

The Page Builder Summit 8.0 was brought to you by our Partner Sponsors:

**kinsta**

[Kinsta](#)

 **GoDaddy**

[GoDaddy](#)

  
**melapress**

[Melapress](#)

 **Blackwall**

[Blackwall](#)

# Maestro Stevens - Build Your Brand and Webmastery In The AI Content Creator Era

[00:01:12.270]

My name is Maestro Stevens with Iconic Tiplets, and I want to thank you all for joining this presentation. I wanted to give a special shout out to the Page Builder Summit for having me. Now, before we get into things, I know, I know this is what you came here for, probably, most likely, maybe, right? Wordpress, page building. But the question is, are you prepared? Because that's something that I don't think most people think about when it comes to building out their website. And then they get here and we're in WordPress and we're looking at the dashboard, we're looking at plugins, we're looking at theme, and we don't have our framework or our foundation built. So what I want to share with you today is a process or a workflow that is something that I came up with, I would say more specifically in the last, we'll say, 48 hours.

[00:02:17.160]

But I've been working on this workflow for months. When I say came up with, I mean like I perfected it in the last 48 hours because some new things came out, some new technologies and new advancements came out that was the little piece I was missing. I was like, eureka, I finally have it. Let's move into the title of today's session. It is called Build Your Brand and Webmastery, and the AI Content Creator Error. What I want to thank you all, well, why I want to thank you all is because it takes a little bit of bravery and courage to be able to show up to the plate, especially with all this AI hoopla and all this this craziness that we have in here with the

technology swing, this shift that we see. I want you to congratulate yourself. I want to thank you for being here. But I want to show you some things I've learned from my expertise and my experience, my skill set and my history of things that I've learned in my journey. I want to share that with you because I think if we can mix that WordPress or website building thought process with a little bit of AI-integrated foundational strategies, plans, or even activities, I think we can bridge and get the best of both worlds.

[00:03:42.420]

That's where today's presentation comes in. Just a little bit about me. Just going to give you a little bit about me. If you don't know who I am, I am an international instructor. I'm a brand webmaster. That's just fancy for saying I help people build their brands out, and I also help with their website maintenance strategy, website development. I am the owner of a creative agency called The Iconic Expressions, and I've been in business since 2015, which is why I have 10 years plus experience in marketing systems, strategic consulting, branding, website development, and technology. Speaking of technology, I love technology. I enjoy technology with a pashana, not passion, a pashana. I also love networking, travelling, parenthood, cooking, learning. I just love to enjoy life and be grateful for the things that I have because everybody doesn't always have those things. And underneath my brand Iconic Templates, which is what this presentation is underneath, I'm currently working on a AI-powered brand webmaster app for content creators and entrepreneurs. So that's why I wanted to specialise this presentation with a content creator caveat. But it does not mean that this process won't work for whatever it is that you're doing.

[00:05:12.270]

It could work with anybody. It could work for anybody. I just want to give content creators a little bit of a leg up because I know that it's not easy being solo dolo, especially when you are poro or lacking the deneto. All right, so let's just get right in it. I didn't want to create this big fancy slide deck because I thought showing you all was going to be better than just telling you all. With that being said, I have created a step-by-step checklist or guide, so that way we could just go over it, and I'm going to give you all some things in a live demonstration. Some things we don't

have time because we only have a little bit of time, and I want to give you all a lot to take home on your mind, but not too much to overwhelm you. I mean, to get your mind jogging, right? Because some of you all need to get on that treadmill mentally, and your mind ain't moving. So I want to give you guys some things that get your mind moving so that way you can put this technology, you can put it in place.

