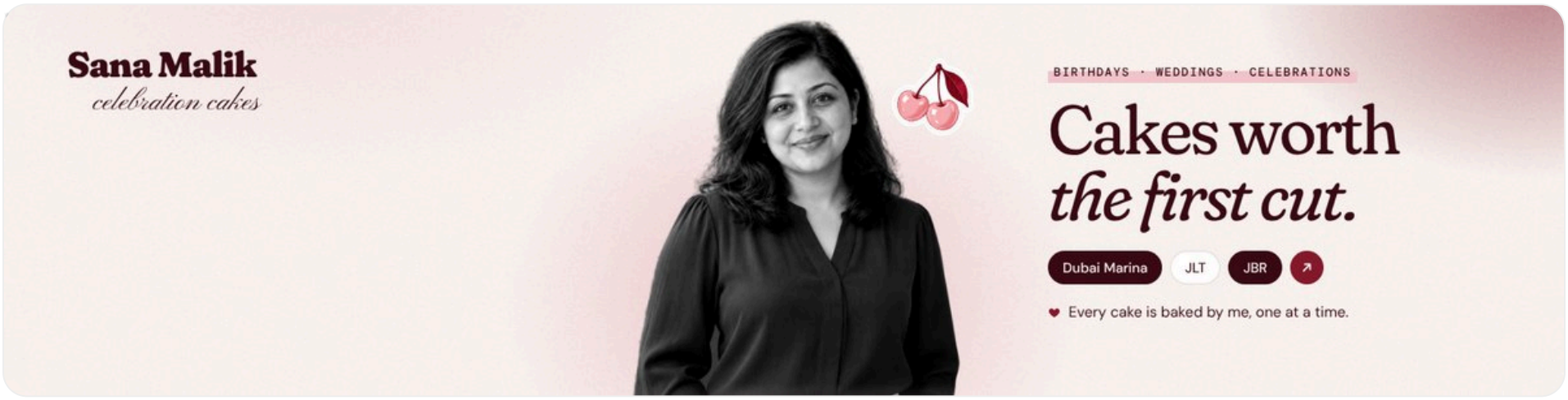
Quiet, warm, premium.

A black and white photo of you on warm, grainy paper, with one touch of colour. Best for a calm, premium feel.

JAMES · AUSTIN AGENT



SANA · DUBAI HOME BAKER



STYLE 05 · SAME CHAT, AFTER THE BANNER PROMPT

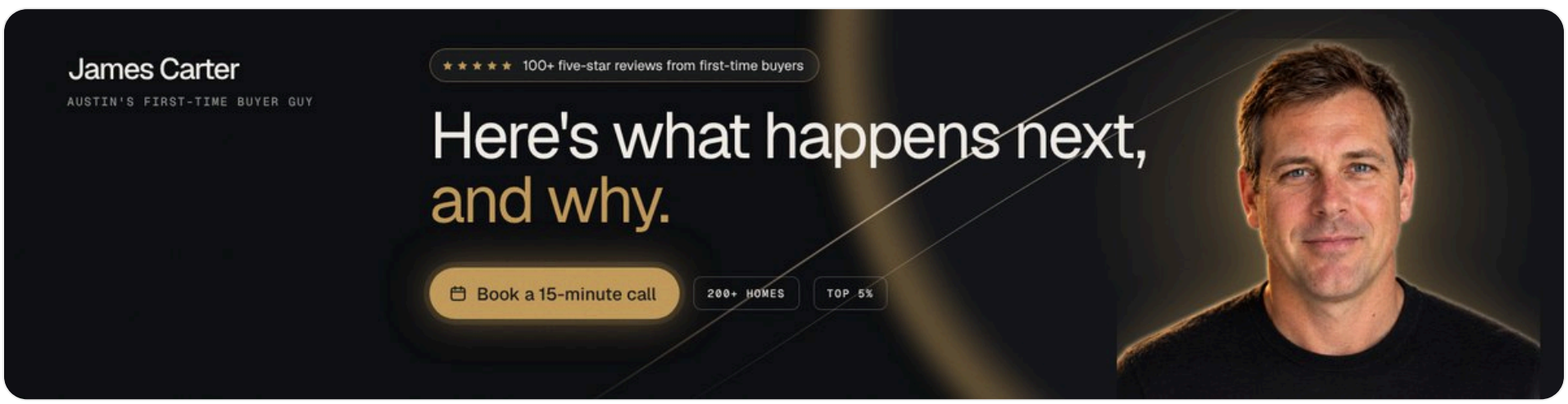
Claude

```
Grain + B&W: a warm paper ground with soft film grain. My cut-out photo in
black and white in the middle-right, with a soft glow in my accent colour
behind me. My headline on the right, a row of small pills, and one round
button in my accent colour.
```

