



AUSTIN MARVEL / FREE GUIDE

The Faith-Led Owner's Brand + AI Playbook

Clear the jam.

Grow with less stress.

Brand, photos, video and AI for faith-led owners.

01 Brand & AI Readiness Scorecard

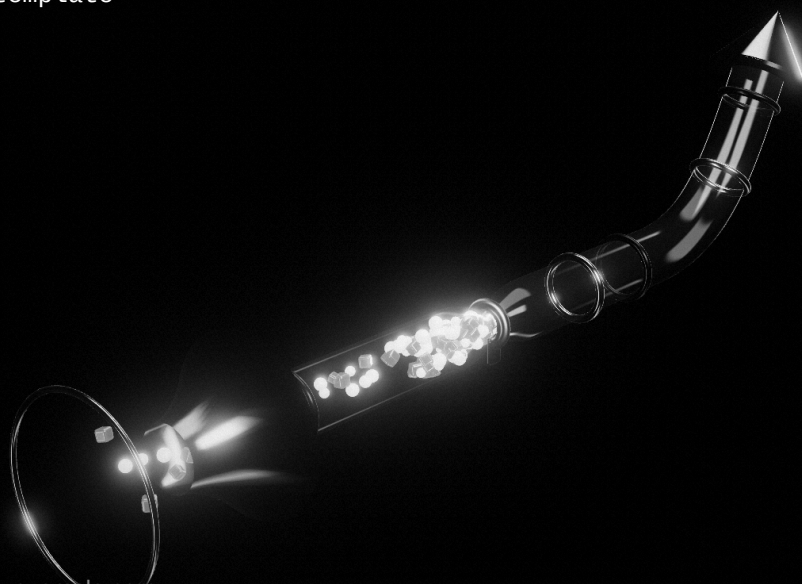
02 Values-to-message worksheet

03 12-month content shot list

04 7 AI workflows with copy-paste prompts

05 One-page AI use policy template

06 30-day action plan



START HERE

Your work is excellent. Let your brand and systems catch up.

Most faith-led owners built their business on reputation: doing good work, telling the truth, and taking care of people. That gets you far. Then growth stalls for reasons that have nothing to do with the quality of the work: a brand that undersells you, content no one has time to make, and follow-up that lives in your head.

This guide gives you the tools we use with clients, so you can make real progress on your own this month. Take the scorecard, pick your lowest area, and work the 30-day plan at the end.

The stewardship lens

We approach brand and AI the way we'd approach any resource we've been entrusted with: use it well, use it honestly, and use it to serve people. Five principles run through every page:

Principle	What it means for your brand and AI
Excellence	Your brand should be as good as your work. Sloppy presentation quietly tells people your work is sloppy too.
Honesty	No inflated claims, fake reviews, or AI pretending to be a person. Customers should always know who they are talking to.
People over process	Automate the repetitive so humans have more time for the relational. A person approves anything a customer sees.
Rest	Good systems should give you time back for family, church and community, not just more output.
Generosity	Teach freely, share credit, and serve customers well even when no one is watching.

*"Whatsoever ye do, do it heartily,
as to the Lord."*

SCORECARD

The Brand & AI Readiness Scorecard

Score each statement: **0** = not true, **1** = a little true, **2** = mostly true, **3** = completely true. Add your total (max 30) and multiply by 3.33 for a score out of 100. Prefer it interactive? Take it on our website and get your top 3 next steps instantly.

#	Area	Statement	Score 0–3
1	Brand	Our logo and visual identity reflect the quality of our work and look consistent everywhere.	_____
2	Brand	A stranger could explain what we do, who we serve, and why we are different after 10 seconds on our website.	_____
3	Brand	Our values show up naturally in how we talk about the business, without sounding preachy.	_____
4	Content	We have a library of professional photos of our people, process and work from the last 12 months.	_____
5	Content	We use video regularly: a brand story, customer stories, and short clips.	_____
6	Content	We publish content on a planned, consistent schedule.	_____
7	AI & Systems	New leads hear back within minutes, every time.	_____
8	AI & Systems	Customer and lead information lives in one CRM the team actually uses.	_____
9	AI & Systems	Our team uses AI inside real workflows, with a written AI policy.	_____
10	AI & Systems	If I stepped away for two weeks, very little would stall because key know-how is documented.	_____

Score	Stage	What it means
0–39	Foundation	Your reputation is carrying more weight than your brand and systems. Start with Part 1 and one AI workflow (speed-to-lead).
40–69	Growth	Real pieces are in place. Connect brand, content and follow-up into one system. Start with your lowest area.
70–100	Multiplication	You are ahead of most owners. Multiply what works: richer video, deeper automation, more time back.

Tip: Ask two team members to score it too. The gaps between your answers are often more revealing than the scores.

