



SESSION 04 OF 08 · VICTORY ENTREPRENEURSHIP CONSORTIUM

Marketing and Branding in the AI Age

Be findable. Be clear. Be trusted.

Rick and Isabella Piña VCMi Virginia Monday, August 17, 2026
7:00 to 9:00 PM ET · Zoom

"You are the light of the world. A town built on a hill cannot be hidden."

MATTHEW 5:14



SCRIPTURE ANCHOR · BEFORE WE TALK MARKETING

Your Name Is Worth More Than the Money

"A good name is more desirable than great riches; to be esteemed is better than silver or gold."

PROVERBS 22:1

"Let love and faithfulness never leave you... Then you will win favor and a good name in the sight of God and man."

PROVERBS 3:3-4

God wrote about branding long before the world named it. Your brand is your name in the mouth of your customer. Build the name first, and choose it over the money every time.



RE-ENTRY · 3 MINUTES

Two Months Since We Met

We took July off. Some of you kept building. Some of you stalled. Both are normal.

Tonight is not a catch-up session. It is the session where people finally hear about what you built.

If you are behind, you are still in the room. That is what matters.

SHOW OF HANDS

Since June 15, who has:

- 1 Registered a business
- 2 Opened a business bank account
- 3 Set or raised a price



WHERE WE ARE

From Calling to Formation to Money to Market

01

Calling

You are called, and AI is your enabler. You learned the Kingdom Prompt Formula.

02

Formation

You built the plan, chose the structure, and got the EIN, licenses, and banking.

03

Money

You learned the numbers, the Money Map, and your price.

04

Market · Tonight

Now you learn how people find you, remember you, and buy from you.

You built something. Tonight we make sure people can find it.



YOUR AI BUSINESS MENTOR · 24/7

A Mentor Trained on This Class. 75 Sources Deep.

bit.ly/VCMLBusinessAiMentor

FREE · OPEN
ANY TIME

WHAT IT IS

A Google NotebookLM loaded with 75 sources from this program.

Every session we have taught, Year 1 and Year 2: slides, handouts, frameworks, and live coaching.

Not generic AI advice. It answers from what Rick and Isabella actually taught in this room.

HOW TO USE IT

Open the link and ask in your own words, like you would ask a mentor across the table.

Go specific: "How do I price my cleaning service?" beats "tell me about pricing."

Push back and follow up: "How does this apply to my daycare?"

WHEN TO USE IT

Stuck on tonight's homework.

Missed a session and need to catch up.

Before you make a business decision and want to recall what we taught.

Free, and it does not sleep.



TONIGHT'S GOAL AND TONIGHT'S TOOLS

Leave With a Message, a Channel, and a Week of Content

THE TEACHING

What marketing actually is, and what it is not

Who your customer is, in specifics

What makes you different, in one sentence

Which two channels to pick, and the four free moves with the highest return

THE WORK

AI Demo 1. Your brand message kit

AI Demo 2. Your first week of content

AI Demo 3. A marketing image and one finished graphic

Then. Breakout, homework, and a five-piece packet you can work all month

Marketing Toolkit

AI Marketing Prompt Pack

Brand and Message Workbook

Google Business Profile Quick Start

Free Marketing Resources



DEFINITIONS

Marketing Is Everything That Gets You a Customer

Marketing is the whole path: who you serve, what you offer, what you charge, where you show up, what you say, and what happens after they buy.

Advertising is one paid piece of that path. A Facebook ad is advertising. A neighbor telling a friend about you is marketing, and it is stronger.

Most small businesses do not have an advertising problem. They have a clarity problem.

1

Who exactly is my customer?

2

Why should they choose me over the other option?

3

Where do I show up so they find me?

4

What do I say when I get there?

5

How do I know it is working?

You can build a full customer pipeline in this room with zero ad spend. Tonight we show you how.



THE CUSTOMER JOURNEY

Know, Trust, Try, Tell

KNOW

They find out you exist.



TRUST

They believe you can do it, and will not waste their money.



TRY

They take the first step, and the step is obvious and easy.



TELL

They had a good experience, and they tell someone else.

Most businesses in this room are not losing at TRY. They are losing at KNOW and TRUST. That is where we spend tonight.



