用内容和**AI**打造你的品牌

Build Your Brand with Content & AI — A Simple Strategy for Entrepreneurs in America

CM **by Christian Max**

👋 Feeling Invisible Online? You're Not Alone.

✋ **谁在这里发过帖子却没有得到任何回应?**

Raise your hand: Who here has posted and gotten… nothing?

🫥 **这种沉默不仅令人沮丧 — 在2025年还很昂贵**

That silence isn't just frustrating — it's expensive in 2025

💡 **但你已经拥有价值 — 即使你只有一部手机(老实说,这就是你所需要的全部)**

But you already have value — even if all you have is your phone (and honestly, that's all you need)

Who's in the Room?

在经营自己企业/生意？ ✋

Who here runs a business? ✋

在努力/想开始打造个人品牌？ 🧑🏽‍💻

Who is focused on building a personal brand? 👩🏼‍💻

谁已经每周至少发布一次内容？

Who already posts at least once a week?

谁还没有开始但想要开始？

Who hasn't started but wants to?

Your Biggest Struggles

No time / 没时间

Don't know what to say / 不知道拍什么

Fear of judgment / 怕别人怎么看

Low engagement / 发了没人看

"These are the top obstacles I hear: time, ideas, judgment, and low engagement. We'll tackle each today."

Content = Trust Builder

建立信任

Build trust

提高知名度

Increase visibility

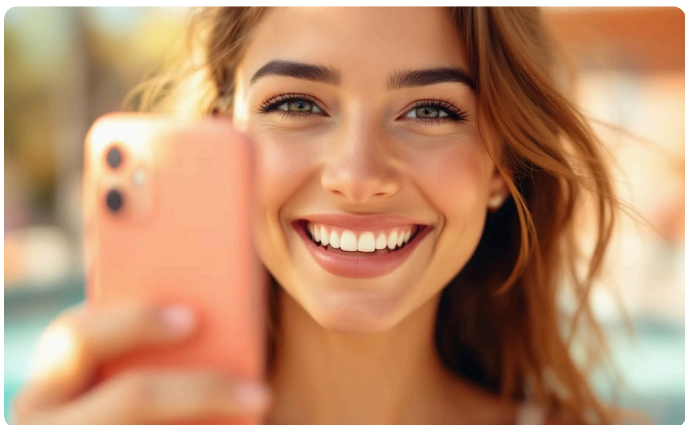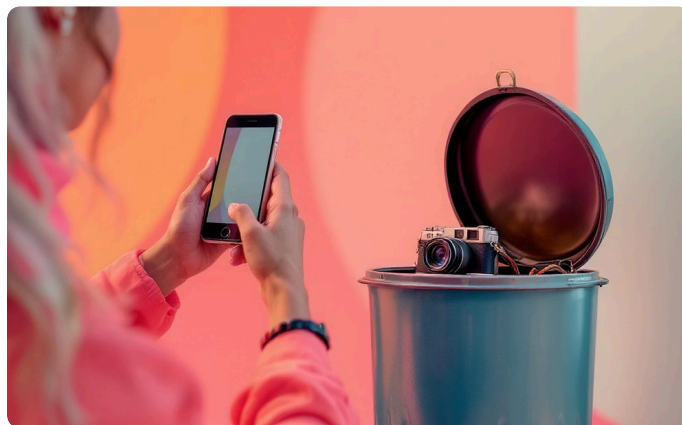帮助更多人

Help More People

LAOMA

Real > Perfect

真实胜过完美 • Authentic beats polished every time

真实胜过完美

Authentic beats polished every time

你的手机就够了

Your phone is enough — you don't need fancy gear

展示真实的自己

Show your authentic self to connect with your audience

You Are Already an Expert in Something

你的生活经验很有价值

Your life experience is valuable

人们喜欢可以产生共鸣的人/内容

People love learning from relatable people/content

"学习笔记"模式：通过诚实建立信任

"Learning Notes" model: build trust through honesty

From Zero to 5 Million — Who is Laoma Chris?