*“Be thou diligent to know the state of thy flocks,
and look well to thy herds.”*

PART 1 | BRAND

A brand that tells the truth about your work

The 10-second test

Show your homepage to someone who doesn't know you for 10 seconds, then ask: What do we do? Who is it for? Why choose us? If they can't answer all three, your headline is doing too little.

Homepage headline formula

[Result you deliver] for [who you serve], [proof or differentiator].

- *Before:* "Quality You Can Trust Since 1998"
- *After:* "Roofs that outlast the mortgage, for homeowners in Greater Columbus. 1,200+ roofs, zero surprise invoices."

Values-to-message worksheet

Faith shows up most powerfully in conduct, not slogans. Turn each value into a promise a customer can see. Fill in the blank rows.

Value	Visible promise or policy	How we say it
Integrity	Fixed written quotes; we eat our own overruns	"The price we quote is the price you pay."
Stewardship	We recommend the smallest fix that works	"We will tell you when you don't need us."
Servant leadership	Owner personally calls every unhappy customer	"If something is wrong, you will hear from me."
Generosity	A % of profit to local ministries; team service days	"Every project supports [local cause]."
_____	_____	_____
_____	_____	_____

Refresh or rebrand?

A refresh is usually enough when...	Consider a full rebrand when...
People like your name and know your logo; it just looks dated or inconsistent	Your name causes confusion, legal issues, or limits where you can grow
Your offer and audience are the same, you just look smaller than you are	You merged, changed ownership, or serve a very different customer now

A refresh is usually enough when...	Consider a full rebrand when...
You need consistency across web, trucks, social and signage	Your reputation needs a clean break

Brand refresh checklist

- Logo suite: primary, horizontal, icon; dark and light versions; SVG + PNG
- Color system: 2 primary, 2–3 accents, with HEX/RGB/CMYK values
- Type system: one heading font, one body font, with web-safe fallbacks
- Voice guide: 3 words that describe how you sound, plus words you never use
- One-sentence positioning, 30-second story, and an "about us" paragraph
- Templates: social posts, email signature, proposal cover, business card
- Audit every touchpoint: website, Google Business Profile, vehicles, uniforms, signage, invoices

PART 2 | PHOTO & VIDEO

Build a 12-month content library in one day

People trust faces, places and proof. One well-planned content day can supply a year of website, social, recruiting and sales visuals.

The shot list

Category	Shots to capture	Used for
People	Owner headshot (2 looks), team headshots, team group, owner with customers	About page, LinkedIn, proposals, recruiting
Process	Hands at work, tools, meetings, planning, quality checks	Website sections, social, "how we work"
Proof	Finished work, before/after, happy customers (with releases)	Portfolio, ads, case studies
Place	Exterior, signage, vehicles, workspace, neighborhood	Google Business Profile, local SEO
Details	Textures, products, brand colors in the wild	Backgrounds, carousels, print
Community	Service days, giving, team events	Culture posts, recruiting, values story

Three videos that sell for years

- **The 90-second brand story:** who you serve, the problem, how you're different, what it's like to work with you.
- **The founder "why":** 60–90 seconds, unscripted, on why you started and what you won't compromise on.
- **Two customer stories:** a real customer describing the before, the experience and the after, in their words.

Studio day prep checklist

- Pick 3 outfits in your brand colors; avoid small patterns and logos you don't own
- Collect signed photo/video releases from staff and customers (and parental consent for anyone under 18)
- Write 5 questions you want to answer on camera; don't memorize answers
- Clean and stage the workspace; schedule real work to be happening

The 1-to-20 repurposing map

One 30-minute filmed conversation becomes: 1 blog article, 1 email newsletter, 5 vertical clips, 3 quote graphics, 1 LinkedIn post, 1 FAQ page update, 6 social captions and 2 sales follow-up snippets. AI does the formatting; you approve the message.

PART 3 | AI INTEGRATIONS

Seven AI workflows that give owners time back

Start with one. The best first workflow is the one closest to revenue and furthest from sensitive data, usually speed-to-lead. Each prompt below works in any major business-grade AI assistant. Replace the [brackets].

Golden rule: AI drafts, people decide. Anything a customer sees gets a human yes until you have weeks of evidence that a step is reliable.

1. Speed-to-lead reply drafts

What it does: New inquiries get a warm, specific reply drafted within minutes. **Tools:** Web form or inbox + CRM + an AI assistant; Zapier/Make to connect.

You are the front-desk assistant for [Business], a [type] business in [city]. Draft a reply to this new inquiry. Thank them by name, restate their need in one sentence, answer only what our FAQ below covers, and propose two call times. Warm, plain English, under 120 words. Never quote prices not listed. FAQ: [paste]. Inquiry: [paste]

Guardrail: A person reviews and sends. Start with drafts only.

2. Quote follow-up

What it does: No quote goes cold without three helpful touches. **Tools:** CRM task or email sequence + AI drafts.