[00:06:12.110]

Not set in to forget it, but you can put it in place, and then you get a head start or maybe even catch up on the race. Now, when it comes to the first part of everything, what I want you to think about is brainstorming ideas. Brainstorm ideas. I know that's hard to think about that when you're an adult, but that's the thing I want you to think about most. It's brainstorming your ideas like you are a child and you're using your imagination. For these ideas, I want you to think about your personality I want you to think about your business model. When we say persona, that's what we're talking about, personality and your business model. Here's a tip. This is a quick tip. Use ChatGPT or Claude. I'm going to give you some recommendations of tools to use today. A lot of those are going to be AI tools that will help you create the assets and tell you what WordPress tools or website tools you should be using. That's the thing that you probably thought, Maestro, why don't you give us the WordPress tools or the WordPress... No, see, You're working too hard.

[00:07:16.180]

You're working too hard. I'm working smarter, not harder. We ain't got time for that. Ain't nobody got time for that, right? No, I'm going to give you the game plan, the playbook, so you can use that and get those tools and recommendations that you need. So that's why I'm saying, use ChatGPT or Claude in order to create this persona or business model if you don't already have that. That's going to be a starting point of your foundation when it comes to this building blocks. We're scaffolding, thinking about we're just doing it one layer at a time, and this one layer and put it to the next layer and so on and so forth. So again, use that to help you out. That's my tip right there. Now, the next part is going to be building out your team. You want to build out your team. When I say build out your team, I'm thinking about team in terms of chatbots. These AI tools have a way you can build these custom chatbots in the platform,

and you can think about these chatbots that you build as your team. If you were to hire a team, if somebody were to hire my company or my team to work with them, they'd be hiring different positions, people playing different roles.

[00:08:22.230]

Think about that when it comes to your chat box, when it comes to building out your website, what roles are people playing? I know it's hard when you're a solo, dolo person I know it's hard. You're wearing all the hats, right? You got all the hats. You're wearing all the... Everything. You got them all, okay? They say that bag lady, you're the hat lady or you're the hat man, whatever. You got to take off these hats sometimes and build a team. When it comes to building your team, I'm going to recommend two platforms, and only two because of this one reason. They give you the free ability to create a chatbot. I'm not saying that you shouldn't do chatbots in other platforms, because I certainly do, but I like to pay for all of these tools. If you don't have the money to afford that, I want to give you the accessibility or opportunity to still build these chat bots to follow my workflow to an extent. There's going to be limitations, but you can still make it, I promise. Let's open this up real quick. Process over here. Now, when it comes to the persona and business model, I've cheated already.

[00:09:20.720]

I've already created these. Now, how I said, these are the founding building blocks. This is the foundation. We have the persona right here. We're going to call for a lack of a better term, Digital Minimalist Max. This is just a persona. I want to give you a live demo, but pretend this is you, or pretend this is your client. In order for us to pretend, it's easier if we see and we can imagine. Here's persona right here. You all know about the persona already. Demographics, psychographics, goals, motivations, pain points, behaviour patterns. I don't have to teach you all persona. This is not what that's about. Persona. Build it. Use AI tool to help you build a persona. Use the AI tool to help you build your It's your business model. It's foundational peace. Your value proposition, your customer segments, your channels, your customer relationships, your revenue streams, key activities, key resources, key partnerships, cost structure. Oh, my. It's all those things. I was just going to go into a whole tangent,

but it's a lot. It's not really a lot, but it's a lot to think about when you've never done it before. It really is very simple because that's the whole purpose of the business model, is to take a complex business and turn into a one sheet type of thing, like a one sheet of paper overview of what your business is.

[00:10:36.650]

It's not a lot supposed to be simplified, but it's a lot if you've never done it before. You still need it anyway. Business model, persona and business model. Those are key things. I just want to show you that we want to give those to our bots or to the AI so it can use those to help us build out the next parts, next pieces in this flow or process. Okay? All right. With that being said, there's two things that we can do next I want to just share with you. We can start to build out our custom instructions and training guide, or we can just go to building our chat bots. I just want to let you know you can do either way. It doesn't matter which way you go. What I do is I'll use the AI tool to build me a training guide. I'll tell it to give me a training guide. With that being said, let's just do that here live. I want to say, and a matter of fact, I'm going to say custom instructions first. Let's do that first because that's typically what I would do first. I got ahead of myself for the training guide part.

