

DR. JOHNNA CONSULTING

A CLIENT GUIDE

The Identity Brand *Website System*

A way to build websites from the inside out, rooted in who you actually are and how you actually work.

Dr. Johnna Richardson, PhD

AI BUSINESS STRATEGIST

CLIENT GUIDE · V1

What this is, and why it exists

Most websites underperform for one reason. They sound like everyone else's. The structure is fine. The copy is clear. The buttons are in the right places. But the page feels generic, and generic pages do not convert credentialed clients.

The **Identity Brand Website System** exists to fix that. It is a methodology that builds websites from the inside out. We start with who you are. Then we look at who you serve. Then we write the copy that bridges the two.

Most messaging frameworks skip the first part. They treat your brand like a function. Be clear. Have a plan. Show proof. That works to a point. But it leaves a hole where your identity is supposed to be, and the page ends up reading like a template.

This system fills that hole.

THE CORE PRINCIPLE

You are the brand. The website should reflect the way you actually work, the language you actually use, and the kind of customer you are actually here to serve. Not a polished version of someone else doing similar work.

What you get

When you use this system inside Claude, you are not getting a template. You are getting a guided process that does three things in the right order.

First, an identity diagnostic. Claude will ask you a series of questions about who you are, what you believe about your industry, how you actually work, and what you are the antidote to. This is the part most founders skip. Skip it, and the rest does not land.

Second, a customer diagnostic. Once your identity is clear, Claude will ask about the specific person you are writing this page for. What they want. What they are struggling with. What they need to see to trust you.

Third, a resonance check. Before any copy is written, Claude looks at the two layers side by side and tells you whether they fit. If you described yourself as calm and grounded but described your customer as a hustle-driven scaler, the system will flag the mismatch. This is the most valuable step, and it does not exist in any standard messaging framework.

Then the copy. Full page, section by section, in your voice, with a recommended structure and clear notes on the deliberate choices made along the way.

TWO MODES

Writing from scratch. You have a new page to build. The system walks you through the full diagnostic and produces a complete page.

Revising existing copy. You have a page that is not converting. You paste it in. The system tells you what is working, what is losing the visitor, and rewrites only the sections that need it. Working sections stay untouched.

How to use it

Once the system is installed inside Claude, using it is simple. Open a new conversation and tell Claude what you need. The system will recognize the request and take it from there.

WHAT TO SAY TO START IT

Any of these will work:

- "I need to write my homepage."
- "Help me revise my sales page."
- "My website is not converting. Can you audit it?"
- "Use the Identity Brand Website System to rewrite my About page."

You do not need to say the name of the system. Claude will recognize the request and use it automatically. But you can name it if you want to be sure.

What to expect

The system will ask questions before writing anything. This is intentional. The depth of the questions is what produces copy that actually sounds like you. If you find yourself wanting to skip ahead, that is the moment to slow down. The diagnostic is the work.

Here is the flow, in order.

1

Mode and page check

Claude will ask whether you are writing new copy or revising existing copy, and which page you are working on. Answer both before moving on.

2

Voice context

Claude will ask for your Brand Voice Guide, two or three writing samples, or short answers about your tone. This is what keeps the copy from sounding generic. Upload, paste, or answer.

3

The identity diagnostic

Seven questions about who you are, the lived experience behind your work, your contrarian belief, how you actually work with clients, and what you are the antidote to. Take your time here. This is the foundation.

4

The customer diagnostic

Eleven questions about your customer. Who they are, what they want, what is in the way, what they need from you, what success and failure look like for them.

5

The resonance check

Claude reflects back what you said and flags any mismatches before writing. Confirm or refine. Do not skip this part. It is where you catch the thing that would have made the page fall flat.

6

The output

Full page structure, section-by-section copy, and a short note on the more deliberate choices. If you are in revision mode, you get a diagnostic of what is working, what is not, and surgical rewrites of only the sections that need it.