DIAGNOSE FIRST

Find Your Leak Before You Spend a Dollar

SYMPTOM

WHERE THE LEAK IS

Nobody has heard of us	KNOW
People hear about us but do not reach out	TRUST
People ask about price and disappear	TRUST, or the offer is unclear
People inquire but never book	TRY, the next step is not obvious
Customers come once and never return	TELL, and the experience after the sale
We are busy but not profitable	A Session 3 pricing problem, not a marketing problem

Name your leak out loud before you name a tactic. Tactics fix the wrong step all the time.



QUESTION 1 • WHO

"Everybody" Is Not a Customer

If you market to everyone, you speak to no one.

The narrower the customer, the easier every other decision gets: what to say, where to show up, what to charge.

Narrow does not mean small. It means findable.

VAGUE

"I help people with their finances."

SPECIFIC

"I help single mothers in Prince William County who are one year from buying their first home."

Which one gets a referral? The second one. A referral requires that someone can picture the person.



Six Things You Must Know About Your Customer

01

Who they are

Age, life stage, work, where they live.

02

What they need

The problem in their words, not yours.

03

What they fear

What makes them hesitate to spend.

04

Where they look

Google, Facebook, church, word of mouth, a referral from a professional.

05

What they have tried

What already failed them.

06

What "solved" looks like

How they describe the win.



QUESTION 2 · WHY YOU

The Other Option Is Always "Do Nothing"

You are not only competing with the shop down the street. You are competing with doing nothing, doing it themselves, and asking a relative.

Different is not "quality service" or "we care about our customers." Every business claims that.

Different is specific, provable, and often small.

The doctor's office who
returns every call within 24
hours

The daycare where you get a
photo at lunchtime

The auto shop that texts you
the price before touching the
car

The cleaner who sends the
same person to your home
every time

Your difference is usually something you already do. You have just never said it out loud.



THE FORMULA

One Sentence. Fill It In Tonight.

I help **[WHO]** get **[WHAT RESULT]** without **[THE THING THEY DREAD]**,
because **[WHY ME]**.

BIRTHING SERVICES

"I help new moms in Woodbridge deliver with confidence without feeling rushed or unheard, because I stay with you the whole labor."

COMMERCIAL CLEANING

"I help small churches keep clean buildings without long contracts, because we bill month to month and you keep the same crew."

This sentence goes on your website, your Google profile, your business card, and out of your mouth when someone asks what you do.



WHAT BRAND ACTUALLY IS

Your Brand Is the Sentence They Say When You Are Not in the Room

Brand is not your logo. Your logo is a name tag.

Brand is the promise people expect you to keep, and whether you keep it.

You already have a brand. The only question is whether it is the one you chose.

When people describe VCMI, they say a Word church, a loving church, a church that serves the community. Nobody wrote that on a banner. It was earned, and then repeated.

Your business gets a sentence like that too. Tonight you decide what you want it to be.



BRAND ANATOMY

Five Pieces, and Only One of Them Is a Logo

01

NAME

What they call you, and whether they can spell it and find it.

02

LOOK

One color, one font, one style, used the same way every time.

03

VOICE

How you sound. Warm, plain, professional, funny. Pick one and hold it.

04

PROMISE

The specific thing they can count on every time.

05

EXPERIENCE

What actually happens when they call, walk in, or pay.

Four of these five are free. Consistency costs nothing, and it is the thing most small businesses skip.



SCRIPTURE ANCHOR · HEAR WHAT THE LORD SAYS

Write the Vision and Make It Plain

"Write the vision and make it plain on tablets, that he may run who reads it."

HABAKKUK 2:2

"You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house."

MATTHEW 5:14-15

Making yourself findable is not pride. Hiding what God gave you to do is not humility. Clarity is a service to the person who needs you and cannot find you.



Context + Task + Format + Values

CONTEXT

Who you are, who you serve, where you serve.

TASK

Exactly what you want it to produce.

FORMAT

How the answer should be laid out.

VALUES

How it should sound, and what it must never invent.

Context + Task + Format + Values = a draft you can actually use. This is the Kingdom Prompt Formula from Session 1, and it has not changed.



AI Writes the Draft. You Own the Truth.

1 DON'T LET IT MAKE THINGS UP

If you do not know a fact (a number, a review, an award, your years in business), type NEED INPUT in the draft and fill it in yourself.

2 DON'T FEED IT PRIVATE THINGS

Client names, children's photos, counseling notes, medical details, anything you promised to keep confidential.

3 DON'T FAKE PROOF

A testimonial no customer actually gave you is a lie with better grammar, even if AI wrote it.

4 NOTHING GOES OUT UNREAD

You read it. You approve it. Then it goes out under your name. AI is a draft, not a decree.