[00:11:39.450]

Let's do custom instructions first. I would say, Write me a set of custom instructions for a chatbot and use the best practises. You can turn on search or reason if you want. You can just do it this way. I'm just giving you the cheat code and quick way to do it. What I'll do is actually I'll give it reasoning. I'll give it reasoning. This is where it taps into the O3 model. I know some of you are into AI, some of you are not, but I'm just letting you know the reason on the free plan, that's when it taps into one of the reasoning models, which I believe is O3 mini. All right, so now I have a set of custom instructions right here. All right, all right, all right. So this is what I would do. Now, sometimes I don't like when it does this part right here, but I'm going to copy this anyway because this is all for example purposes. And all I do is I paste it. I want you to follow this as well, too. Notice how I have one Google Doc and I have multiple tabs. I want you to follow everything I'm doing, please, and then start to give your own spin on it.

[00:12:46.870]

But follow what I'm doing. That way, you can just go through it and then you know how to do it. Copy and paste the custom instructions right here. I'm going to get rid of this real quick. We got our custom instructions. All right, boom. Same thing with training guide. We're going to say, now write a training guide, a step-by-step training guide. Now write a step-by-step training guide template. Again, you can use whatever model you want to use, do whatever you want to do, and live in colour. What I'm showing you is this is what I would do. I would do a little bit of tweaking to it because I like to have the human in the loop. I like to get my input into it, but I'm just giving you the quick run All right, so we got this. Heads on practise, trouble, support. Again, you make sure you cater your training guide to your business or to your needs, because this training guide is going to be the one asset, and the custom instruction is going to be the one asset that you use across the board. It's going to be the universal asset.

[00:13:49.550]

This is how we ground our team, our chat box. I will do the same thing with human people. I will give them a training guide or some type of instructions to let them know what they need to do. All right, so get that. I get that the other way, too. I don't need this. I like to get rid of any of the information. You don't have to, but I like to. Now we have our custom instructions. We have our training guide. Now we're ready to build our bots. Let me go back up to the process overview here, and we got that down. Now, when it comes to building our bots, I've already done some preliminary work. I've already precooked some of the stuff. I still have some stuff cooking now. We're going to start cooking some Speaking of, let me show you these bots, then we'll start getting the cooking done. The first team I want to let you know, a team member I want to let you know to probably create, is a project knowledge base or a librarians. What that looks like is in Gemini, you can see I have a project knowledge.

[00:14:45.690]

What I do is I add the business model and persona to that knowledge, whatever my persona is, my business model to this knowledge, this central location, this hub of my company information. That's what I do.

From there, I then built the brand architect. Now, my mind thinks linear in terms of the process to a degree, even though some things are cyclical. But in this process, my mind thinks linear. What did next was build this brand architect. Because when you're building a website, you typically want to go with the brand strategy, brand identity, website stuff in that order. That's typically what you want to do. I don't know why you would build the website first, then start building out your brand strategy. But some people do it that way. That's up to them. Here you see brand architect, and you see the instructions here. See instructions here, and you see the knowledge base here. And perplexity, I'm going to go to the brand architect. You see the same thing. I have the knowledge base or the files, and then I have instructions. You see, I have two different platforms, two different chatbots with the same information.

[00:15:56.060]

I'm using the best of both worlds. I'm using the different chatbots models and their strengths. Then I'm also using a centralised or a fixed set of information, the instructions and the files. That way it grounds the bot to what I need to do. That's what I believe that you all should be doing when you're creating your chat box or you're creating your team. You're creating your team. Let's go back here. That's what this is. Brand Architect. Let me check these off just so we know we're moving and grooving. Moving and grooving. We got that. Then we have the Website Creator. Let's go back here. Now we have a Website Creator. We go back to Spaces here and Website Creator. Now we have our Website Here, the same thing, the instructions of what to do, and then the files. Website files here, and then as you can see here, instructions of what to do, and the files. Pro tip. This is a pro tip. The character limit on instructions is different. Sometimes you'll have to use the AI to consolidate the instructions. If I were you, I would maximise how much I can do it. But then there's times, like perplexity, for example, 1,500 characters.