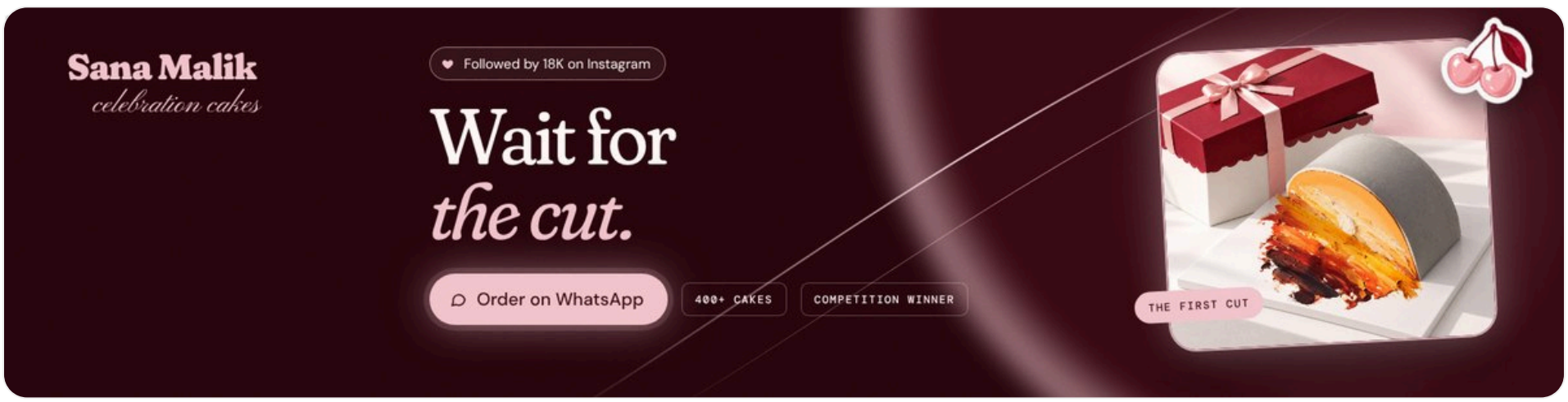
06. Light glow.
Dark, glowing, bold.

A dark ground with one soft beam of light, glowing type and one button. Best when you want to look modern and premium.

JAMES · AUSTIN AGENT



SANA · DUBAI HOME BAKER



STYLE 06 · SAME CHAT, AFTER THE BANNER PROMPT

Claude

```
Light glow: a dark ground with one soft beam of light sweeping across in my accent colour. My headline in big light type, the last words in my accent colour. One glowing button and two small fact pills. My photo, or a photo of my work, on the right.
```

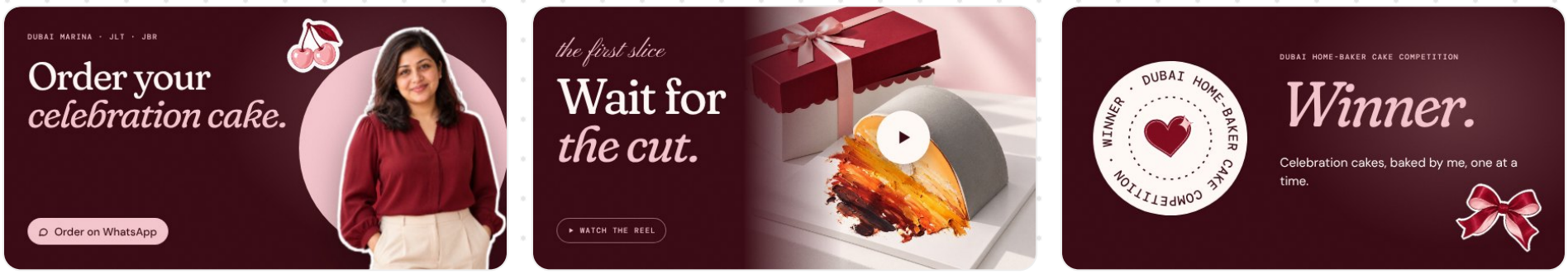
03. Your Featured.
Three tiles. One set.

Featured sits under your About. Make 3 tiles that match your banner: **your next step, your proof and your best post.**

JAMES · BOLD SET



SANA · BOLD SET



FEATURED · ATTACH YOUR BANNER

Claude

```
Make 3 tiles for the Featured section of my LinkedIn profile, to match my banner
(attached). Use my brand board for the look and my details below for the words.
- Exactly 1200 x 627 px each, all 3 side by side in one artifact.
- The same colours, fonts and style as my banner. One message per tile, in big type,
away from the edges.
- Only my kit. No random shapes, gradients, glows, shadows, 3D, emoji or clip art.
- My real facts only. Never invent a number, review, quote or credential.

The 3 tiles:
[PASTE ONE SET FROM PAGE 20]

My details:
[PASTE YOUR DETAILS BLOCK]
```

Nine tile prompts.