Write three short follow-up emails for a quote we sent [date] for [service]. Email 1 (day 2): check they received it and answer one likely question. Email 2 (day 6): share one relevant customer story. Email 3 (day 14): a gracious close-the-loop note. No pressure, no fake urgency.

Guardrail: Owner approves the sequence once; CRM stops it when they reply.

3. Reviews: ask and answer

What it does: More reviews, and every review answered graciously. **Tools:** Google Business Profile + CRM trigger after job completion.

Draft a reply to this customer review. Thank them specifically, mention one detail they wrote, and if negative, apologize without excuses and invite them to call [owner] at [number]. Under 80 words. Review: [paste]

Guardrail: Never write or post reviews on a customer's behalf.

4. Content repurposing

What it does: One video or talk becomes a week of content. **Tools:** Transcript (from your video tool) + AI assistant + your brand voice guide.

Here is a transcript and our brand voice guide. Create: one 600-word blog post with an SEO title, five 30-second clip suggestions with timestamps and captions, one email newsletter, and one LinkedIn post. Keep my words where possible; don't add claims I didn't make. Voice guide: [paste] Transcript: [paste]

Guardrail: You approve every piece before it publishes.

5. SOP capture from voice memos

What it does: The know-how in your head becomes documents your team can use. **Tools:** Phone voice memo + transcription + AI assistant + shared drive.

Turn this voice memo into a standard operating procedure: purpose, when to use it, numbered steps, common mistakes, and who to ask. Flag anything unclear as a question for me instead of guessing. Memo transcript: [paste]

Guardrail: The person who does the job reviews the SOP before it is final.

6. Weekly owner report

What it does: A plain-English summary of the numbers that matter, every Monday. **Tools:** Exports or read-only connections from your CRM and accounting tool.

From the data below, write a one-page weekly report: leads, quotes sent, jobs won, revenue booked, cash collected, and anything unusual compared to last week. Then list three questions I should ask my team. Data: [paste]

Guardrail: Read-only access; numbers are checked against the source monthly.

7. Team assistant / internal FAQ

What it does: Staff get answers without interrupting you. **Tools:** A business-grade AI workspace with your SOPs, policies and price list uploaded.

You are the internal assistant for [Business]. Answer staff questions using ONLY the documents provided. If the answer isn't in them, say so and suggest who to ask. Never share customer data outside the team.

Guardrail: Use a business plan that does not train on your data; review answers monthly.

TEMPLATE

One-page AI use policy

Copy this into a document, adjust it, and have every team member sign it. It protects your customers, your team and your name.

Section	Policy language (edit to fit)
Purpose	[Business] uses AI to reduce repetitive work so our people can spend more time serving customers and each other.
Approved tools	Only company-approved, business-grade AI accounts may be used for company work: [list]. No personal accounts.
Data rules	Never enter passwords, payment card or bank details, Social Security numbers, health information, or anything a customer shared in confidence.
Human approval	Any AI-drafted message, quote, contract, or public post is reviewed by a person before it is sent or published.
Honesty	We never present AI as a person. We do not use AI to fake reviews, testimonials, images of real people, or credentials.
Accuracy	The person who sends it owns it. Check facts, numbers, names and promises before sending.
Respect	No AI-generated content that demeans, deceives, or manipulates. Our values apply to every word, whoever drafted it.
Questions	When unsure, ask [name]. This policy is reviewed every 6 months.

Signed: _____ Date: _____

*“Write the vision, and make it plain upon tables,
that he may run that readeth it.”*

ACTION PLAN

Your 30-day plan

Week	Focus	Do this
1	Clarity	Take the scorecard with two team members. Run the 10-second test. Rewrite your homepage headline. Fill in the values worksheet.
2	Speed	Set up workflow #1 (speed-to-lead drafts). Put every open lead into one list or CRM. Adopt the AI use policy.
3	Content	Plan your content day with the shot list. Book a photographer/videographer or schedule a studio day. Collect releases.
4	Multiply	Film one 30-minute conversation and run workflow #4. Record three SOP voice memos (#5). Review results and pick the next system.

Measure what matters

- Lead response time (target: under 15 minutes during business hours)
- Quotes followed up within 48 hours (target: 100%)
- Owner hours per week on admin (track for two weeks before and after)
- New photos/videos published per month; Google reviews per month

Want help doing it?

Austin Marvel is a one-stop studio for faith-led business owners: professional photography and video from our in-house production studio in Charleston, SC; brand refreshes; and practical AI integrations, all planned by one team. Every project is fixed-scope, you own everything, and nothing goes out without your yes.

Next step	Starting at
Free fit call (30 minutes)	Free
Brand & AI Audit (credited toward a build)	\$1,500
Studio Content Day	\$2,500
Brand Refresh	\$3,500
30-Day AI Integration Sprint	\$5,000
The One-Stop Launch (all three)	\$9,500

Book your free 30-minute fit call: <https://calendly.com/your-handle/fit-call>
Questions: hello@example.com | **Website:** <https://www.example.com>

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