LAOMA

1 在中国生活了9年，7年前从零开始做内容

Lived in China for 9 years, Content creator for 8 years

2 开始的时候只用一部手机和一个想法

Started with just a phone and an idea

3 现在：**500万+粉丝，4万+付费学生，各行业企业客户**

Now: 5M+ followers, 40K+ students, top-tier clients

4 持续提供有价值、不完美的内容

Kept showing up with useful, imperfect content

Who's your Shirley?
(你的客户Avatar是什么样的)

1   Shirley是你的理想客户画像(ICP)

2   30多岁，住在上海，想要提高自己的英语口语水平

3   对科技、政治、美国文化感兴趣

Quick Exercise — Who Is YOUR "Shirley"?
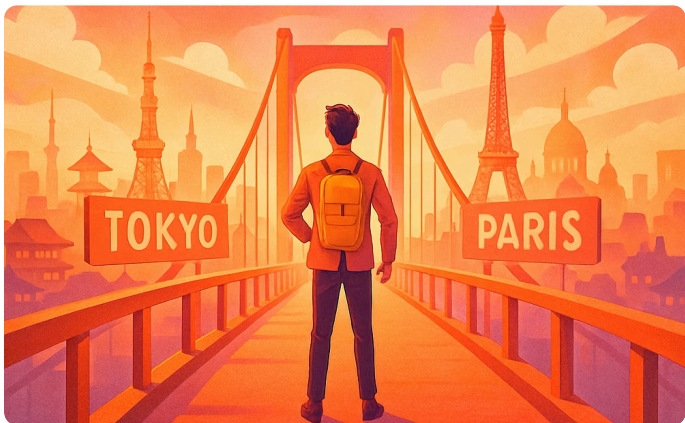
1

句子

In ONE sentence

10

秒倒计时

You have 10 seconds. Let me hear it!

Why *You* Have an Advantage

你作为双语者有独特优势

你很了解中国和美国

You understand both China & the U.S.

利用这些优势，建立你的在线影响力

你是文化桥梁

You are a cultural bridge

你有独一无二的故事

You have stories no one else can tell

难道还没开始用ChatGPT?

行政助理

Executive assistant

内容总编

Content creation

项目经理

Project Manager

ChatGPT for Deep ICP Research（深度分析目标客户）

Prompt Template: "Act as a bilingual focus group of [avatar]. List their top 7 hidden fears about (topic), then generate a 3 line avatar description."

输入提示模板

Enter prompt template

发现痛点、欲望、语言和情感触发点

Uncover pains, desires, language and emotional triggers in minutes

获得精准结果

Get precise results

Content That Builds Trust
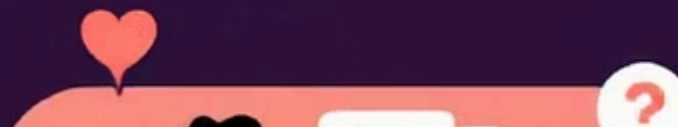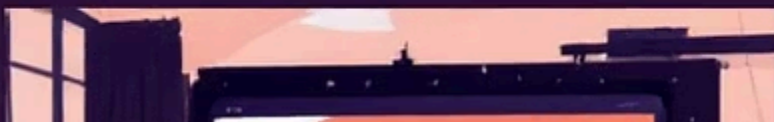
大家爱听故事，不爱听品牌瞎吹牛