Pick a set. Copy all 3.

COPY ONE SET INTO THE FEATURED PROMPT · PAGE 19

SET A · BOLD SET · GOES WITH BOLD PORTRAIT — Claude

NEXT STEP	Tile 1, my next step: 2 big words, like "Book a call.", one line under it and a small button. My cut-out photo on the right, inside an arch.
PROOF	Tile 2, my proof: my biggest number huge, one line on what it means, and a round seal with my second fact.
BEST POST	Tile 3, my best post: its title as the headline, with a small stack of carousel cards on the right.

SET B · LIGHT SET · GOES WITH LIGHT PROOF — Claude

NEXT STEP	Tile 1, my next step: a big headline, my photo in a rounded card on the right and a small review badge.
PROOF	Tile 2, why people trust me: a headline like "Why [my clients] trust me." and 3 small cards with my 3 facts, the main one dark.
BEST POST	Tile 3, my best post: its title, with a white card showing 3 ticked points from it.

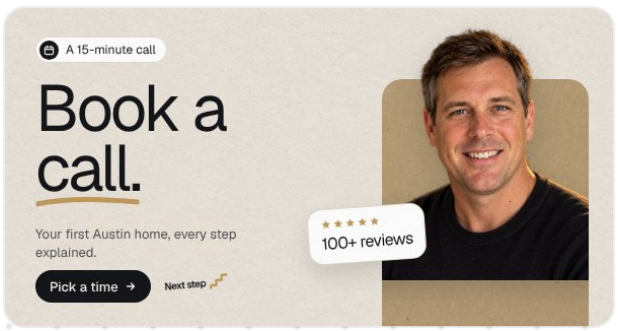
SET C · STORY SET · GOES WITH CHART STORY — Claude

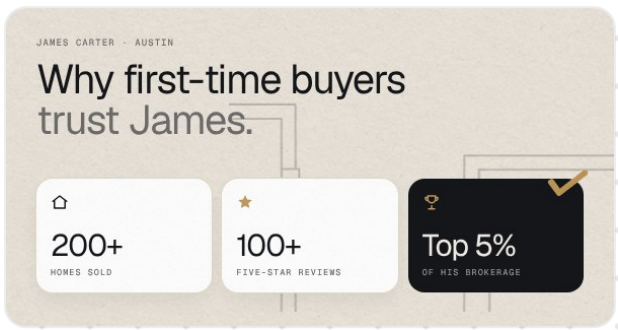
NEXT STEP	Tile 1, my next step: a big headline, and a thin line that climbs like stairs to a small icon of my next step.
PROOF	Tile 2, my proof: my number huge next to one simple icon from my work, and a row of 3 facts in small caps.
BEST POST	Tile 3, my best post: its title, and a thin path with 4 labelled stops that ends at my goal.

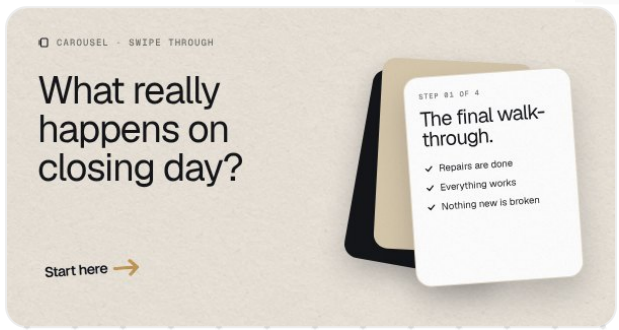
Mix and match.

Same tiles, new look.

