

# **Product/Service Context Profile Builder Playbook**

Tool Link:

 [Launch the GPT Tool in ChatGPT](#)

---

## **What This Tool Is Designed to Do**







This GPT is your strategic clarity engine for any product or service you offer. Inside the CreatorsBrand ecosystem, it's designed to extract every essential layer of your offer—from features and outcomes to value stack and emotional resonance—so you can pitch, position, and sell with total confidence.

Whether you're building a sales page, training AI tools, or briefing your team, this tool delivers a full, high-converting context file in clean, structured markdown. It helps unlock messaging that feels powerful, premium, and personal—so you finally sound as good as your offer *actually is*.

---

## **How to Prepare for This Tool**

Before you start, gather or reflect on the following:

-  **Your Business Context Profile** (required for best results)
  -  Offer outline, service breakdown, or past sales page
  -  Clarity on who your offer is for and what transformation it promises
  -  Real language your clients use to describe their needs
  -  Any testimonials, guarantees, bonuses, or add-ons you want included
  -  A “creator mindset”: be open, specific, and ready to refine your messaging
-

## 💡 Best Use Cases

Here's when this tool becomes a game-changer:

- 🚀 Launching a new product or service and need airtight messaging
  - 🔄 Updating or repositioning an existing offer for new audiences
  - 🧠 Training AI tools (like this one!) to understand your offer deeply
  - 📁 Equipping sales teams or partners with full, persuasive context
  - 🎯 Designing landing pages or funnels with clear, strategic copy
- 

## 👤 Example Scenario (Fictional)

Monica is a leadership coach transitioning from 1:1 sessions to a group coaching program. She's struggling to clearly express the transformation she offers—and she needs messaging that aligns with her premium price point.

She opens the GPT and uploads her Business Context Profile. The tool then walks her through each section—features, benefits, outcomes, objections, and more—asking her sharp questions and helping her shape everything into outcome-rich, emotionally resonant copy.

By the end, Monica has a fully structured Product/Service Context Profile she can plug into her website, course platform, and sales system.

---

## 📄 Example Output (Comprehensive)

### # PRODUCT / SERVICE CONTEXT FILE

#### 1. PRODUCT OVERVIEW

- **Product / Service Name:** Lead Like a Legacy
- **Tagline / One-Liner:** Leadership for the next era—become the leader others remember.
- **Category / Type:** Premium Group Coaching Program
- **Version / Release Date:** v1.0 / September 2025

- **Brief Description:** A high-touch, 12-week group coaching experience designed for mid-career leaders who want to lead with purpose, expand their influence, and build an internal culture that outlives them.

## 2. FEATURES

- Weekly coaching calls with Monica (live + recordings)
- Private peer mastermind community
- Leadership DNA Assessment Toolkit
- 1:1 milestone mapping session
- Lifetime access to all materials

## 3. WORLD-BEST SOLUTION

- Connects identity, influence, and leadership legacy
- Combines mindset, mechanics, and mentorship
- Designed for real-world mid-career constraints and ambitions

## 4. BENEFITS

### Functional:

- Build your leadership brand with structure and strategy

### Emotional:

- Feel clear, confident, and future-ready as a leader

### Strategic:

- Shift from manager to trusted culture-shaper

## 5. OUTCOMES

### Functional:

- A documented leadership vision and communication framework

### Emotional:

- Confidence in your leadership identity and long-term impact


### Financial:

- Increased team performance and leadership ROI

### Social:

- Seen as a go-to leader and mentor within your org

...

 (The rest of the value stack, compelling offer, objections, and upsells continue with equal depth.)

---

### Tips to Maximize the Tool

- **Start with your Business Context Profile** for the best output—this sets the foundation.
  - **Use real client language**—paste in phrases they use to describe their struggles and goals.
  - **Pause to reflect before moving on**—each section builds on the last.
  - **Confirm each section before finalizing**—this ensures your final profile is friction-free.
  - **Feed it copy you've used before**—sales pages, pitch decks, or even DMs.
  - **Think of it as a messaging workshop, not just a copy machine.** It helps you *think* better too.
-