[00:17:11.570]

Whereas ChatGPT, when you use projects, your custom instructions can only go up to 8,000 characters. With Claude, it's a lot. It's a lot of characters. And the more characters you can put in there, the more focus you make your team member, you ground your bot. That's why that's important. So we have the website creator as well, too. And their

focus is being able to create websites based on... And let me show you. I'm going to show you, then we're going to get to the magic. These are the prompts I use to create this website creator. Best practises for a website strategist and web designer. Best practises for developing a website in WordPress. Most common mistakes for building a website in WordPress. I use these three prompts as deep research prompts. If you don't know what deep research is, you should do some research. No, I'm just joking. But if you don't know what deep research is, it's another feature in these AI tools that basically takes these AI bots, these models, and it goes out to the internet and it does highly comprehensive research. And at the end of it, it makes this market research report or this report style or white paper style output for you.

[00:18:20.180]

Basically, it's doing a \$2,000 to \$10,000 job for you. I'll put it like that. Now, why would I say something like that? Because I've I've sold that package in my own company for research. For those of you all who are offering that, who are selling research now, you might have to pivot some things. Just letting you know. But other than that, let's use it to our advantage while it's here and it's free or it's for the cheap, cheap, cheap. That's key. I'm going to scroll over here and show you what I've been doing because I've already set up the website creator. I've already told you that already. But what I haven't done is set up the content writer I wanted to set that up for you right here, right now. I at least wanted to set up one, not live, because technically we're not live, but one in video, live in video, and that way you can at least see it. I've already started these deep research props. Now, the deep research that I would use or suggest for now is going to be Gemini. Gemini has a deep research feature. Now, I'm not going to use it here because for the free, I've used up on my free, but on my paid account, I still have it there as well, too.

[00:19:28.180]

But if you can see right here, it says, No, sorry. Right here. Deep research. Right here. Get in-depth research reports. That's the gold. That's the magic. That right there is going to turn your chat bots into freaking genius mastermind bots. I mean, we're talking about Terminator, I'll be back style tight box. Okay? All right, let me scroll over here and show you. This is one of the deep research reports. What I've done is I've gave it

that prompt, one of the prompts right here. I'm going to go back here, and I gave it best practises for a content strategic copywriter. This is the report that it gave me right here. Look at this. When I say this report is good, this is good. Now, here, pro tip. I'm going to keep giving you these little pro tips because I'm telling you, this is stuff I found out on my own, and I want to give it to you so you don't got to go home alone. We in this together. Pro tip, scroll all the way down first and see did it finish the report? Because there's times where it doesn't finish the report, and how you know it doesn't finish the report It's just like this.

[00:20:32.670]

See? You don't see it say In conclusion. That's one of the biggest signs, from my opinion, that I notice when it doesn't finish the report. Let's start this real quick here. This is a new one. Now, this one is best practises for writing website content right here. That's this research report right here. As you can see, there you go. You see? This is what it does. What I like about the deep research is it shows you it's thinking. This right here is the goal, in my opinion, because for strategists, this is what I would do with my client. This is what I would do with you if I was working with you. I would first have to go do the research, organise the research, then I would have to analyse the research, then interpret the research in a way that would make sense to you, because if it doesn't make sense to you, then what are we going to do? If you read this and you notice that it does that at a high level, you know you have gold. That's something that I want to share with I'm going to do the same thing here.

[00:21:32.040]

This is what it looks like from a... You don't see the content plan. I showed you the content plan. Before it does the content plan, you click this. It does this, then it creates a plan, and it lets you know if you want to edit it or not. I'm going to take this. I'm going to export this to doc. What I like about this, if you're a Google user, this is good for you. If you're a Microsoft user, it may not be not so good for you. But for a Google standpoint, it opened up a Google Doc and it opened straight your drive folder. That's a beautiful thing. These research reports take anywhere from 5 or 10 to 20 minutes. I've had one go as long as 30 minutes. The longer, the more you know it's doing information it's gathering, but that doesn't always mean it's going to finish. I like to have those ones that

finish. I don't like ones that are incomplete, even though I'll still use it. I'm just not a fan of ones that are incomplete. It'll happen every now and then. Let's let that cook. All right, here. All right.