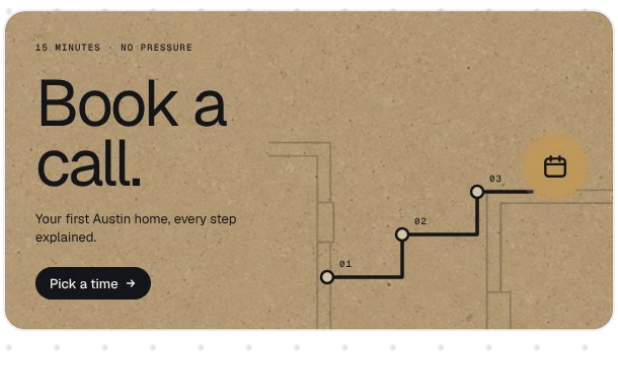
JAMES · LIGHT SET

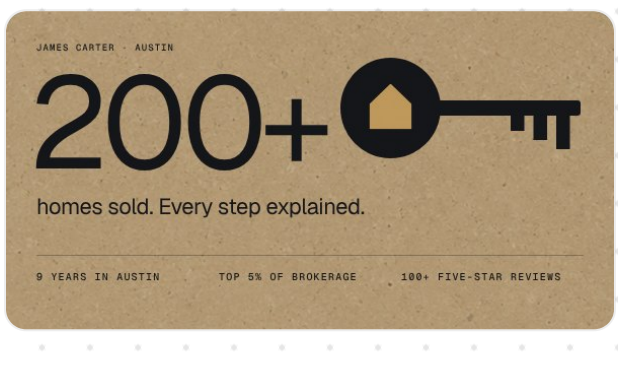


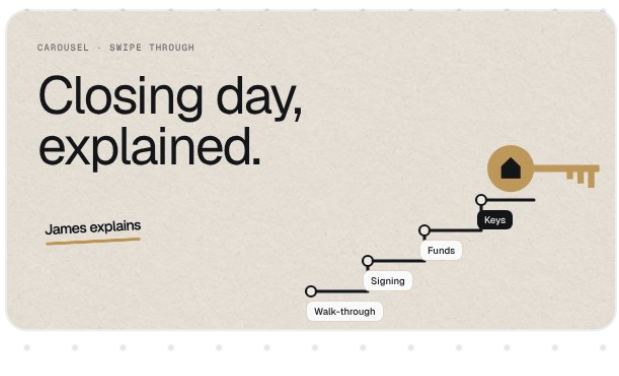




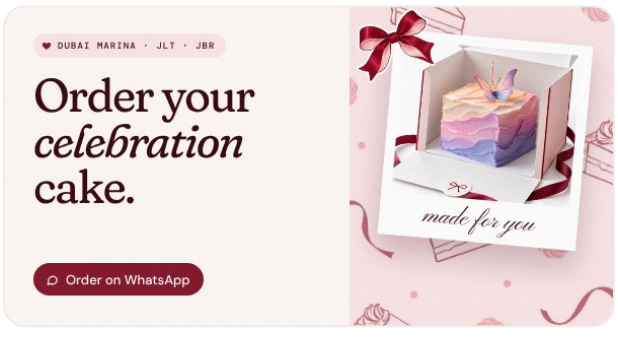
JAMES · STORY SET

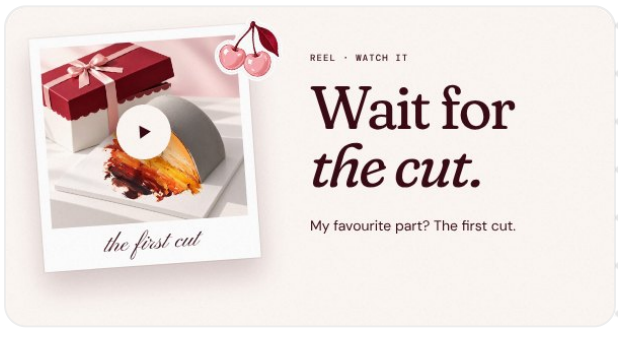






SANA · EDITORIAL SET







SANA · PETAL SET





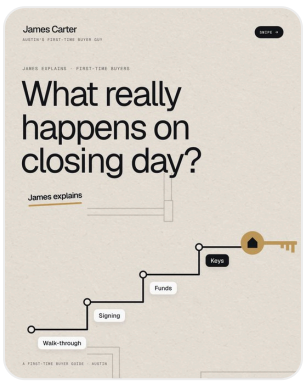


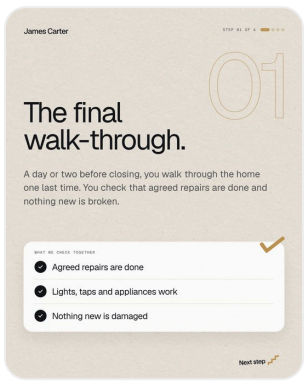
> **Upload:** on your profile, add a Featured section, then add each tile as media, or as the image on a link.

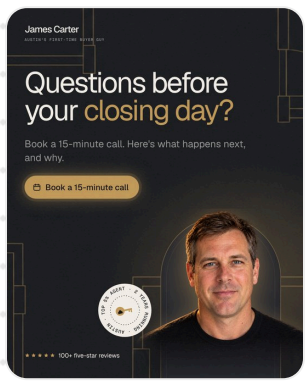
04. Your carousels.

Hook, help, then the ask.