A few things worth knowing

Be specific in your answers. If you say your customer is "women who want to grow their business," the copy will be vague. If you say "credentialed coaches who left corporate at forty-five and don't know how to position themselves," the copy will land. The specificity of your input determines the specificity of the output.

Trust the pushback. The system is designed to flag vague answers, mismatched identities, and weak success visions. When it pushes back, that is the work. Refine the answer. Do not move on.

Use it more than once. One page at a time. Homepage first, then About, then your services or offer pages, then any lead capture pages. Each page gets its own diagnostic, because each page has a different job.

ONE IMPORTANT NOTE

This system produces copy. It does not produce design. Once you have the copy, you will still need to either build the page yourself or hand the copy to a designer or developer. If you want help with the actual design and build, that is a separate conversation.

How to install it in Claude

Installation is one upload. Five minutes start to finish. You only do this once. After that, the system is part of your Claude account and ready to use anytime.

Before you start

You need a Claude account. Free, Pro, Max, Team, or Enterprise all work. If you do not have one yet, go to **claude.ai** and create one before continuing.

You also need the skill file. You should have received a file called **identity-brand-website-system.zip**. Save it somewhere you can find it. Your Downloads folder is fine.

WHAT IS A SKILL

A skill is a small file you upload to Claude one time. It teaches Claude how to do a specific kind of work, the way you want it done. You do not need to know how it works underneath. You just upload the file and Claude handles the rest.

The install steps

1

Open Claude in your browser

Go to **claude.ai** and log in. The desktop app works too if you have it installed.

2

Turn on Code execution and file creation

Click your profile icon in the top right. Click **Settings**. In the sidebar, click **Capabilities**. Find **Code execution and file creation** and turn it on. Skills will not work without this.

3

Go to the Skills section

Still in Settings, click **Customize** in the sidebar. Then click **Skills**. You will see a list of any skills you already have.

4

Upload the skill

Click the **plus button** in the Skills section. Choose **Create skill**. When it asks for a file, select `identity-brand-website-system.zip` from wherever you saved it.

5

Confirm it is on

The skill will appear in your Skills list. Make sure the toggle next to it is turned on. That is it. You are installed.

6

Start a new conversation

Open a new chat. Type something like "I need to write my homepage" or "Use the Identity Brand Website System to revise my sales page." Claude will take it from there.

If something does not work

The upload button is missing. Make sure Code execution and file creation is turned on first. The Skills section will not let you upload files until that is on.

The skill is not triggering. Start a brand new conversation. Skills do not always activate in the middle of an existing chat. You can also explicitly name it: "Use the Identity Brand Website System."

You want to remove it later. Go back to Settings, Customize, Skills. Click the three dots next to the skill and choose Delete. You can always re-upload the file later if you change your mind.

Anthropic occasionally updates how Claude is organized. If a button moved or a menu name changed, look for the closest equivalent. The core path stays the same: Settings, Customize, Skills, upload.

When to use it, when not to

A good system tells you what it is for and what it is not for. This one is no different. Use it when it fits. Use something else when it does not.

Use it when

- You are writing or rewriting any page on your website, especially your homepage, sales page, About page, or service pages.
- Your current website is technically fine but feels generic and is not converting credentialed clients.
- You have a new offer and need a sales page or landing page built from scratch.
- You are launching a new brand and starting your website from zero.
- You feel like your website does not sound like you.
- You want a thinking partner to surface what is missing before you write anything.

Use something else when

- You need design or visual work. This system writes copy, not pages.
- You need a single email or social caption. This system is built for full pages.
- You are still figuring out your offer or pricing. Get clear on that first. Copy cannot do the work of strategy.
- You want a quick template. This system is intentionally not a template. If you want one, the internet has thousands. They will produce the kind of copy this system is designed to help you escape.

A website that converts is a website that expresses who you are in a way that magnetizes the right customer. Clarity matters. So does identity. You need both.

