

Writing For Resonance: The Intersection of Human Consciousness, Marketing, and Artificial Intelligence

Case Study Participant Guide

Created with Allison Wentworth Ross's Writing For Resonance Framework

Vibrational Marketing Institute: <https://vibrationalmarketing.institute>

Please note: This is part of an ongoing case study in which we're testing a new way of delivering knowledge, with AI as the facilitator. By its nature, AI runs in your own environment, so we don't control your setup or how your AI assistant behaves. Please report any errors, failures or inconsistencies using this anonymous form:

form.jotform.com/262803359595064.

Before you start

Writing For Resonance is a methodology for living your message to humanity. Created by Allison Wentworth Ross, Founder of the Vibrational Marketing Institute (VMI), it aligns content creator and content consumer by behaviour, product and content.

This guide takes you from sign-up to your published case study in seven steps. You need two things:

- **An active membership** on a level that includes the case study. Some levels, such as Observer, don't include a directory listing.
- **Your case study block** from Writing For Resonance:
 1. Complete all four chapters.
 2. At the end of Chapter 4, type **EXPORT** for your case study block: only your own content from your strategy. Each field starts with its number in square brackets, e.g. [4.1.1].
 3. Click the copy button on its box. Paste it into a .txt or .md file and save it, or keep it ready to paste. You'll import it in step 4.

Everything else in your strategy, such as the introduction and the explanations between your fields, is added by the site.

Step 1: Sign up

Choose your level at vibrationalmarketing.institute/membership-levels, then fill in your account details on the checkout page as usual. One box is for your directory profile:

- **Profile Picture:** click **Upload a photo** and choose an image. It must be a PNG, JPG, GIF or WebP file, no larger than 2 MB, and at least 256 × 256 pixels. It's cropped to a square, so a head-and-shoulders photo works best. This is optional here; you can add or change it later.

Complete the checkout to activate your membership.

Step 2: Complete your directory profile

Log in, go to **Membership Account** and click **Edit Profile**. The page has two tabs: **Profile** and **Case study data**. On the **Profile** tab:

1. Check your name and email.
2. Under **Profile Picture**, upload or replace your photo (the same rules as in step 1). You can also use **Change Profile Picture** on the Membership Account page.
3. Fill in your **One-line**: what you do, in one line of up to 100 characters, e.g. *AI-as-Content Architect / Marketing Strategist*. It appears under your name in the member directory.
4. Choose your **Industry** from the list. If you import your strategy first (step 4), the site helps you choose it (step 5).
5. Fill in the other profile fields shown. A contact link, email address or phone number entered as your contact is used for the **Connect with me** button on your card.
6. Leave **Unpublish my profile (hide me from the member directory)** unticked to appear in the directory.
7. Click **Update Profile**.

Step 3: Get your profile link

Your **Membership Account** page shows a **Directory profile** section with:

- **Your status:** Published or Unpublished.
- **Your profile link:** your own page, e.g. [.../case-study-participants/your-name/](#). Click **Copy** to copy it or **View** to open it. Share it anywhere; when shared on social media, the preview shows your photo, your name and your One-line.

- **Unpublish my profile / Publish my profile:** one click hides you from the member directory or shows you again. Your membership isn't affected. While you're unpublished, your profile link shows "This member profile is not available".

Step 4: Import your strategy

On **Edit Profile**, open the **Case study data** tab. Then either:

- **Import a file:** choose your saved .txt or .md file, or
- **Or paste it here:** paste your case study block into the box.

In **Your AI app**, type the AI app you used for Writing For Resonance, e.g. *ChatGPT*. It's shown under your name on the Live case study page.

Click **Update Profile**. The tab then shows, for example, *Imported 8 October 2026: 52 fields*.

Each field must start with its number in square brackets on its own line, with its text below:

[4.1.1]

EdTech

[4.1.2]

- ****Physicality: Digital:**** Your prompts reach knowledge users electronically...

Paste the block exactly as your AI assistant gave it. Keep the **bold** marks, and the **Based on:** lines under each topic angle. Importing again replaces your previous strategy; emptying the box and clicking **Update Profile** removes it.

Step 5: Attach your industry

After the import, the **Case study data** tab shows: *Your strategy's industry is EdTech. Attach it to one of the industries in the directory.* This puts you under the right industry in the directory's Industry filter.

1. Choose the closest industry from the list, e.g. **Education/EdTech** for EdTech.
2. Click **Update Profile**.

Only if none of the industries fits, click **None of these fit?** and type a new one as **Sector/Specialism**, e.g. *Retail/RetailTech*, then click **Update Profile**. Your new industry is added to the list for everyone.

The message goes away once you've attached an industry. It comes back if you later import a strategy with a different industry.

Step 6: Publish to the case study

Your strategy stays private until you publish it. At the top of the **Case study data** tab, click **Publish to case study**. The button changes to **Unpublish from case study**, which you can click at any time to take your strategy off the Live case study page. Your directory profile isn't affected.

Step 7: See your profile and strategy

On the **Case Study Participants** page, your card shows your photo, name, One-line and membership level, with these buttons:

- **Case study results:** opens your full strategy on the Live case study page (shown once you've published).
- **Connect with me:** your contact link (shown when you've filled in a contact).
- **Share buttons:** share your profile link on Facebook, X, LinkedIn or WhatsApp, or copy it.

Click your name or photo to open your own profile page.

On the **Live case study** page, visitors choose what to see:

- **Participant:** one participant's full strategy, with all the explanations between your fields. Each participant's AI app is shown under their name.
- **Section:** one field compared across all published participants, e.g. *4.1.1 Industry*.

If something doesn't work

Message or problem	What to do
<i>Please use a photo at least 256 × 256 pixels.</i>	Choose a larger photo. Its shorter side must be at least 256 pixels.
<i>No fields were found. Each field starts with its number in square brackets...</i>	Type EXPORT again in your Chapter 4 chat, and copy the whole block, including every number in square brackets.

Message or problem	What to do
<i>Please import a .md or .txt file.</i>	Save your fields as a .txt or .md file, or paste them instead.
<i>Please write the new industry as Sector/Specialism...</i>	Type both parts with a slash between them, e.g. Retail/RetailTech.
<i>Not included. Your ... membership doesn't include a listing in the member directory.</i>	Your level doesn't include a directory listing or case study. Contact us to change your membership.
You're not on the Live case study page	Check that you clicked Publish to case study (step 6) and imported your strategy (step 4).
You're not on the Case Study Participants page	Check that your Directory profile is Published on the Membership Account page (step 3).

Stay connected

- **Follow the live case study here:** vibrationalmarketing.institute/live-case-study
- **Connect with Allison on LinkedIn:** linkedin.com/in/allisonwross
- **Join VMI for updates:** Allison sends updates to VMI members. Choose your level at vibrationalmarketing.institute/membership-levels:
 - **Observer:** free.
 - **Supporter:** a minimum monthly or annual fee.
 - **Lifetime:** Allison helps you implement your content strategy.