JAMES · HOOK · HELP · ASK

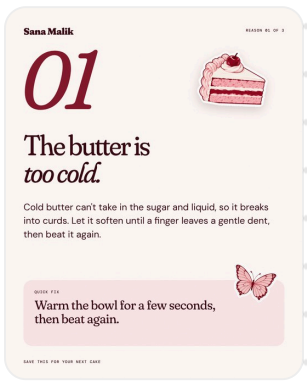


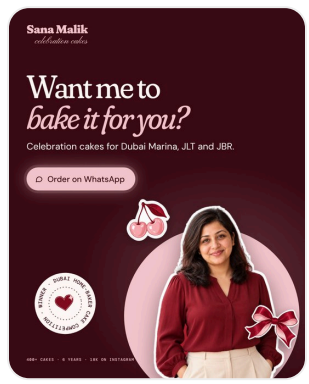




SANA · HOOK · HELP · ASK







CAROUSEL

Claude

```
Make me a LinkedIn carousel about: [A QUESTION MY CLIENTS ASK].
Use my attached brand board for the look and my details below for the words.

Ask me first: step by step, checklist or mistakes to avoid? Recommend one.
9 slides, 1080 x 1350:
1. The hook: the question, big.
2. Why it matters, in one line.
3 to 7. One tip per slide.
8. A recap worth saving.
9. My next step.
Show me the words first. Design only when I say yes.
Big type, my colours and fonts only, my real facts only.
When I say it's final, give me one PDF.

My details:
[PASTE YOUR DETAILS BLOCK]
```

Hook

A question your clients ask. Put it on slide 1, big.

Help

One tip per slide. If it needs two, make two slides.

Ask

The last slide is one thing to do: your next step.

Want my full carousel prompt? The blueprint and the polish are in my Personal Brand course.

Get it in Upscale ↗

Your words.
Headline, About, done.

PROFILE WORDS

FROM THE COURSE · Claude

```
Use my details below for my voice. Read them first.

MY LINKEDIN PROFILE
- Write my LinkedIn profile in my voice: name field, headline (under 220 characters, give me 3 to pick from), about, links and featured items.
- Every part says who I help, my strongest real proof and the one next step, with my link: my website, WhatsApp or booking page.
- Never invent facts, numbers or clients. If something is missing, ask me.

Show everything in one artifact designed in my brand (my colours, fonts and wordmark, never Claude's default style), with a copy button for each part.

My details:
[PASTE YOUR DETAILS BLOCK]
```

JAMES · HEADLINE

Austin's first-time buyer guy · Your first Austin home, every step explained

ABOUT

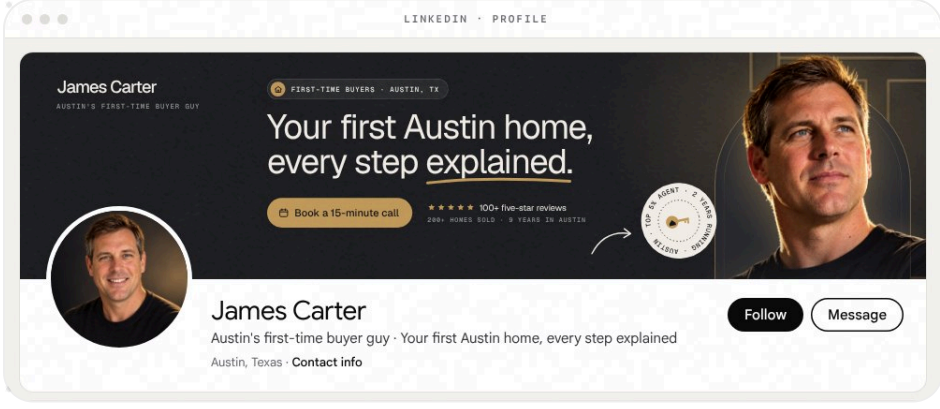
I help first-time buyers in Austin find their first home. Before every step, I tell you what's coming and why. 200+ homes sold in 9 years.

