



FOUNDERS FIELD KITS · ONBOARD YOUR CLAUDE · KIT 02

Claude, Meet My Business



The fill-in-the-blank system that teaches Claude your business, your customers, and your voice, so every answer sounds like you wrote it on a good day. This is the kit that turns "it's clever but generic" into "how does it know?"

FOUNDERS *keeper*

OPERATIONS · AI · AUTOMATION

The wall every founder hits in week two

It goes like this. Week one with Claude: honeymoon. It writes! It brainstorms! It untangles your inbox! Week two: the shine dulls. Every draft needs heavy editing. Everything sounds vaguely... corporate. Or perky. Or full of classic AI-tells. Or like it was written by someone who has never met you, because, well. It hasn't.

This is not a Claude problem. It's a context problem. Claude is a brilliant contractor who's never been briefed. You wouldn't hand a human freelancer your Instagram and say "just write like me" with zero brief, then act surprised at the result.

This kit is the brief. Three fill-in-the-blank documents, then we load them in so every conversation starts already knowing you:

- **The Business Brief** — what you do, what you sell, what you're building
- **The Customer Card** — who you serve and what keeps them up at night
- **The Voice & Brand Profile** — how you sound and how you look: your voice extracted from your own writing, plus the colours, fonts and logo that make you recognisable

Budget 60-90 minutes for the worksheets (good podcast territory) and 15 minutes for the loading. Then run the before-and-after test in chapter six and try not to text me about it.

Keeper's note

Don't fill anything in on paper: this kit comes with the **Worksheet Pack**. Google person? Tap a worksheet here and Google will offer you your own copy to type into: **the Business Brief**, **the Customer Card**, and **the Voice & Brand Profile**. Word person? Use the .docx versions in your download instead. Type your answers straight in and save; in chapter five you'll upload these exact files to Claude, and you'll keep updating them as your business grows. Paper is for the fridge; these are working documents.

And you're not doing this blind: this kit comes with **The Example Set**, every worksheet completed start to finish for a fictional founder (Steph of Sunshine Candle Co). Stuck on a blank field? Peek at how she answered it, then write yours.

Chapter one

Why context is the whole game

A quick experiment before the worksheets, so you feel the difference instead of taking my word for it. Ask Claude, in a fresh chat:

"Write a short about-me section for my website."

Read the result. It's fine. It's grammatical. It's also *beige*: it could belong to any of ten thousand businesses, because Claude filled the gaps where your business should be with averages. AI without context gives you the average of the internet. Your business is not average, so the average is always wrong.

Now look at what a briefed Claude is working with instead:

UNBRIEFED CLAUDE GUESSES...	BRIEFED CLAUDE KNOWS...
Some business, somewhere	Your services, prices, packages, and what you refuse to do
A generic "audience"	Your actual customer, her 2am worries, her exact objections
Default polite-AI tone	Your voice rules: the phrases you love, the words you'd never say
Generic goals ("grow your brand!")	What you're building this quarter and why

Every worksheet in this kit exists to move a row from the left column to the right. That's it. That's the whole magic trick.

SHORTCUT SUMMARY

- Generic output = **missing context**, not a dud tool
- Unbriefed AI gives you **the average of the internet**
- The fix is a one-time brief: **business + customer + voice**

The Business Brief

Everything a great offsider would know after a month of working with you, captured in one page. Full sentences, messy is fine; honest beats polished.

1 • WHAT DO YOU DO, FOR WHOM?

One or two sentences. "I make/help/provide X for Y so they can Z."

2 • WHAT EXACTLY DO YOU SELL?

Every product/service/package with its price. Yes, actual prices; Claude can't help you sell what it doesn't know exists.

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

Not marketing-speak. The real reason clients pick you and stay.

4 • WHAT ARE YOU BUILDING RIGHT NOW?

This quarter's focus: launching, growing, tidying, hiring?

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

Services you've retired, discounting, cold outreach, whatever's off the table.

6 • THE FACTS A NEW TEAM MEMBER ALWAYS NEEDS

Location, hours, how bookings work, turnaround times, guarantees, the FAQ answers you type weekly.

The Customer Card

Claude writes *to* whoever you describe. Describe no one, get writing for everyone, which lands with no one. Picture your favourite client (the one you'd clone) and answer about her.

1 · WHO IS SHE?

Age range, life stage, work, where she hangs out online.

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

In HER words, not yours. What would she type into Google at 2am?

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

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

Nobody buys a candle; they buy the wind-down ritual. What's yours the ticket to?

5 · WHAT MAKES HER HESITATE TO BUY?

Price? Trust? Time? "I should be able to do this myself"? List the real objections.

6 · WORDS AND PHRASES SHE USES

Steal from reviews, DMs, and enquiry emails; open your last five lovely client emails and copy phrases straight out. That's not cheating, that's research.

The Voice & Brand Profile

Here's the trick: **you don't describe your voice. Claude does.** Describing your own writing style is weirdly hard ("um... friendly but professional?" says everyone, about everything). Instead, we hand Claude your actual writing and make it do the analysis.

1 Gather three pieces of your writing that sound like YOU

An Instagram caption you were proud of, an email to a client you like, your website's about page. On-a-good-day you, not formal-you.

2 Paste them into a fresh chat with this prompt

THE VOICE EXTRACTION PROMPT

Here are three pieces of my writing: [paste all three]. Analyse my writing voice and produce a "Voice Profile" I can give to an AI assistant so it writes like me. Include: overall tone, sentence rhythm, words and phrases I favour, punctuation habits, how I open and close, how I use humour, and a DO/DON'T list. Then write one sample paragraph in my voice about my work week, so I can check you've got it.

