

What makes a brand, in one sentence?

It stands for something – and that means it stands against something too.

- What does your site(s) stand for?
- What values does it show?
- What do you believe in?
- What are you against?

Take a stand. Don't be afraid to be against something. Say it how it is.

A good brand isn't just good content or products – it's a personality.

---

You're already a brand.

Think about it: you've got friends who see you a certain way. They come to you for specific things. That's your brand.

If you're really empathetic, folks might come to you when they're hurting.

What are you naturally good at? What do you stand for? What matters to you? What's the first thing your friends think about when they think of you?

Use that. That's the start of your brand.

---

Quick tip:

It can be tough to just name your values out of nowhere.

So try this instead:

Ask yourself – what are you not about? What bugs you? What don't you respect? What do you complain about?

Write that stuff down. Make it clear. Keep it in mind – and let it show up in everything you write.

You can also integrate this into the [human-editing process](#) (especially when you speak things in, it's a lot easier and it flows naturally).

You can also enter it directly in the [listicle prompt](#) and ask ChatGPT to include these personality aspects and values in the prompt so that they're integrated directly in the first draft.