People follow stories, not brands

真实且有价值

Be real and valuable

讲讲你的"为什么" — 而不仅仅是你的产品

Show your why — not just your product

What to Post as a Small Business Owner

幕后花絮

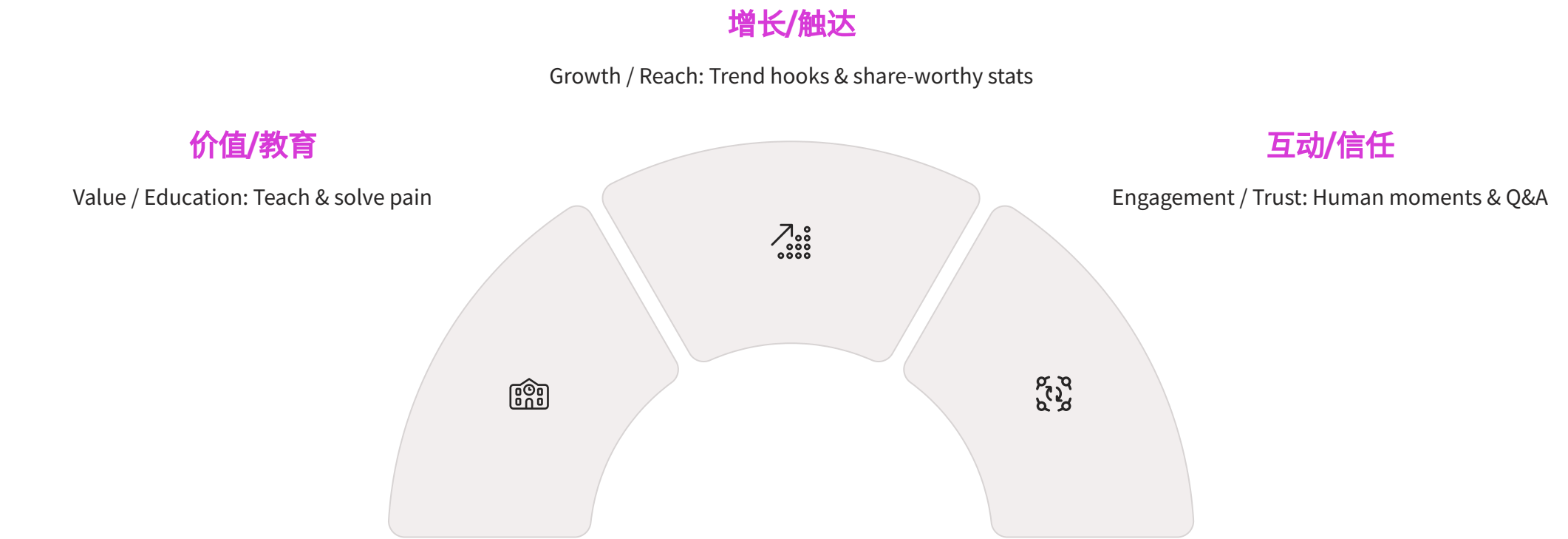Behind-the-scenes moments

客户故事和成功案例

Client stories and results

简单提示、错误和常见问题

Simple tips, Mistakes, & FAQs

你的个人原因

Your personal why

Content Theme Mix — Value · Growth · Engagement

增长/触达

Growth / Reach: Trend hooks & share-worthy stats

价值/教育

Value / Education: Teach & solve pain

互动/信任

Engagement / Trust: Human moments & Q&A

"Rotate these three buckets each week so your feed stays balanced—authority, reach, and trust."

短视频内容结构 = Hook–Pivot–Payoff

Hook: 立即抓住注意力

Hook: Grab attention immediately

Pivot: 挑战假设

Pivot: Challenge assumptions

Payoff: 提供清晰、价值或惊喜

Payoff: Deliver clarity, value, or surprise

ChatGPT for Curated Content Ideas（生成选题）

Prompt Template: "Using the 7 fears above, brainstorm **30 short-video topic angles** that speak directly to those emotions. Return as a numbered list. Split into various content themes."