[00:22:26.530]

Let's move forward. We have the website creator. Boom, boom, boom. Content creator, boom, boom, boom, boom. I'm going to start a little faster here because we got that cooking, okay? All right, it's in the oven. It's baking, baby. It's baking. Build your brand element. What we would want to do to build our brand elements is we would also want to do one more deep research. Now, here's the thing. The deep research that we will want to do is going to be based on the research that we would do with deep research, one of the deep research models. We would do that for the brand personality, persona, and business model. Now, for the sake of time, because we don't have that much time, I'm going to use one of these models to do research. I'm going to use the product knowledge. I'm going to go back here to spaces. I'm going to go product knowledge because it already has the user persona and I'm going to use this business model, and I'm going to use perplexities deep research, and I'm going to say, do deep research on the files in your database as if it for us for building a brand.

[00:23:34.760]

All right? Then I'm going to let that cook. It should look in this. Let's double-check, make sure that we should... Right here. Search includes all contacts from this space. That's It includes the files. It was supposed to do deep research. I don't know why it went back. I might have to go back in a change. Hold on. Or maybe he did do a deep research. I don't know.

[00:24:04.850]

Okay, yeah. It's doing it. Deep research can take up to 30 minutes. Deep research in Gemini, this one, it's different, but I look at my perplexity, it's made for the internet. But see how it says the business model is showing you business models reading that one, sources, user persona. It's taking the sources. It's going to do deep research based on the sources. That's how you get your market research. That's just one thing I want to show you. Then you take that information, plop it in here. Then what you would do from there is take that and create your brand strategy. Now,

here's the thing. For the brand strategy, let me delete this so we can see this in real time. Right here. For the brand strategy, just for time's sake, what I'm going to do is I'm going to cheat.

[00:24:56.830]

I'm going to go to 2.5 pro. That's if they give me some. If they don't give me none, cool, you just go and move forward. I mean, give me some as far as give me more usage of it because it goes fast. It will go fast on you. What I'll do is I will take my business model here. I'm going to pop it in here. I'm just going to say, Do research on this for building a brand. Because this will still give me a pretty good answer. It's not going to be as deep and in-depth as the deep research, but it'll still give me a pretty good answer because it's smart enough. It's smart enough to know so. Let's see how this is looking. I just want you to see how this is looking on here. See how it's cooking still? It's moving and grooving. Then what I would do from here, take this report, file, download as a PDF. Again, the first thing I do is I always go down here to work-side. This is my process. I go here, I look to see did it finish its thought. If it didn't finish its thought, I'm like, Depends on.

[00:26:04.990]

But otherwise, it's pretty good. The rest of the meme said, I just like to finish his thought. That's just my thing. All right, so let's see how much content we got here. That's not bad. That's not bad. It's the same thing as what we're going to get from... Oh, we're already done. Look at that. We're already done. So we'll take both of them. Hey, why not? Why not? So go to market research. Boom. Then I'm going to go to Gemini, I mean, perplexity. Take this. Now, don't always do this. Don't always copy this. Sometimes it's better to highlight because I notice some of them act a little wonky with how they work in here. Sometimes that's what it is. All right. Now we got our market research. I take that right there, and then I go to the brand strategist, our brand architect. Excuse me. Now, you can download as a document and put it in there. That's one way to do it. I'll do that right quick. I'll do that. Sometimes I just copy and paste it in there. Then copy and paste here, create a brand strategy off this market research. Let's also add the persona.