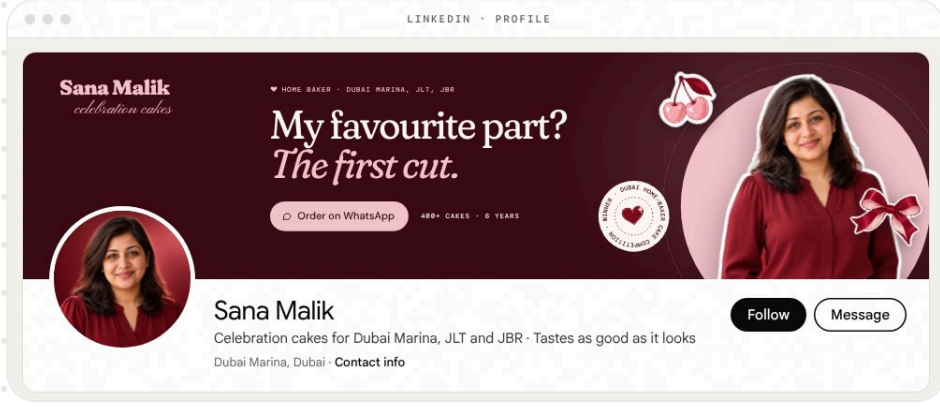
SANA · HEADLINE

Celebration cakes for Dubai Marina, JLT and JBR · Tastes as good as it looks

ABOUT

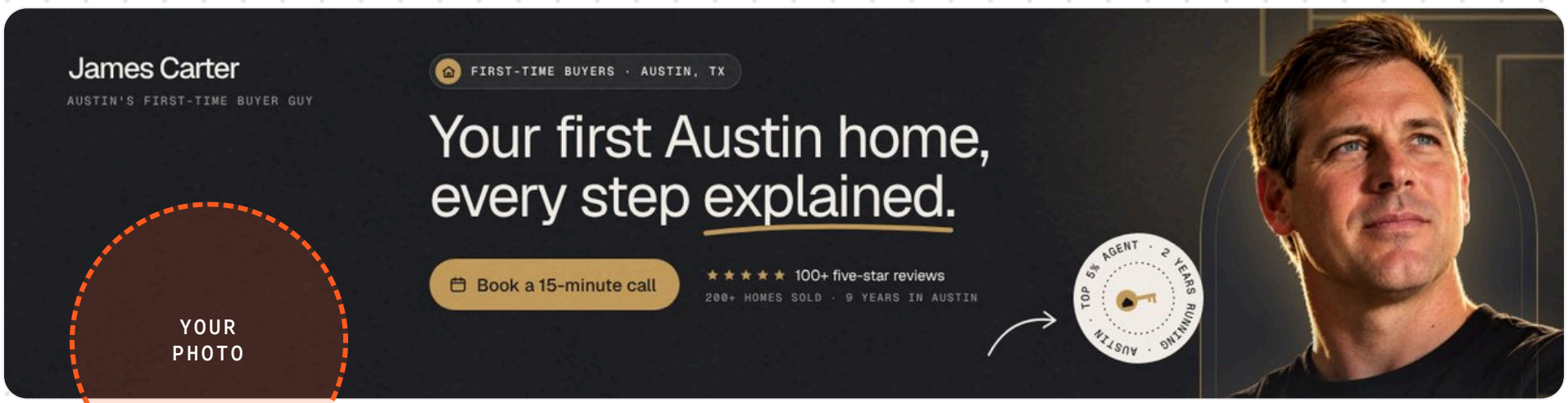
I bake celebration cakes from home for Dubai Marina, JLT and JBR, cakes that taste as good as they look. 400+ cakes in 6 years.





Sizes.
Save this page.

Profile photo	400 × 400	Square. Face in the middle.
Banner	1584 × 396	Photo covers the bottom-left. Phones trim the edges.
Featured tile	1200 × 627	Big type, away from the edges.
Carousel	1080 × 1350	Every slide the same size. Upload as one PDF.



> Sizes checked in November 2026. If LinkedIn changes one, the ratio is what matters: 4:1, 1.91:1 and 4:5.

Save this.

Tick it this week.

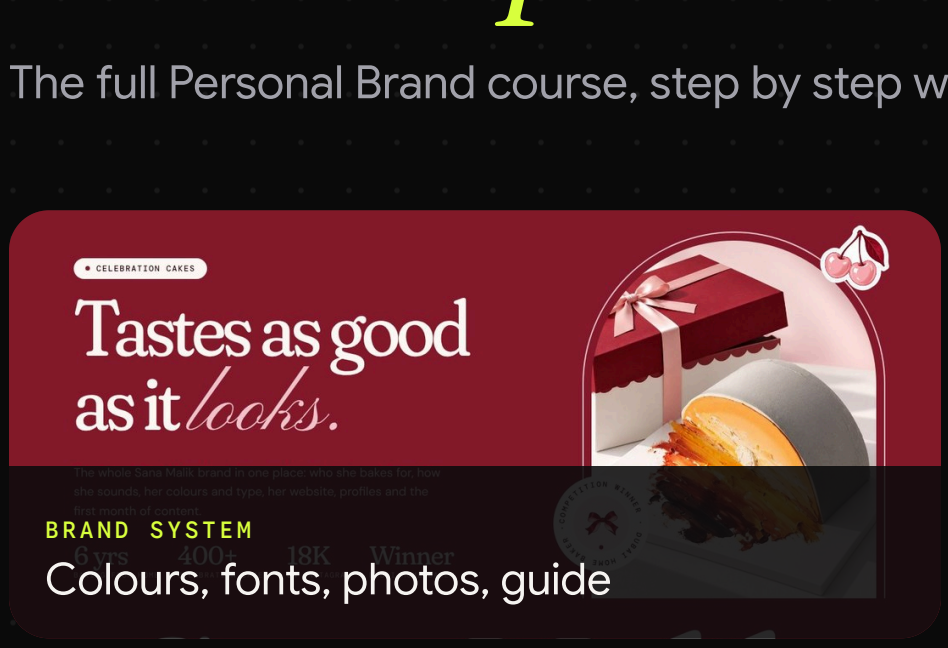
- [ ] 3 headshots that look like you — STEP 01
- [ ] A banner with the words on the right — STEP 02
- [ ] Bottom-left clear for your photo — STEP 02
- [ ] 3 Featured tiles that match it — STEP 03
- [ ] Carousels: hook, help, then the ask — STEP 04
- [ ] Your details in every prompt — SYSTEM

Screenshot it. Do one step a day.