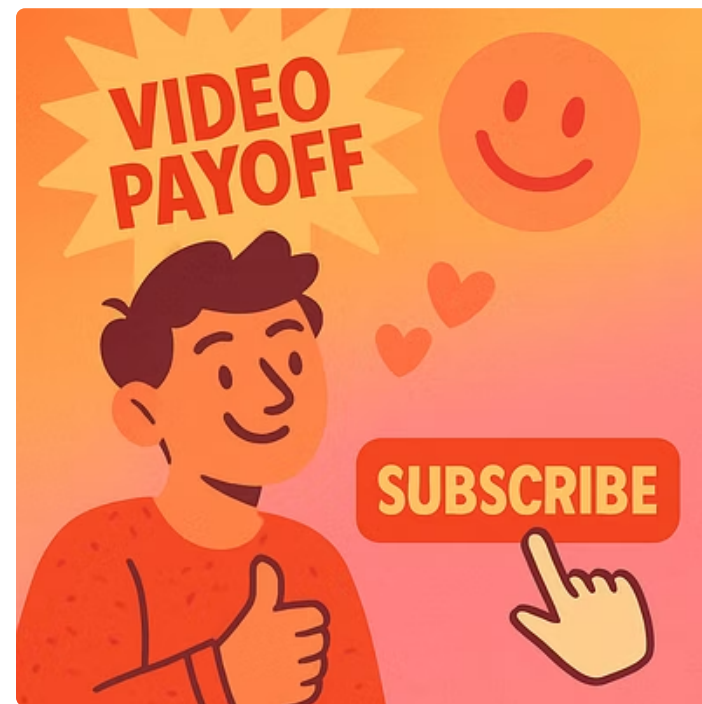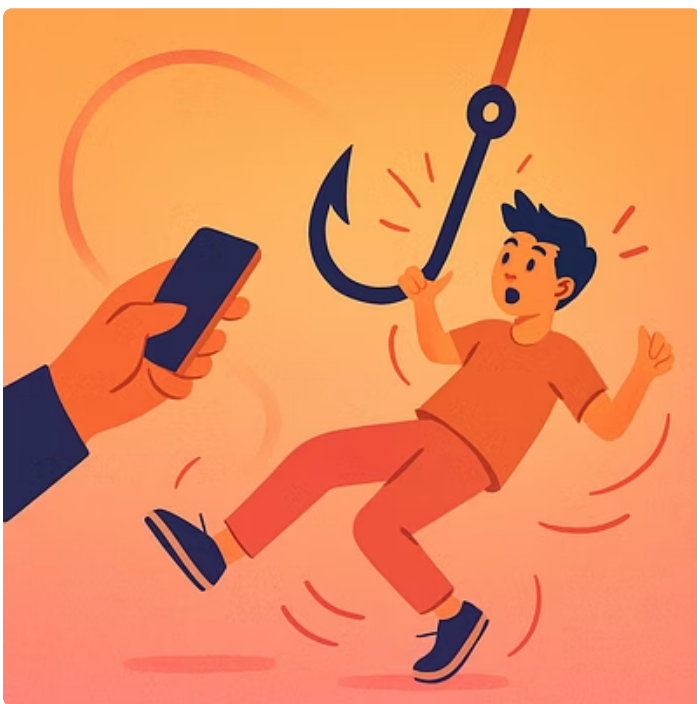*Instead of **'give me 10 reel ideas**,' we feed the pain points and ask for much more specific instructions.

ChatGPT for Scripting（写脚本）

Prompt Template: "Using the THREE biggest fears above, craft **5 short-video scripts (≤60 sec)**.
Each must follow Hook – Pivot – Payoff structure and end with a simple CTA.
Return in this markdown table: |Hook|Pivot|Payoff|CTA|"

*Instead of 'give me 10 reel ideas,' we feed the pain points and ask for much more specific instructions.

AI Tool Stack — Design · Organize · Edit Fast

Canva

Pro-looking graphics in minutes

Notion

Plan, calendar, repurpose ideas

CapCut / Descript

Quick cuts, subtitles, voice-over fixes

HeyGen

Create your own Digital Avatar

Content Creator workflow

ChatGPT — Your Bilingual Copy Assistant

Prompt Template: "Here's my Chinese outline → polish into a 2-sentence English caption + 2 Chinese hashtags + 1 emoji."

中文大纲转换

Chinese outline transformation

即时润色

Instant polish

双语输出

Bilingual output

Mini Example: Angela's Head Spa

Hook

"You wash your face… but what about your scalp?"

Pivot

Shampoo isn't enough

Payoff

Detox = better sleep, clearer skin

Mini Example – Immigration Law Firm

Hook

"Your Student Visa JUST Got CANCELLED"

Pivot

Legal jargon overwhelms; need plain-language guidance

Payoff

Current Guidance → You'll be OK

Doing it Again
- 房地产/置业

Plan With Purpose

Random posting creates confusion. Strategic content builds credibility and audience trust.

Share Your Why

I'm building my real estate brand publicly because I've been scammed and grew up here.

Consistency

3

Follow me @Meiguomaifang to see this strategy in action for my new real estate brand.

