

MODULE 3 · WEEK 3 · LESSON 10

Your AI Personal Brand: Portfolio, Profile and Proof of Work

Be findable, be believable, be chosen

WHAT YOU WILL BE ABLE TO DO

- Assemble a 4-artifact starter portfolio
- Rewrite profile headlines with AI-signal
- Publish responsibly with attribution and disclosure

LESSON CONTENT

Four artifacts are enough to start

1 Your Module 1 one-pager. 2 Your Module 2 explainer video. 3 Your workflow SOP with before/after log. 4 Your Week 4 portfolio project. Host free: a Google Site, LinkedIn Featured section, or a simple folder link. Done beats perfect.

Headlines with signal

From 'Admin professional' to 'Admin professional | I automate reporting & correspondence with AI | CUTA AI Academy Foundation'. Specific, verifiable, searchable. Let the artifacts carry the claim.

Publish with integrity

Label AI-assisted work, credit tools where meaningful, never claim AI output as unaided human work in professional contexts. Integrity is a brand asset with compound interest.

KEY TERMS

Proof of work	Public artifacts substituting for claims.
Portfolio hosting	Free platforms presenting your artifacts.
AI-signal headline	Profile line stating concrete AI capability.
Disclosure	Openly labelling AI assistance.

HANDS-ON TASK

Publish artifact #1 · Tools: LinkedIn / Google Sites free

1. Choose your strongest artifact so far.
2. Post it (LinkedIn/WhatsApp status/Google Site) with 3 honest lines.
3. Add one line of AI disclosure and tool credit.

KEY TAKEAWAYS

- ✓ Before you go, three takeaways from this lesson.
- ✓ One: Assemble a 4-artifact starter portfolio.
- ✓ Two: Rewrite profile headlines with AI-signal.
- ✓ Three: Publish responsibly with attribution and disclosure.

- ✓ And your hands-on task: publish artifact #1.
- ✓ Choose your strongest artifact so far.
- ✓ When it is done, mark the lesson complete on your dashboard, keep the artifact for your portfolio, and step into the next lesson.
- ✓ I will see you there.

Watch the lesson video on your dashboard, complete the task, then mark the lesson complete. Your artifact belongs in your Portfolio of Evidence.