AI can draft it, but it cannot take the risk for you. Contracts, guarantees, health claims, and anything about your credentials: have a qualified professional review it before it goes out.



AI DEMO 1 • 15 MINUTES

Live Demo: Build the Brand Message Kit

01

A customer avatar written in the customer's own words

02

A positioning sentence using tonight's formula

03

Five taglines, each under eight words

04

A short About paragraph for a website, a Google profile, and a flyer

Running on: **[MEMBER BUSINESS]**, with permission. Works in ChatGPT or Claude.

THE RHYTHM FOR ALL THREE DEMOS TONIGHT

1

Gather inputs

2

Paste the prompt

3

Review the output

4

Ask a follow-up

5

Save the result

6

Decide the next action

I Do. Rick runs it on **[MEMBER BUSINESS]**.

We Do. The room supplies inputs and critiques the output.

You Do. You run the same prompt on your business this week.



Prompt: Brand Message Kit AI DEMO 1 · CHATGPT OR CLAUDE

PASTE FROM HERE

I run a [TYPE] business in [CITY, STATE]. I serve [WHO].
The problem I solve is [PROBLEM].
What I do differently is [DIFFERENCE].
What customers tell me they appreciate most is [FEEDBACK].
If you do not know a fact, write Need input. Do not invent reviews, awards, credentials, or years in business.

Produce four things:

1. A customer avatar: who they are, what they need, what they fear, where they look, and how they describe the win. Write it in their words, not marketing words.
2. One positioning sentence in this format: I help [WHO] get [RESULT] without [WHAT THEY DREAD], because [WHY ME].
3. Five taglines, each under 8 words.
4. A short About paragraph, under 100 words, for a website and a Google Business Profile.

Sound like the owner talking, not a brochure. If any business in America could say the sentence, rewrite it until only I could.
Ban these words: nurturing environment, empowering, trusted partner, passionate about, one-stop shop, cutting edge, world-class, boutique.

TO HERE

1 Gather inputs

2 Paste the prompt

3 Review the output

4 Ask a follow-up

5 Save the result

6 Decide next action



AI DEMO 1 · REVIEW TOGETHER

Interrogate the Output Before You Keep It

01 Can you say the positioning sentence out loud without cringing?

02 Could a competitor down the street say the exact same thing? Then it is not done.

03 Did AI invent a year, a review, an award, or a number? Delete it.

04 What still says Need input, and who do you have to ask to fill it?

05 Does it sound like you, or like a brochure?

FOLLOW-UP PROMPT TO RUN LIVE

Rewrite the positioning sentence three more ways. Make one plainer, one warmer, and one shorter.



QUESTION 3 · WHERE

Six Channels. You Need Two.

CHANNEL	BEST FOR	REAL COST
Google Business Profile	Local customers searching right now	Free
Word of mouth and referrals	High-trust services	Free, but you must ask
Facebook or Instagram	Community, visual proof, staying top of mind	Free to post
Email list	Repeat customers and announcements	Free at small list sizes
A simple one-page website	Credibility and the booking link	Low cost
Paid ads	Speed, once the message already works	Costs money. Not tonight.

Pick two. Master them. A half-used presence on six platforms reads as abandoned, and abandoned costs you trust.



THE HIGHEST-VALUE SLIDE TONIGHT

Do These Four Before You Spend a Dollar

01 Claim your Google Business Profile

Free. Puts you on the map, literally. For a local service business this is the single highest-return hour you will spend this month.

02 Ask for reviews on purpose

Five real reviews beat any ad you can buy. Ask every satisfied customer, the same way, every time.

03 Tell the people who already know you

Your phone contacts are a warmer list than any stranger you could pay to reach.

04 Make the next step obvious

Call, text, or book. One action, stated plainly, on every single thing you publish.



FREE MOVE 01 · QUICK START IN YOUR PACKET

Claim Your Google Business Profile

- | | |
|--|--|
| 01 Claim and verify the listing | 05 Ten real photos, and no stock photography |
| 02 Exact business name, address, phone, and hours, matching everywhere else | 06 The booking or call link as the action button |
| 03 Correct primary category, because this decides which searches find you | 07 Post something once a month so the listing looks alive |
| 04 Your positioning sentence in the description | 08 Respond to every review, including the bad ones |

Handout: **Google Business Profile Quick Start Guide**

<https://guides.rickpina.cloud/google-business-profile-quick-start.pdf>



Five Real Reviews Beat Any Ad You Can Buy

Ask at the moment of relief. Right after you solved the problem, not a week later.