WANT THE FULL BUILD?

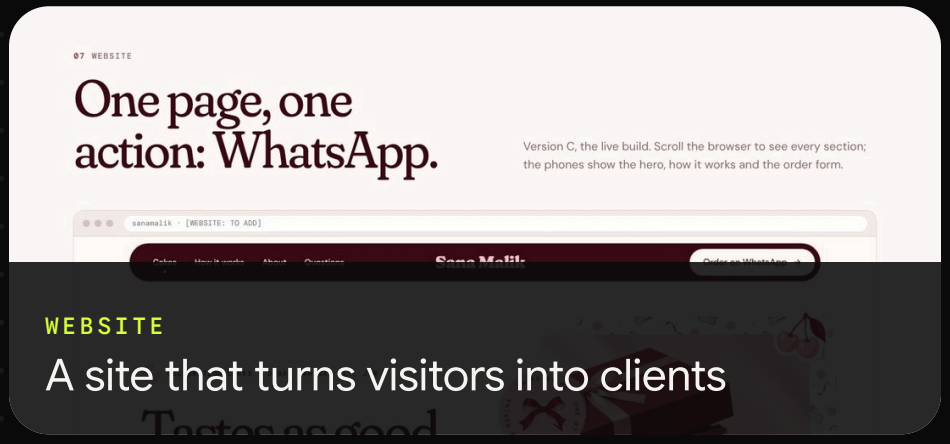
Build your whole personal brand. *Inside Upscale.*

The full Personal Brand course, step by step with me, on video.



