



FOUNDERS FIELD KITS · ONBOARD YOUR CLAUDE · KIT 02 BONUS

The Example Set



Every Kit 02 worksheet, completed start to finish for a fictional founder: Steph of Sunshine Candle Co. When you're staring at a blank field wondering what "good" looks like, peek at hers.

FOUNDERS *keeper*

OPERATIONS · AI · AUTOMATION

Meet Steph (she's not real, but her answers should feel real)

Steph runs Sunshine Candle Co from a converted garage in Maroochydore: small-batch soy candles, two kids, market stall twice a month, dreams of the subscription box taking off. She's every founder I've ever worked with rolled into one, which is exactly why she makes a useful example.

Three ways to use this set:

- **Unstick yourself.** Blank field? Read Steph's answer to the same question, notice the *kind* of detail she gives, then write yours.
- **Calibrate your depth.** Notice her answers are specific (prices, names, real objections) but short. Two to five sentences beats two paragraphs of waffle.
- **See the finish line.** Her Voice & Brand Profile and project instructions show what your final documents will look like once Claude's done its part.

Keeper's note

Don't copy Steph's answers with your business name swapped in. The magic of Kit 02 is that the answers are *true*. Claude can only sound like you if the brief is actually you. Steal her level of detail, not her details.

The Business Brief, completed

1 · WHAT DO YOU DO, FOR WHOM?

I make small-batch soy candles with essential-oil scents inspired by everyday Aussie moments, for women who want their home to feel calm and a gift that feels personal without hours of shopping.

2 · WHAT EXACTLY DO YOU SELL?

- Core range candles, 300g soy, \$34.95 (eight signature scents)
- Mini trio discovery pack, \$19.95
- Seasonal ranges (Winter and Christmas), \$36.95
- The Slow Burn Club subscription: one candle + a surprise mini monthly, \$29/month
- Wedding and event favours, from \$8 per unit, minimum 30 units
- Wholesale for gift shops and florists, minimum first order \$250
- Refill program: bring back your jar (or post it), 20% off the refill

3 · WHAT MAKES YOU DIFFERENT FROM OTHERS WHO DO THIS?

Scent memories, not scent categories. My candles are named after moments ("Sunday Market", "Rainy School Run", "Golden Hour") and people buy the feeling. Everything is hand-poured in batches of 24 so I can chase quality, and the refill program means the jar never ends up in a cupboard graveyard.

4 · WHAT ARE YOU BUILDING RIGHT NOW?

This quarter is about growing the Slow Burn Club from 40 to 100 subscribers before Christmas market season eats my life in November.

5 · WHAT DO YOU NOT DO (AND NEVER WANT SUGGESTED)?

No discounts deeper than 15%, ever (it trains people to wait). No synthetic musk scents. No markets outside South East Queensland. Not going on Amazon or Temu-style marketplaces. Don't suggest scaling production offshore; hand-poured is the whole point.

6 · THE FACTS A NEW TEAM MEMBER ALWAYS NEEDS

Based in Maroochydore, QLD. Ships Australia-wide with AusPost, dispatch within 2-3 business days. Market stall at The Sunshine Markets first and third Saturday monthly. Burn time 45+ hours on core range. Wedding orders need 6 weeks' notice. Faulty candles replaced no questions asked; no change-of-mind refunds on sale items.

Example 2 of 4

The Customer Card, completed

1 · WHO IS SHE?

Mid 30s to late 40s, juggling work and family, lives in suburban Australia. Scrolls Instagram in bed, saves gift ideas she never buys, listens to podcasts on the school run. Buys candles half for herself, half as gifts.

2 · WHAT IS SHE STRUGGLING WITH WHEN SHE FINDS YOU?

"Gifts for the friend who has everything." "Candles that actually smell like the description." She's tired, she wants her house to feel like a sanctuary instead of a to-do list, and she's sick of gifts that feel generic.

3 · WHAT HAS SHE ALREADY TRIED THAT DIDN'T WORK?

Big-brand supermarket candles that gave her a headache and smelt like nothing by week two. An Etsy order that took five weeks to arrive. A hamper company that looked lovely online and arrived looking sad.

4 · WHAT DOES SHE REALLY WANT (BEYOND THE PRODUCT)?

The exhale. Ten quiet minutes that feel like hers. And when she's gifting: the moment her friend unwraps it and says "oh, this is so ME", because that means she nailed it as a friend.

5 · WHAT MAKES HER HESITATE TO BUY?

"\$35 for a candle when Kmart has them for \$12?" Worries it won't smell as good as the reviews say. Shipping cost tipping the total over what feels okay. Whether it'll arrive in time for the birthday.

6 · WORDS AND PHRASES SHE USES

"Obsessed." "My little treat." "Smells like a hug." "The school run." "I never do anything just for me." "Burnt it in one weekend, oops." "Wrapped and ready to go, thank god."

