

The AI-Powered Content System for Personal Branding

The “CHEF” framework Charlie Hills used to go from 0 to 200,000 followers: How to scale with AI without sounding like everyone else on the internet.

● OVERVIEW

Generic, AI-written content has flooded the internet, so most social posts drown in the noise. Charlie’s CHEF system flips that.

You curate the ideas only you have, let AI turn them into a draft, tweak that draft with your own taste, then feed the room once the post is live. You move faster and still sound like yourself.

● CHARLIE HILL’S AI CHEF SYSTEM

CURATE

Gather the ingredients for your high-quality content in two ways

1. **Curate yourself:** Bring together your stories, your results, your honest opinions. Charlie calls this your context bank, and it is the raw material a competitor can never copy.
2. **Curate inspiration:** Study the formats and ideas that already landed, then rebuild them in your own words. Copying a post line for line reads as theft, and the audience always catches it.

ENHANCE

Season the draft with the taste only your personal experience can add

- Refine in pieces:** AI gets you to about 80%. Polish it section by section, giving notes rather than regenerating the whole post.
- Add what AI avoids:** Put in the honest opinion, the real moment, and the joke only a person would risk. That is what separates a robotic draft from a post that sounds like you.

Sweat the details: Push one graphic through dozens of iterations before publishing. Most people won’t add that level of care.

Get access to Charlie’s slides

View the full recording of Charlie’s Teachable AI Academy webinar.



HEAT

Take the ingredients and cook them using an AI tool (Claude)

- Draft from your bank:** Give AI one idea plus a proven format and it returns a usable first draft, so you never start from a blank page.
- Design in code:** Use Claude Code to write the graphic directly in HTML and CSS, so it lands pixel-perfect and ready to animate.
- Write in your voice:** Train a Claude skill on posts that already performed, share the finished graphic for context, then voice-dump the rest by talking instead of typing.

FEED

Work the room once your post goes live

- Reply by hand early:** Answer every comment in the first hour.
- Keep it human:** Use AI to draft replies, then add a personal detail and send them yourself. Skip fully automated comments and copy-paste DMs, because people can tell and it costs you trust.
- Pin your best comment:** Test pinned comments written by Claude skills that have been trained on your voice. The litmus test: the generated content *must* make you laugh out loud.

Watch Charlie’s webinar replay

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FEATURED SPEAKER



Charlie Hills

Charlie Hills knows exactly how and where AI fits in a personal brand. He grew from zero to more than 200K LinkedIn followers by building a repeatable content system designed to create momentum, grow the right audience, and turn attention into business opportunities.

In this session, Charlie breaks down the workflows and tools behind his approach to modern personal branding. He’ll share how he uses AI to generate ideas, speed up execution, and scale content output without sacrificing quality or perspective.

Follow Charlie: [/in/charlie-hills/](#)