From Gifts to Offer Letter - AI Guide

A Personal Brand Kit for Sales Professionals

You bring one thing to this session: an honest list of your gifts and talents. You leave with a LinkedIn profile, a resume, and an outreach sequence — all built by four AI tools working in sequence, where each tool writes the prompt for the next.

THE 60-MINUTE PATH

ChatGPT Ideate — turn raw gifts into a sales value thesis

Gemini Research — pressure-test it against real market demand

Claude Build — write the LinkedIn, resume, and outreach assets

NotebookLM Rehearse — turn the kit into your interview prep engine

How This Works

Most people use AI like a vending machine. One prompt in, one answer out, disappointment shortly after. The Orchestrator works differently.

You write one prompt from scratch. That is Step 1. From there, every tool ends its work by writing the prompt for the next tool. You copy, you paste, you keep moving. The intelligence compounds instead of resetting.

WHY FOUR TOOLS INSTEAD OF ONE

- ChatGPT is your ideation partner. It is fast, conversational, and good at pulling structure out of a messy brain dump.
- Gemini is your researcher. It reaches live job postings, company news, and hiring language, so your positioning is grounded in what companies are actually asking for right now.
- Claude is your writer. It holds long context and produces polished, human-sounding assets that do not read as AI slop.

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- NotebookLM is your study partner. Feed it everything you built and it becomes an interview coach that only knows your material.

> ✓ **CHECKPOINT**
>
> Before you start, open all four tools in separate browser tabs: chatgpt.com, gemini.google.com, claude.ai, notebooklm.google.com.
>
> Open a blank document on your computer. This is where every output gets saved. You will use it four times.
>
> In each tool, turn off model training in settings before you paste anything about your work history.

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BEFORE YOU TOUCH A TOOL

Step 0: Your Raw Material

This is the only thing you have to bring yourself. Do not polish it. Do not make it sound impressive. Messy and honest beats clean and vague — the AI can polish, but it cannot invent what you actually did.

List 5–10 gifts and talents. Not job titles — the things people come to you for.

Name 3 wins where those gifts produced a number. Revenue, retention, quota, cycle time, deal size — anything countable.

What kind of sales role are you going after? (SDR, AE, Enterprise AE, Sales Engineer, Sales Leadership, CS-to-Sales, etc.)

Name 3–5 target companies. If you do not have any yet, write the industry and company size instead.

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TOOL 1 OF 4 • IDEATE • ~12 MINUTES

ChatGPT: Turn Gifts Into a Value Thesis

Right now your gifts are a list. Companies do not hire lists — they hire a thesis about why you will produce revenue. ChatGPT's job is to make that translation.

This is the only prompt you write from scratch in this entire session. Type it, then paste your Step 0 answers underneath it.

PROMPT 1 — PASTE INTO CHATGPT

```
You are a sales talent strategist who has hired and coached hundreds of quota-carrying reps.

I am pursuing a [ROLE TYPE] role. Below are my gifts and talents, three wins
with numbers attached, and my target companies. They are raw and unedited.

[PASTE YOUR STEP 0 ANSWERS HERE]

Do four things:
1. Translate each gift into the specific revenue behavior it produces in a sales
   role. Be concrete. "Great listener" is not an answer; "surfaces unspoken
   objections before they kill the deal" is.
2. Identify the through-line connecting my gifts — the one sentence that explains
   what kind of seller I am. Give me three options in different registers.
3. Name the two or three buyer or deal types where I am unusually strong, and the
   one where I am weakest. Be direct about the weakness.
4. Flag anything in my raw list that is a red flag or a cliche a hiring manager
   will discount, and tell me what to replace it with.

Then interview me. Ask me one question at a time — the questions a sharp sales
leader would ask to test whether my claims are real. Continue until you have
enough to write a defensible positioning statement.
```

Answer the interview questions honestly. This is where the value is created — people who rush this step get a generic kit at the end. When ChatGPT stops asking, run the handoff prompt.

PROMPT 2 — THE HANDOFF (CHATGPT WRITES GEMINI'S PROMPT)

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```
Now produce two things.

PART A — MY POSITIONING BRIEF. A structured summary containing: my value
thesis in one sentence, my top five gift-to-revenue translations, my ideal
buyer and deal profile, my three proof stories with the numbers, my target
companies, and my honest gaps.

PART B — A RESEARCH PROMPT FOR GEMINI. Write a complete, copy-paste-ready
prompt instructing Gemini to search live job postings and company signals to
pressure-test my positioning. It should direct Gemini to find the exact
language my target companies use to describe top performers, identify where my
thesis matches real demand, identify where it does not, and surface the
keywords and competencies that appear repeatedly. Write it so I can paste it
into Gemini with no edits. Include Part A inside the prompt so Gemini has
full context.
```

SAVE YOUR WORK

Copy the full output into a document on your computer. Name the file: **`01-positioning-brief.docx`**

You will paste this into the next tool. Do not skip this step — if you lose it, you start over.

✓ **CHECKPOINT**

You can say what kind of seller you are in one sentence without hedging.

Every gift on your list now has a revenue behavior attached to it.

You have Part B copied — the prompt ChatGPT wrote for Gemini.

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TOOL 2 OF 4 • RESEARCH • ~12 MINUTES

Gemini: Pressure-Test Against the Market

A positioning statement you love and the market does not want is an expensive mistake. Gemini reaches live postings and company signals, so this step tells you whether your thesis survives contact with reality — and hands you the exact vocabulary hiring managers are already using.

PROMPT 3 — PASTE CHATGPT'S PART B INTO GEMINI

```
Paste the research prompt ChatGPT wrote for you. You did not write this one.
That is the point of the framework.

