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ONLINE TECHNOLOGY SERVICES

# Custom AI Persona Creation

## w/AI Brand Whispering™

### Pricing Overview

clericaladvantage.com

# Custom AI Persona Creation Services: Pricing Guide

## 1. Foundation – Starting at $1,500

Lay the groundwork for a consistent brand voice.

- What's Included:
  - Comprehensive Brand Voice Audit.
  - Creation of a general AI persona prompt tailored to the brand's voice.
  - A personalized training session to help you use the prompt effectively.
- Add-ons:
  - Additional custom prompts: $200 each.

## 2. Amplify – Starting at $2,500

Expand your brand's reach with specialized prompts.

- What's Included:
  - Comprehensive Brand Voice Audit.
  - Creation of up to 10 custom AI persona prompts for various platforms (social media, emails, etc.).
  - A personalized training guide on how to use each prompt.
- Add-ons:
  - Additional prompts: $150 each.
  - Quarterly voice consistency check-ins: $300.

## 3. Unity – Starting at $4,000

Achieve seamless, team-wide consistency.

- What's Included:
  - In-depth Brand Voice Audit with analysis of existing content and market positioning.
  - Creation of 10-20 specialized AI persona prompts for team-wide use across various platforms.
  - Two-hour training sessions for team members (one group or smaller groups).
  - A follow-up consultation including team members.
  - A Custom AI Persona Handbook for future use.
- Add-ons:
  - Additional prompts: $100 each.
  - Monthly content review for consistency: $500/month.
  - Extra training sessions for new team members: Price upon request.

# Enhancement Services

(Available to clients who have purchased a package and had their Foundation custom persona created.)

### Brand Voice Tune-Up – $500

Refresh and optimize your brand's existing AI persona prompts.

- What's Included:
  - Mini Brand Voice Audit to ensure your messaging aligns with your current brand direction.
  - Adjustments to existing prompts for improved consistency.
  - 30-minute consultation to discuss updates and improvements.

### Single Prompt Creation – $350

Add a highly tailored prompt to your existing persona.

- What's Included:
  - A brief consultation to understand your specific needs.
  - Creation of a single, customized AI persona prompt.
  - Quick guide on how to best utilize the new prompt.