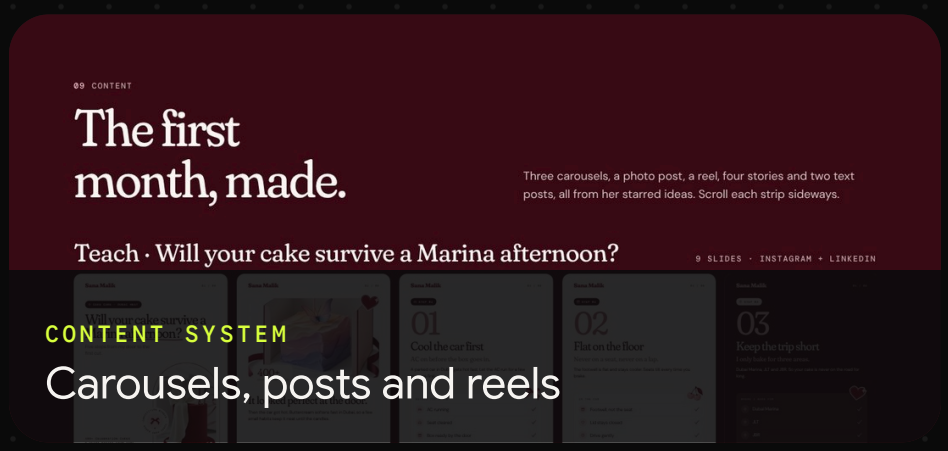
BRAND SYSTEM

Colours, fonts, photos, guide



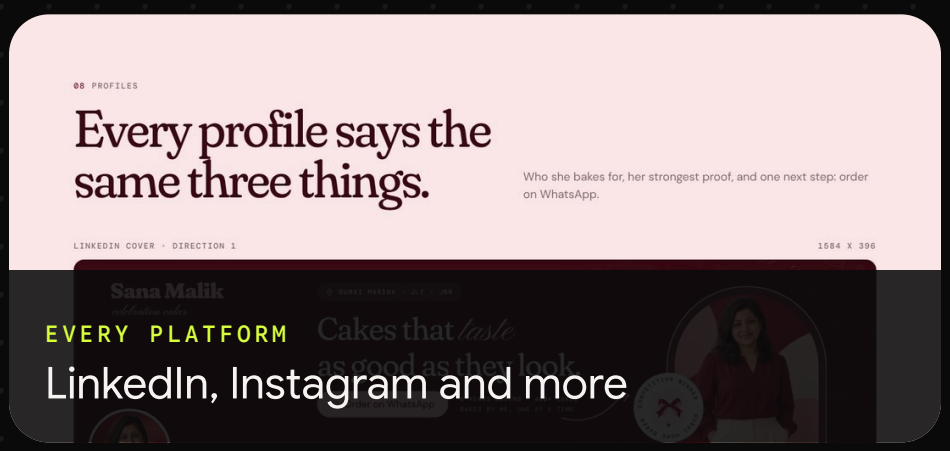
WEBSITE

A site that turns visitors into clients



CONTENT SYSTEM

Carousels, posts and reels



EVERY PLATFORM

LinkedIn, Instagram and more

Join Upscale

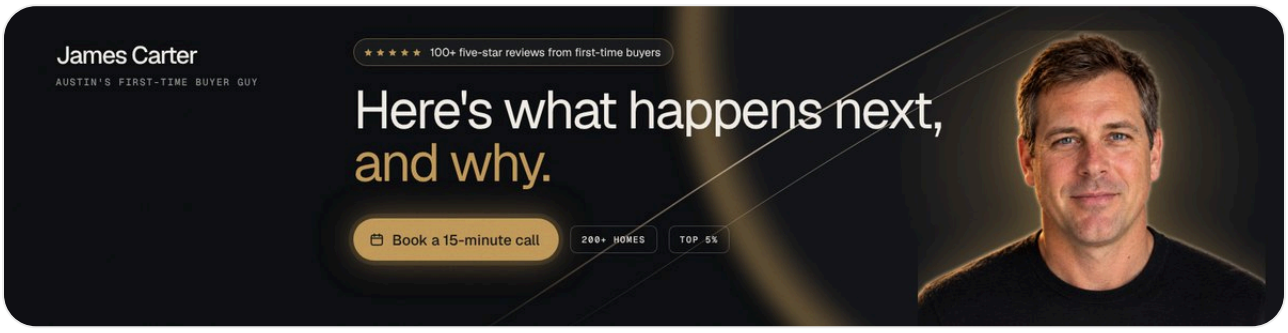
Watch the full course

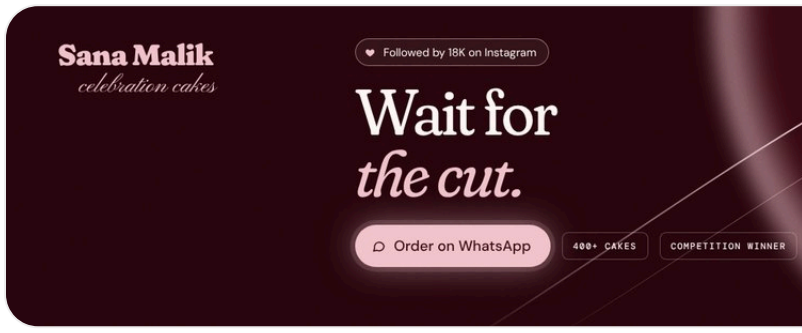
skool.com/upscale-ai-creative-club-9132 ↗

Now build yours.

Tag me when it's live.

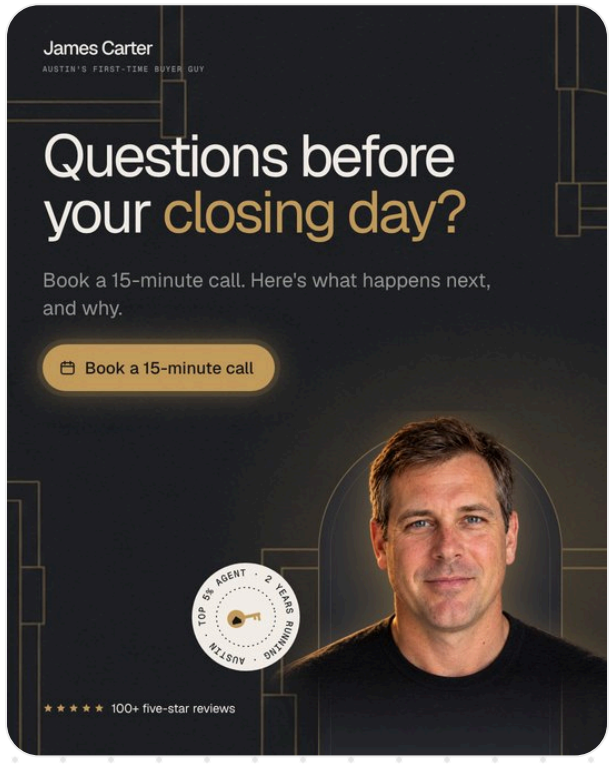
Post your new banner and tag **@zeeuiux**. I'd love to see it.

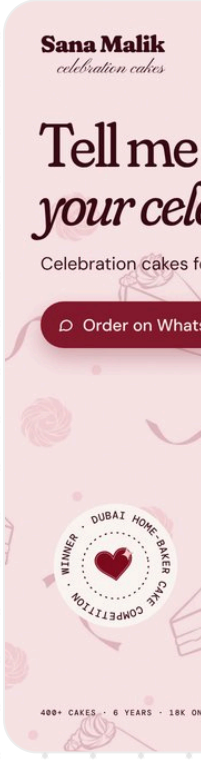












ABOUT THE EXAMPLES

James Carter and Sana Malik are example brands from my Personal Brand course, and the big prompts in this kit come from it too. Their photos were made with ChatGPT and their designs with Claude. Use your own real facts.