



Julie Riga

AI With Purpose

Let AI help you SHINE: clearer, sharper, and more like yourself.

AI doesn't give you presence. It gives you preparation. The more you tell it, the more it sounds like you. Five letters are all you need to remember: SHINE.

THE SHINE FRAMEWORK

Fill in the right-hand column today. That's your personal prompt kit. Save it on your phone and reuse it anywhere.

S	Share who you are Tell AI your role, experience, strengths, and what you're known for. <i>"I'm a VP of Operations with 15 years in..."</i>	WHO I AM
H	How it'll be used Say what you want the result to do. Not "write a post" but "position me for a board seat." <i>"I want to be seen as..."</i>	MY GOAL
I	Intended audience Name who will read or hear it. A recruiter, a CEO, a room full of peers. <i>"This is for senior leaders in..."</i>	MY AUDIENCE
N	Name your voice Give it three words that sound like you, a length, and what to avoid. <i>"Warm, direct, confident. No buzzwords."</i>	MY THREE WORDS
E	Edit and own it AI drafts. You decide. Read it out loud, cut what isn't you, and keep anything confidential out. <i>"Make it shorter and more like I talk."</i>	WHAT I'LL ALWAYS CHANGE

YOUR SHINE PROMPT • COPY INTO CHATGPT OR CLAUDE

Share: I am [who I am]. How it'll be used: I want to [result]. Intended audience: [who]. Name my voice: [my three words], under [length]. Ask me three questions before you write anything, then give me two versions.

Think partner, not ghostwriter

Ask it to question you before it writes.

Two versions, always

Choosing sharpens your judgment and your voice.

Your name is on it

Check every fact. Never paste in company secrets.

Be seen online. Be remembered in the room.

Accelerate what's next.

Presence is what people say about you when you've left the room. Here's how to use AI to prepare for the two places it counts most.

YOUR LINKEDIN PROFILE

Your profile is working for you 24/7. Paste your SHINE profile first, then try these.

HEADLINE

Say what you lead

"Write five LinkedIn headlines under 220 characters that show the impact I lead, not just my title."

Pick one that makes someone curious.

ABOUT

Tell your story

"Rewrite my About section in first person, 150 words: what I lead, how I lead, and what I'm building next."

Open with a belief, not a résumé.

VISIBILITY

Share a point of view

"Give me five post ideas from lessons I've learned leading teams. Keep my voice."

One post a week builds presence.

YOUR NEXT NETWORKING EVENT

Walk in prepared, walk out remembered.

BEFORE

Your 30-second intro

"Write a 30-second intro for a [event] full of [audience]. End with what I'd love to connect about."

Practice it out loud in the car.

DURING

Better questions

"Give me five conversation openers for [event] that go beyond 'what do you do?'"

Curiosity is magnetic.

AFTER

The follow-up

"Write a warm LinkedIn note to [name]. We talked about [topic]. Suggest a coffee."

Send it within 48 hours.

BEYOND TODAY: YOUR CAREER THINKING PARTNER

Prep the high-stakes meeting. "Here's the agenda. What will the CEO ask me, and how do I answer in two sentences?"

Rehearse the hard conversation. "Play my skeptical CFO. Push back on my budget ask."

Map your next move. "Based on my profile, what roles am I ready for, and what gaps should I close?"

YOUR PERSONAL INVITATION

Let's talk about your next seat. One on one.

AI can sharpen your words. Coaching sharpens the leader behind them. I'm inviting you to a complimentary 1:1 call to talk about where you are, where you want to go, and whether my women's leadership coaching program, **The Leadership Table**, is the right next step. Scan the code or email me at julie@julieriga.com.

- Live group coaching, masterminds, and an AI Lab every month
- A private community of high-achieving women leaders
- Direct access to me as your coach



Scan to connect
julieriga.com/eventconnect

Julie Riga is a leadership keynote speaker, executive coach, and bestselling author of *Before I Lead*, with 20+ years of corporate experience. ICF-Certified Coach • MBTI Practitioner • TEDx Speaker • Host of *Stay On Course*, top 2% globally.

READY TO GO FURTHER?

Coach with Julie Riga

The SHINE workbook gets you prepared. Julie's Before I Lead program coaches you live three times a week: Before I Sell, Before I Speak, and Before I Calendar. Sharpen your offer, own your message, lead your time.

Start coaching: julieriga.com/speak

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