INVISIBLE TO VISIBLE

How to Install Your AI Coach

You are 5 minutes away from having a personal brand coach available 24/7. Follow these steps and you will be coaching with AI before your next cup of coffee.

WHAT YOU HAVE

Two files in your download:

invisible-to-visible-skill.md	Your AI coach. The complete coaching system. Paste this into Claude.
install-guide.pdf	This document you are reading right now.

WHAT YOU NEED

A Claude account. Claude Pro at $20/month is recommended for the best daily coaching experience.

PLAN	COST	BEST FOR
Claude Free	Free	Getting started and testing
Claude Pro	$20/month	**Daily coaching sessions — recommended**

Sign up at claude.ai

INSTALLATION — 5 STEPS

01 Open Claude

Go to claude.ai and sign in to your account.

02

Create a New Project

On the left sidebar, click "New Project".
Give it a name — we suggest: Invisible to Visible Coach

03

Open the Skill File

Open invisible-to-visible-skill.md on your computer.
Select all: Mac = Cmd+A / Windows = Ctrl+A
Copy: Mac = Cmd+C / Windows = Ctrl+C

04

Paste Into Project Instructions

Inside your Project, click "Set project instructions".
Paste: Mac = Cmd+V / Windows = Ctrl+V
Click Save.

05

Start Your First Session

Click "New conversation" inside your Project.
Type anything. Your coach will introduce itself, ask for your name, and guide you from there.

THE 4 MODULES INSIDE YOUR COACH

01 Invisible to Visible — 7-Day Instagram Programme	Go from zero to posting Reels that attract paying clients. Day by day with scripts for everything.

02 The Offer Builder	Build an irresistible offer using Hormozi's value equation. Know what to sell and how to price it.
03 Discovery Call Playbook	Word-for-word scripts for every stage of a sales call. 10 questions. Every objection handled.
04 90-Day Hook Vault	90 content hooks across 9 categories. Personalised to your niche instantly on request.

TIPS FOR BEST RESULTS

Be specific — The more detail you give about your niche, the more personalised the coaching gets.

Share your work — Paste your bio, caption, or Reel script. Ask for specific feedback. Your coach tells you exactly what to change.

Ask it to write for you — It will write your bio, Reel scripts, captions, and discovery call scripts — all personalised to your niche.

Roleplay objection handling — Say "Roleplay a discovery call — you be the prospect." It pushes back like a real client would.

Use it daily — Treat every session like real coaching. Show up with a question or task and work through it.

Your conversations with your Claude coach are private to your account and not shared with anyone.

Invisible to Visible — from unknown to paid.