[00:27:23.850]

Why not? Why not add the business model and the persona as well, too? It gives it more context off this market research. Do not create a brand identity. Just the brand strategy, because sometimes it'll do both. I want to do brand identity second. Spend all time doing just that part. Brand strategy off this market research. Let's see if it lets us go. We'll see. All right, there we go. How are we doing on time? Okay, we're good. This is where it gets faster. This is where it gets faster. I'm cooking with that right now, but at the same time, watch this. Watch this. I'm going to go back here. I'm going to start building out. We don't need that. I'm going to start building out my content creator bot. Content. I can't spell for some reason. Content Creator. Okay. All right. I got my content creator bot right there getting ready. I got my brand strategy. Now, once you get to this stage, you all are going to do what you need to do as far as how you do things at the same time, whatever the case is. I'm moving and grooving right now.

[00:28:46.270]

I'm just letting you know that that's the way I'm doing it. I'm moving and grooving. Boom. Now I got my website strategy. Then what do you all think I'm going to do? I'm going to say now create my web. Now, I could use a different model. I can use a different thing. But now I can say create the web brand identity, brand identity elements and system. You could just say system, you could say element. I'm just doing both for the sake of It's the take of it. We got brand strategy. Let's delete this. Fresh and new brand identity right here. Let's see how are we looking at when it comes to these. This is done. Export. That one got done beforehand. Okay, we're good with that. What I would do here, too, while I'm having one open, I always like to have multiple. That's just me. Because what I'll do is I'll start this, create my gym, Content Creator. Save that. All right. Let's take this. Look, look, look, look. They say, You can't use no more Gemini. Thanks. That's cool. That's cool. That's cool. For the sake of, all right, here's the identity. All right, so now we got the brand strategy.

[00:30:16.730]

Look what we're doing. We got the market research. We got the brand strategy. Look how it's still calling Digital Minimalist Max. We're still making sure we're consistent with a lot of stuff. The brand identity. Now we need the website strategy. What do you think we're going to do next?

We're going to take the market reach, the brand strategy, the brand identity, and feed that to the website creator bot to make the website strategy. You see how we're scaffolding what we're doing in order to create. But now let me show you how to create this bot real quick before we run out of time. Here's my workflow to create the bot. Let me download this. I want to at least get two documents in here before I do this last part. All right, cool. Let's open this up. All right, so we said right there and right here. That's two in there. Update that. Same thing. I'll do it the same time so I don't forget it. You're going boom, boom, boom, and boom. All right. Now I say, Write custom instructions. Make it 15... Yeah, I could have said, okay. Characters. 1.5k characters long. Use your project knowledge.

[00:32:09.410]

All right. Copy that. Now, why didn't it... It's still uploading. These are big reports. I'm just letting you know. That's the reason why they're taking so long is because these reports are huge. Look at the 28 pages right there. They can get up to 40, 50 pages. That's why I said these are thorough. 45 pages right here. So that's why it's taking a long time. Okay, boom. Now we're there. Now, write custom instructions, make it 1.5 characters long, use your project knowledge. Then what you want to do as well, too, is take the custom instructions from here. Remember I said we're going to make these custom instructions here? Boom. I'm going to download this and take that and use that. Use this template. All right. Boom. Go here. Same thing. Update. Well, let me go back. Let me refresh. We don't need to say make characters long because Google can take a lot of it. Use project knowledge. Use this template. I'm going to do the same thing. You already uploaded Friday, I don't care. Let's see what we got here. If we get this from here first? Because normally, I'll just use this.

[00:33:48.660]

Look, purpose. Let me scroll here. All right, there we go. Boom. Custom instructions. Pop them in there. Update. Next one. All right, now we got customer instructions. Now, I'm going to say I'm going to go back here. I'm going to go back to the Gemini here. Okay. To the project knowledge. Now that we have... Okay, so now next, what we want to do is use the training guide. Now, we're going to go to the training guide. I'm going to download this as well, too. Just because I don't want it to give me that

warning again, I'm going to do this. I'm going to change the name, then File, Download. All right. Then go back and use this right here and say, Create a training guide based on your knowledge and this template and the custom instructions. All right, boom. There we go. Is it done yet? If it's not done, I'm worried about it. It's done. All right, let that go. Now we have a training guide. See how I can just run through this. Once we credit our foundation, I'm just running through it. Right here. Introduction chat about training guide right here. Now we officially have our training guide.