Christian Max
马思瑞
你的DMV置业和生活指南

买房卖房
美国生活
学区资讯
市场分析

LONG & FOSTER | Forbes
REAL ESTATE | GLOBAL PROPERTIES

⬇预约免费咨询⬇

马思瑞大华府房

@Meiguomaifang

Christian Max — 马里兰房产经纪 (REALTOR

m/chris-dmvfang/meet-with-me

订阅

Content Strategy = Don't Just Post Randomly（别随便发内容）

每周选择1个主题

Choose 1 theme per week
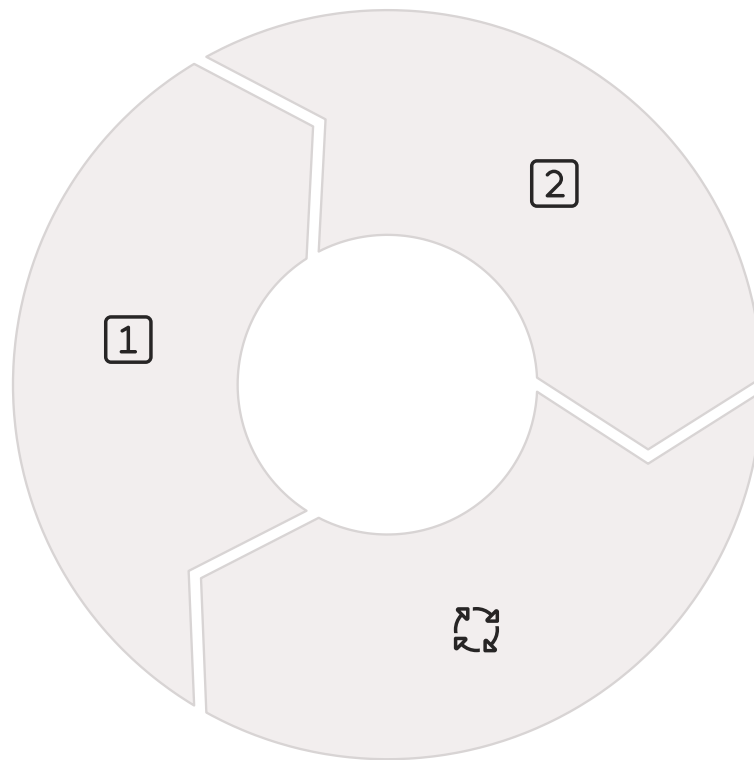
重复利用成功的想法

Repurpose winning ideas

价值→故事→互动循环

Value → Story → Engagement cycle

Final Takeaways

品牌需要坚持才能建

Branding = trust through consistency

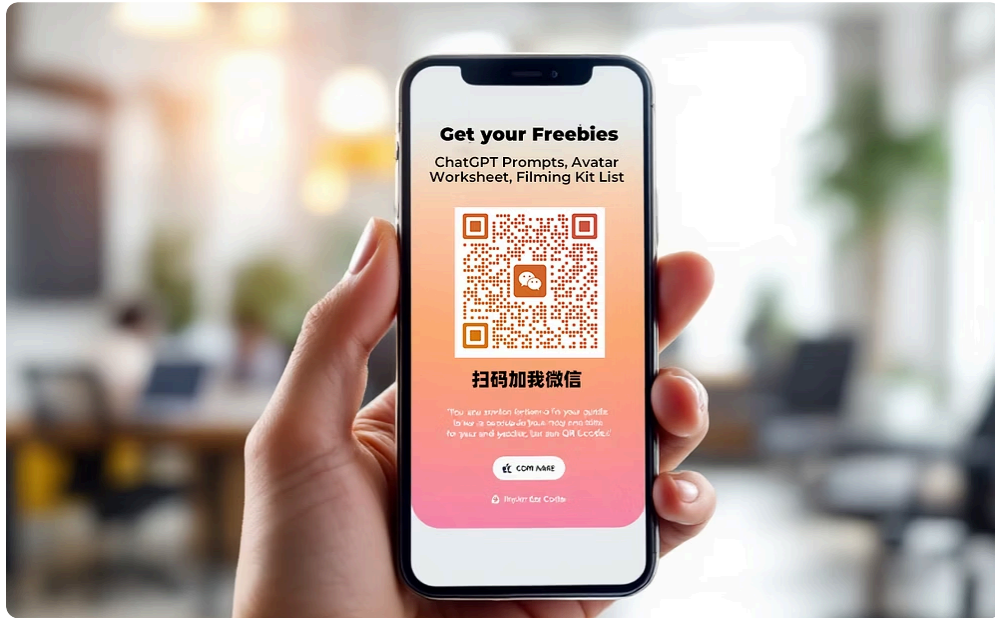**AI是你的助手，而不是要代替你**

AI is your helper, not your replacement

3 **你的故事很重要：不怕慢，就怕站**

Your story matters—start small, stay real

Thank you! So what are you doing this week?

FREEBIES：ChatGPT prompts指南和拍摄工具清单

FREE: ChatGPT prompt guide & Filming Kit

想进一步聊聊？欢迎加我微信，注明来意

这周发布一条内容

Post one piece of content this week