THE AI TECHSTACK

Tired of creating content that goes nowhere? The RBRANDR AI Toolkit is designed for founders and brand leaders who want to show up online with clarity and consistency, without handing over every task to a huge team.

This isn't just a stack, it's how we move.

These tools help you ideate, write, research, and stay culturally relevant while still sounding like you.

Use the prompts below to get started, but know this: the real secret?

Strategy. And that's where RBRANDR steps in.

Claude

Your Thoughtful Long-Form Writer

Claude excels at bringing depth, tone, and storytelling to long-form content. Whether it's for your brand story, a value-driven post, or a lead magnet, Claude writes with intent.

What It Can Do:

✳ Bring structure and voice to your brand story

✳ Draft tone-aligned emails, blogs, and captions

✳ Help define brand tone, values, and positioning

✳ Expand bullet-point content into narrative-led assets

PROMPTS ⬇

Claude

PROMPTS

- "Write a blog post on the power of brand clarity for service businesses. Keep it educational and inspirational, with a personal tone. Mention common pitfalls founders make when trying to 'do it all.' Don't make it salesy — make it real."

- "Expand the following notes into a value-led LinkedIn post that educates and connects: [insert notes]. Keep it warm, authentic, and leadership-driven."

- "Help me draft an email newsletter on why consistency in content builds trust. Include a short personal anecdote, three insights, and a soft CTA to 'stay visible, not perfect.'"

ChatGPT

Your Hook Generator & Idea Refiner

When it comes to punchy hooks, scroll-stopping intros, and snappy Reels captions, this is your go-to. But don't rely on it for strategy. That's our job 😉

What It Can Do:

✱ Rework flat captions into something with bite

✱ Brainstorm bold content hooks

✱ Write outlines for content pieces (blogs, carousels, etc.)

PROMPTS ⬇

ChatGPT
PROMPTS

- "Write 5 hook variations for a carousel that teaches business owners why low engagement doesn't always mean low impact. Keep it punchy, a little cheeky, and definitely not boring."

- "Take this caption and rewrite it in a more confident, magnetic tone that still feels relatable. CTA should feel like a nudge, not a push."

- "Outline a 6-slide carousel on 'Why People Buy From Personal Brands' — but make it focused on modern content behavior, not marketing jargon."
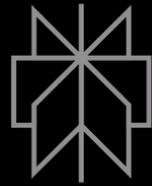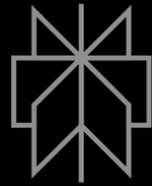
perplexity

Your Source-Backed Idea Vault

Perplexity finds proof. When you want to create content backed by data, trends, or fresh perspectives start here.

It's not just Google with lipstick. It gives receipts.

What It Can Do:

*   Validate your content ideas with data

*   Help turn vague angles into content gold

*   Spot trending topics worth owning

PROMPTS

perplexity

PROMPTS

- "What are 3 current statistics on video marketing effectiveness in 2025? Provide sources I can link to in a blog."

- "Find recent expert quotes or POVs on the importance of building a personal brand. No fluff — real industry voices only."

- "Give me a snapshot of what's trending in digital content creation for SMEs. Summarise it so I can turn it into a 'Here's what we're seeing' post."

Grok

Your Source-Backed Idea Vault

Grok reads the room, in real time.

It's where reactive content is born. From meme marketing to shifting sentiment, Grok is how you stay relevant without scrambling.

What It Can Do:

* Uncover content themes hidden in conversation threads

* Spark ideas for timely, human-first content

* Help you stay relevant and relatable, without chasing trends

PROMPTS

Grok

PROMPTS

- "Scan top trending marketing conversations on Twitter. What's one topic everyone's weighing in on that I can add my take to — without sounding like an echo?"

- "What's the general tone of conversation around AI and content creators this week? Is it optimistic? Skeptical? How can I contribute something that cuts through?"

- "Summarise a meme or cultural moment brands are tapping into right now, give me a creative twist for a content creator audience."

🛠️ HOW WE STACK IT (OUR FLOW)

⊕ Perplexity → Start with what's real — data, trends, expert POVs

✳️ Claude → Build the long-form magic — blogs, emails, captions, story posts

Ⓢ ChatGPT → Sharpen the short-form — hooks, CTAs, frameworks

∅ Grok → Wrap it in relevance — trends, tone, and what your audience feels

Result: Strategic, story-led content with depth, clarity, and a whole lot of substance.

✨ Ready to stop juggling content alone?

You've got the tools. Now get the team.

📩 Drop us a message and let RBRANDR build your strategy, create your content, and help you show up with consistency and confidence.

Because templates are great

but execution is everything.

RBRANDR