[00:35:40.730]

What I like to do is I like to create a new page like this, Training Guide. Download this. Go back to Gemini. Go back to the bot, the teammate, the chatbot, and now I'm I'm going to put the training guide. See how I ended up with three different market research reports, right? Three different market research reports and a training guide and custom instructions for this one bot. Let's see. This is best practises. Let's make sure that we got the right one. Website content best practises. All right. I'm going to update this. Boom. Now we got the content creator, and they are ready to go. I will do the same thing with perplexity, but for the sake of time, hopefully, you got the picture. Let me close out of this real quick. You got the picture, right? Now we have our team ready to go. I just built one right in front of your face from scratch. Let's go back here. Let's Where did we leave off? We left off at the brand identity. Let's take the brand strategy here. I'm going to download right here. Let's take the brand identity here. I'm going to download.

[00:37:18.900]

Let me change the name real quick. I'm just changing the name to make it easier on me when I'm looking for it. I believe I already have the market research, but just in case, let's take it. I'll just make it easier for myself to download here. Let's go to our bot. Now, I believe we're almost out of tokens here, but it's all good. What What I'm going to do is I'll edit the bot first and I will add... Well, actually, no. That's my bad. That's my bad. Let's not add it in there because it's going to give it too much. Let's We're going to go like this. Market research, brand identity. We're just going to add it to the chat thread. That's what I want us to do. Create a website strategy based on this information. I can get I'm not going to

refer to it, but create a website. I can say, Create a comprehensive website strategy. I want you to do better prompting practises, but for the sake of time, we're going to say, Create a website strategy, and UI plan. I'm just going to say lead. Now, typically I would separate them, but again, for the sake of time, I just want you to see.

[00:38:36.370]

The purpose of this is before we get here, we need to have answers. Oftentimes people don't have these answers. They don't know who they are, especially solo entrepreneurs and content creators. They don't have a business model. They haven't done market research. They don't have their brand strategy, purpose, mission, vision, your target audience, your unique value proposition. All this came from information that came before this phase. It's not like it's just making things up as it goes. It's using what it was given. It's your job to tweak it up. We have the brand identity there. This is just the brand identity in terms of the framework of it. You can use tools like Canva. Chatgpt can create stuff. The other AI tools can do things for you to create your typography, your colour palette. Again, I would love to show you this, but we don't have It's time for that. Here we go. Website strategy right here. I'm just taking this and popping this in here. For the most part, we're pretty much done. But the last piece will be the content. This strategy. Let's see if I could wrap it up here in one minute or less.

[00:39:47.990]

Then let's take this, website strategy. Take this here, file, download, right there. I'm going to go here back to Gemini. Let's go to our Content Creator, and let's pop in everything that we just plopped in. Go here, add this, go here, and now I could say, Create a Content Strategy and Content Draught for this website. Now, I would use a stronger model for this. This is where I would use Claude, or I would use the 2. 5 Pro, or I would use the '01 series. I'm a big fan of using analysis-based models, reasoning-based models. But do you guys get the picture? See how we just created all of this, creating our custom chatbot? Or chatbots, plural, a. K. A. R. T. That's pretty much it. Pace this here, plop this here. There we go.

[00:41:09.410]

That's how you build your brand and web mastery in the AI Content Creator Error before you get to WordPress. Hopefully you enjoyed this presentation. Again, I want to thank the Page Builder Summit for having me. I appreciate you all. It's been a pleasure and honour to you page builders out there, you WordPress developers, freelancers, designers, content creators, just thinkers in general.

[00:41:38.790]

Congratulate yourself. Hopefully you've gotten some value out of this video, and I can't wait to see what you have to do and what you have to share using this information and the rest of the information coming from the other speakers during this summit. My name is Maestro Stevens. With Iconic Templates. Peace..