Keeper's note

Notice question 6 is in HER voice, not Steph's. That's the one founders most often get wrong. Go mine your actual reviews and DMs for these.

Example 3 of 4

The Voice & Brand Profile, as Steph saved it

Steph pasted three captions and a customer email into the voice extraction prompt from chapter four. After two rounds of "warmer" and "fewer exclamation marks", plus ten minutes copying her visual identity out of Canva for Part B, this is the final document she saved:

OVERALL TONE

Warm, sensory, quietly playful. Reads like a friend describing her morning, not a brand making an announcement. Confident about the product without ever selling hard.

SENTENCE RHYTHM

Mostly short sentences. Then an occasional long, drifting one when describing scent or a moment, like the writing itself is slowing down. One-line paragraphs for emphasis.

WORDS AND PHRASES SHE FAVOURS

"Small-batch", "our little studio", "golden hour", "slow down", "poured this morning", "the good kind of quiet". Names customers by moments: "the Sunday Market people know who they are".

PUNCTUATION AND FORMATTING HABITS

Almost no exclamation marks (one per post, maximum). Uses ellipses when a thought drifts off... like that. One emoji per post at most, usually 🕯️ or ❤️. Never uses hashtag walls; three tidy ones at the end.

OPENERS AND CLOSERS

Opens with a scene: "It's 6:04am and the kitchen smells like rain and geranium." Closes with a soft invitation, never a command: "Come find us Saturday", "The Club opens again Friday, if you've been thinking about it."

HUMOUR

Gentle, self-deprecating, mum-flavoured. Jokes about the garage studio, the kids "quality testing" boxes, burning her own stock instead of selling it.

DO / DON'T

- **DO:** name specific sensory details; write to one person; mention hands, batches, and mornings; let quiet confidence carry the sell.
- **DON'T:** say "luxury", "indulge" or "treat yourself" (her words: "gag"); use urgency tactics ("last chance!!"); sound like a brochure; more than one emoji.

PART B · VISUAL IDENTITY

Logo: hand-drawn rising sun above "Sunshine Candle Co" in lowercase. Full lockup on packaging; sun-only icon for social avatars. Files live in Canva under Brand Kit.

Colours: Sunrise Peach #F4A988 (accents, packaging), Eucalyptus #7A8B72 (labels, headings), Sandy Cream #F7F1E5 (backgrounds), Charcoal #2E2A26 (body text). Peach is the hero; eucalyptus grounds it.

Fonts: Recoleta for headings, Karla for body and captions. Nothing else, ever.

Icons and graphics: thin hand-drawn line illustrations only (sun, flame, gum leaf). No clip-art, no 3D icons.

Photo style: natural morning light, long shadows, hands in frame, real benchtops. Never studio-white stock shots.

Visual don'ts: no neon, no gradients, no all-caps headlines, nothing that looks "e-commerce brand in a hurry".

Example 4 of 4

The project instructions, filled in

And here's the chapter five template with Steph's details in it: the exact text sitting in her Sunshine Candle Co HQ project, quietly briefing every chat she starts.

SUNSHINE CANDLE CO HQ · PROJECT INSTRUCTIONS

You are my business offsider for Sunshine Candle Co. Before answering, check the project knowledge: my Business Brief, Customer Card, and Voice & Brand Profile. Always write in my voice per the Voice & Brand Profile, and when you design or create anything visual, follow its colours, fonts and style rules. Everything customer-facing is written for the person in the Customer Card. Respect the "what I don't do" list: no discounts over 15%, no synthetic scents, no marketplaces, nothing that undermines hand-poured. When I ask for content, give me a draft plus one alternative angle. If you need information that isn't in the knowledge, ask instead of inventing.

What it looks like when it all works

Steph asks her HQ: *"Write an Instagram caption announcing the Slow Burn Club is open again."* Unbriefed Claude would produce something with three exclamation marks and the word "indulge". Her Claude writes:

Her Claude, briefed

It's 5:52am and I'm labelling subscription boxes on the kitchen bench, which can only mean one thing... the Slow Burn Club is open again. One candle, one surprise mini, poured that week in our little studio, on your doorstep monthly. Forty spots this round. Come join us, if you've been thinking about it. 🕯️

Same tool. Briefed once. That's the whole kit, working.

Keeper's note

Your turn. Back to chapter two of the kit, worksheets out, cuppa on. And when your before-and-after test drive gives you goosebumps, I want to hear about it: amanda@founderskeeper.com.au. Let's talk.



FOUNDERS *keeper*

OPERATIONS · AI · AUTOMATION

© 2026 Founders Keeper · founderskeeper.com.au · Product details shown are current at July 2026; Claude moves quickly, the principles don't. Sunshine Candle Co and Steph are fictional; any resemblance to your favourite candle maker is a happy accident. For the buyer's use, please don't redistribute.