If Gemini returns something thin, add this line:

Search actual current job postings at my target companies and comparable
employers. Quote the specific competency language they use. Then tell me
plainly where my positioning is strong, where it is generic, and where it is
a mismatch with what these companies are actually hiring for.
```

What surprised you? Note the gap between how you described yourself and how the market describes what it wants.

PROMPT 4 — THE HANDOFF (GEMINI WRITES CLAUDE'S PROMPT)

```
Now produce two things.

PART A — MY MARKET-VALIDATED PROFILE. Merge my original positioning brief
with what you found. Include: my revised value thesis, the exact competency
and keyword language my target companies use, the three proof stories mapped
to the competencies each one demonstrates, my differentiators against a
typical candidate for this role, and my honest gaps with how to address them.
```

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```
PART B — A BUILD PROMPT FOR CLAUDE. Write a complete, copy-paste-ready prompt
instructing Claude to produce a full personal brand kit for a sales
professional: a LinkedIn headline and About section, a resume summary with
achievement-based bullets, and a three-touch outreach sequence to hiring
managers. Specify that everything must sound like a human wrote it — no
buzzword stacking, no "results-driven professional," no em-dash-heavy AI
cadence. Include Part A inside the prompt so Claude has full context. Write
it so I can paste it into Claude with no edits.
```

SAVE YOUR WORK

Copy the full output into a document on your computer. Name the file: **`02-market-validated-profile.docx`** You will paste this into the next tool. Do not skip this step — if you lose it, you start over.

✓ CHECKPOINT

You know the specific words your target companies use for top performers.

You know at least one place your original positioning was wrong or generic.

You have Part B copied — the prompt Gemini wrote for Claude.

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TOOL 3 OF 4 • BUILD • ~20 MINUTES

Claude: Build the Kit

This is where the work becomes assets you can use tomorrow morning. Claude holds long context well, which is why it gets the build step rather than the ideation step.

PROMPT 5 — PASTE GEMINI'S PART B INTO CLAUDE

```
Paste the build prompt Gemini wrote. Then add this line at the bottom:

Produce the LinkedIn assets first. Stop and let me react before you write the
resume or the outreach sequence. Give me two versions of the About section in
different registers so I can choose a voice.
```

DELIVERABLE 1 — LINKEDIN

Read both versions out loud. The one you can say without cringing is the right one. Tell Claude which one and why, then ask for the resume.

Which version sounded like you? What did you change?

DELIVERABLE 2 — RESUME

PROMPT 6

```
Now the resume summary and my achievement bullets. Every bullet must contain a
number or a specific outcome — no responsibility statements. Use the competency
language from my market research so this survives applicant tracking systems.
Give me a master version I can tailor per application.
```

DELIVERABLE 3 — OUTREACH

PROMPT 7

```
Now the three-touch outreach sequence to a hiring manager at [TARGET COMPANY].
Touch one: a LinkedIn connection note under 300 characters that references
```

something specific about their business, not their job posting. Touch two: a follow-up message that leads with a relevant insight rather than my resume. Touch three: a direct, low-pressure ask for a conversation.

Keep it short enough to read on a phone. If a sentence could appear in any candidate's message, cut it.

PROMPT 8 — THE HANDOFF (CLAUDE WRITES YOUR NOTEBOOKLM SETUP)

Compile everything into one clean document: my value thesis, LinkedIn assets, resume, outreach sequence, proof stories, and gaps.

Then write me an interview preparation guide based only on this material: the ten questions a hiring manager is most likely to ask me given this profile, the three questions that target my gaps, and which of my proof stories answers each one.

SAVE YOUR WORK

Copy the full output into a document on your computer. Name the file: **`03-personal-brand-kit.docx`** You will paste this into the next tool. Do not skip this step — if you lose it, you start over.

✓ **CHECKPOINT**

LinkedIn headline and About section — written in a voice you can defend.

Resume summary and achievement bullets — every bullet has a number.

A three-touch outreach sequence for one named target company.

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TOOL 4 OF 4 • REHEARSE • ~10 MINUTES

NotebookLM: Your Interview Prep Engine

NotebookLM only knows what you give it. That constraint is the feature — it will not hallucinate a career you did not have. Load your kit and it becomes a coach that has memorized your material.

1. Open notebooklm.google.com and create a new notebook. Name it with your target role.
2. Upload all three saved files: the positioning brief, the market-validated profile, and the personal brand kit.
3. Add a fourth source: paste in the actual job description for a role you are pursuing.

PROMPT 9 — IN NOTEBOOKLM

```
Using only my uploaded materials, act as the hiring manager for this role.
Interview me one question at a time. After each of my answers, tell me whether
I used my strongest available proof story, and which one I should have used
instead. Do not move on until I have answered.
```

Then generate the Audio Overview. You now have a podcast about your own positioning that you can listen to on the way to the interview.

Which question did you fumble? Write the better answer here, in your own words.

✓ **CHECKPOINT**

A notebook containing your entire kit plus a live job description.

At least one mock interview run where you got caught — and fixed it.

An Audio Overview saved for interview-day review.

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What You Just Built

You wrote one prompt from scratch. Everything after that, the tools wrote for each other. That is the framework — and it is not about job searching. It is about compounding intelligence across tools instead of restarting from zero every time.

THIS WEEK

- Update your LinkedIn headline and About section. Today, not eventually.
- Send touch one to three hiring managers at three different target companies.
- Run one NotebookLM mock interview before any real conversation.

REUSE THE SPINE

The same four-tool sequence works for a territory plan, an account strategy, a QBR narrative, or a competitive battlecard. Swap the subject; keep the pattern. Ideate, research, build, rehearse.

The gifts were always yours.

The orchestration is what makes the market see them.