Ask the same way every time, and make it a two-tap job.

Give them a starting point. "Would you mind mentioning what you came in for and how it turned out?"

Respond to every review. Thank the good ones by name. Answer the bad ones calmly and publicly, then take it offline.

Never write your own reviews. Never pay for reviews. It is a lie, it violates the platform, and it will be discovered.

SAMPLE ASK

"I am so glad that worked out. Would you take 60 seconds and leave that in a Google review? It genuinely helps other families find us."



FREE MOVE 03 • THE REFERRAL ASK

People Want to Help You. They Just Need the Words.

Most referrals never happen because your friend cannot describe what you do.

Give them the sentence. That is the whole strategy.

Ask specifically: not "send me anyone", but "if you know a family with a new baby, think of me."

Then thank them, every single time, whether or not it turned into money.

TEXT TEMPLATE • SEND THIS TO THREE PEOPLE THIS WEEK

"Hey, I wanted you to know what I am building. I help [WHO] get [RESULT]. If someone comes to mind, would you send them my number? No pressure either way."



AI DEMO 2 · 15 MINUTES

Live Demo: Your First Week of Content

The number one reason people stop posting is that they run out of things to say by day four.

A content plan removes the daily decision. You are not being creative on demand, you are working a list.

Live tonight we build week 1 only, so we can read every caption together. The full 30-day version of this prompt is in your Prompt Pack.

REALITY CHECK

One true post this week beats thirty planned ones. We build the week, then you publish one.



THE FIVE CONTENT PILLARS

You Will Never Run Out of Things to Say

TEACH

"Three questions to ask before you sign a daycare contract."

PROVE

A finished job, a before and after, a real outcome with permission.

HUMAN

Why you started, who taught you, what you believe.

SERVE

A checklist, a free tip, a resource, given with no ask attached.

ASK

"We have two openings in September. Message me to come see the space."

Four give. One asks. Keep that ratio and people will not tune you out. The demo prompt you are about to see rotates these five.



Prompt: Week 1 Content Plan AI DEMO 2 · CHATGPT OR CLAUDE

PASTE FROM HERE

I run a [TYPE] business in [CITY, STATE] serving [WHO].
My positioning sentence is: [PASTE FROM DEMO 1].
My two channels are [CHANNEL 1] and [CHANNEL 2].
I can realistically post [NUMBER] times per week.
If you do not know a fact, write Need input. Do not invent customers, results, statistics, or testimonials.

Build a 7-day content plan for week 1 as a table with these columns: Day, Channel, Content pillar, What to post, The exact caption, The call to action.

Rotate these five content pillars:

1. Teach: answer a real question customers ask me
2. Prove: show finished work, before and after, or a real result
3. Human: who I am and why I do this
4. Serve: something useful they can use even if they never buy
5. Ask: a clear, kind invitation to take the next step

Rules: no hashtag walls, maximum 3 hashtags. Plain language.
Every post ends with one specific next step. Only one "Ask" post in the week. Write captions I could read out loud without embarrassment.

TO HERE

The Prompt Pack has this same prompt extended to 30 days for when week 1 is working.

1 Gather inputs

2 Paste the prompt

3 Review the output

4 Ask a follow-up

5 Save the result

6 Decide next action



AI DEMO 2 · REVIEW TOGETHER

Cut It Down Until It Is True

01

Which posts require a photo you do not have? Mark them and plan the photo.

02

Which posts make a claim you cannot back up? Delete them.

03

Does every post end with one clear next step?

04

Circle the one you will actually post this week. One.

FOLLOW-UP PROMPT

Take the 3 strongest posts and rewrite the captions shorter and warmer. Then tell me which single post to publish first and why.



Live Demo: One Image, One Graphic

AI DEMO 3 • 15 MINUTES

Run this in ChatGPT. Claude does not generate images. Do not paste an image prompt into the wrong tool.

What AI still gets wrong: text inside images, hands, logos, and anything that must be factually true.

Never generate a fake photo of a real person, a real customer, or a real building and present it as yours.

PASTE FROM HERE

Create a social media image for a [TYPE] business in [CITY, STATE] serving [WHO].
Mood: [warm / calm / professional / energetic].
Colors: [YOUR ONE OR TWO BRAND COLORS].
Format: square, for Instagram and Facebook.
No text in the image. I will add the words myself.
No logos. No recognizable real people. No children's faces.
Photorealistic, natural light, uncluttered background with room
at the top for a headline.

TO HERE

THEN FINISH IT IN FREE CANVA

1. Open free Canva and start a square post
2. Drop in the image, add your headline in eight words or fewer, add your logo
3. Put the caption under the post, not on the picture

Eight words maximum on the picture. If it needs more, it belongs in the caption.



AI DEMO 3 • REVIEW TOGETHER

Would You Put Your Name on This?

01 Is anything in the image factually untrue about your business?

02 Are the hands, faces, and text correct? Look closely.

03 Does it look like your other posts, or like a stranger made it?

04 Is your one brand color present?

05 Could a customer tell in three seconds what you do?

AI can write it. Only you can approve it.



QUESTION 5 · HOW YOU KNOW

Track Five Numbers. That Is All.

01

Where did each new customer come from?
Ask every single one and write it down.

02

How many inquiries did you get this month?

03

How many turned into paying customers?

04

How many reviews do you have, and did the number go up?

05

Which single post or action produced an actual phone call?

You do not need analytics software. You need a notebook and the discipline to ask "how did you hear about us?" every time.

This connects to your Session 3 dashboard.
Marketing that does not show up in the numbers is a hobby.



YOUR SESSION 4 PACKET • FIVE TOOLS

Five Tools. The Packet Is the Action Plan.

HANDOUT

WHAT IS INSIDE

Marketing Toolkit (read first)

guides.rickpina.cloud/vec-marketing-toolkit.pdf

The customer journey, the five brand pieces, the channel table, the four free moves, the weekly rhythm

AI Marketing Prompt Pack

guides.rickpina.cloud/vec-ai-marketing-prompt-pack.pdf

All three prompts from tonight plus the 30-day calendar version, review requests, referral texts, a one-page website, and an FAQ

Brand and Message Workbook

guides.rickpina.cloud/vec-brand-message-workbook.pdf

Avatar tab, positioning tab, channel choice tab, content calendar tab, tracking tab

Google Business Profile Quick Start

guides.rickpina.cloud/google-business-profile-quick-start.pdf

The step-by-step claim, verify, and optimize checklist

Free Marketing Resources

guides.rickpina.cloud/vec-free-marketing-resources.pdf

Every link (SBA, SCORE, Virginia and Maryland SBDC, Google Business Profile, Canva, Meta Business Suite, MailerLite or Mailchimp), with a short use-this-when note

Stuck this week? Ask the VCMI AI Business Mentor at bit.ly/VCMIBusinessAiMentor. It knows everything we have taught this year.



HOMWORK THIS WEEK

One Message. One Channel. One Real Post.

01 Fill in the avatar tab and the positioning sentence in the workbook. Write Need input where you do not know.

03 Ask three past customers for a review, using tonight's script.

05 Publish one real post from your week 1 plan. One. Not thirty.

02 Claim or update your Google Business Profile. Use the Quick Start.

04 Text three people who already know you, using the referral template.

06 Post your positioning sentence in the #VictoryEntrepreneurs Google Chat so the room can sharpen it.

If you only do one, do number two.



BREAKOUT • 20 MINUTES, THEN REPORT BACK

Say It Out Loud

Groups of four or five. Three rounds.

01

Each person reads their positioning sentence out loud. The group answers one question: could another business say this? If yes, fix it together on the spot.

02

Name your two channels and why. The group pushes back if you picked six.

03

Name the one thing you will finish before next session.

Before you come back: pray over each business in your group by name.

WHEN WE RETURN

Three people read their sentence to the room

One person shares what their group told them to cut

One person names what they are finishing this week



CLOSING

Be Findable. Stay Honest.

Clarity is a service to the person who needs you and cannot find you.

God can bless what you are willing to say plainly.

Excellence gets noticed. "Do you see a man skillful in his work? He will stand before kings."

PROVERBS 22:29

OUR PRAYER TONIGHT

Father, give us clear words and honest promises. Give us courage to be seen, and integrity with these new tools. Let nothing go out under our name that is not true. Make our businesses light in this city, findable by the people You are sending, and faithful with every customer You trust to us. In Jesus' name, amen.

PRAYER FOR BUSINESS OWNERS

bit.ly/PrayerBusiness

NEXT SESSION • MONDAY, SEPTEMBER 21, 2026

Sales, Proposals and Winning Business. Tonight you learned how they find you. Next month you learn how you close.