3 Correct it like you'd correct a new hire

Read the sample paragraph. Too stiff? Too many exclamation marks? Tell it. "Warmer. Fewer dashes. I'd never say 'folks'." Repeat until the sample makes you go *"okay, that's me."*

4 Add your non-negotiables

Banned words (every business has them), emoji rules, sign-off style, anything it missed. Then ask Claude to output the final voice profile and paste it into your third doc.

Part B: your visual identity (10 minutes, mostly copy-paste)

Your brand isn't just how you sound; it's how you look. Add a section under the voice rules in the same doc, so that down the track, when Claude designs anything for you (a social tile, a slide deck, a client document, a whole page), it reflects *your* visuals instead of generic AI defaults. Grab these from your Canva brand kit, your website, or wherever your designer left them:

- **Logo:** describe it in a sentence (wordmark? icon? both?) and note where the files live.
- **Colours:** every brand colour with its hex code (the #-number, like #F2A23E) and what each one is used for.
- **Fonts:** heading font, body font, any accent font, and when each gets used.
- **Icons and graphics:** your style (thin line icons? hand-drawn? photography only?).
- **Photo style:** what your imagery looks like (natural light, flat lays, real faces, no stock-perfect studio shots...).
- **Visual don'ts:** anything that would make you cringe on sight.

Save the lot as one doc: **your Voice & Brand Profile**. One file that answers "how does this business sound and look?" every single time.

SHORTCUT SUMMARY

- **Don't describe your voice; extract it** from three real samples
- Correct the sample paragraph **like feedback to a new hire**
- Add your visual identity underneath: **logo, colours, fonts, photo style**
- Save it all as one doc, the **Voice & Brand Profile**: it's now a business asset

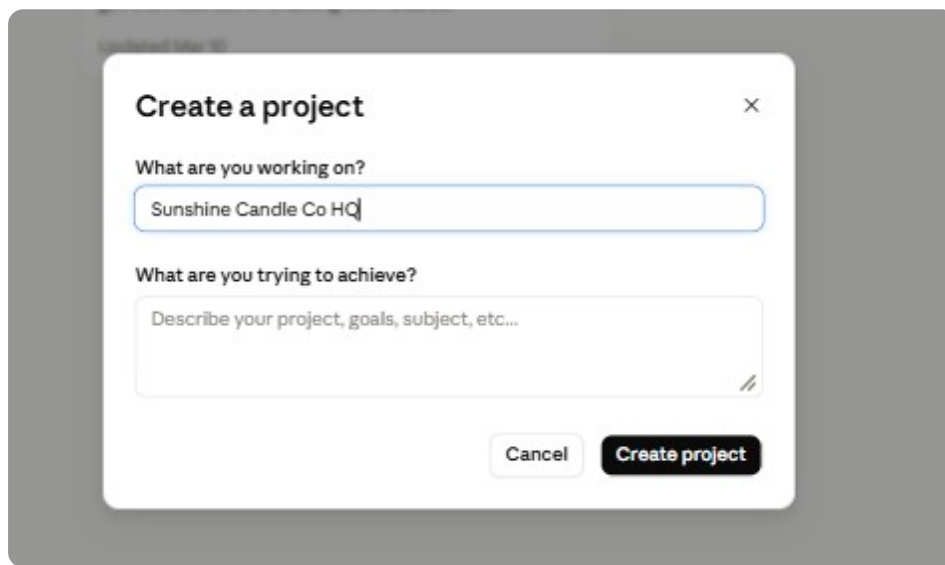
Chapter five

Load it in: build your business HQ

Three documents, ready? Now we make them permanent. We're building a **Project**: a folder with a memory, where every chat starts already briefed. (Free plan and no projects on your screen? The workaround is at the end of this chapter.)

1 Create the project

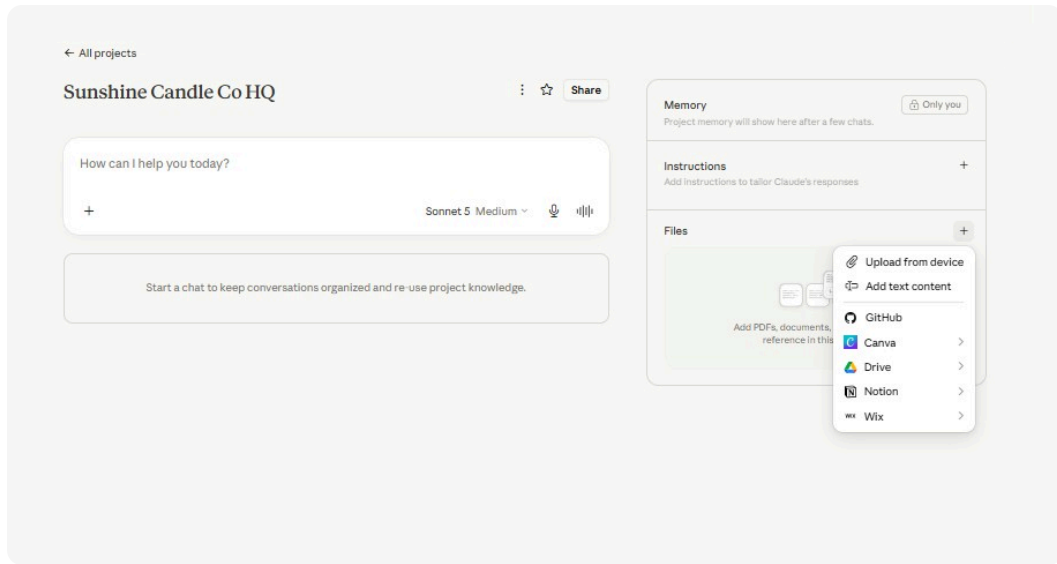
Sidebar → Projects → New Project. Name it like the HQ it is: "[Your Business] HQ".



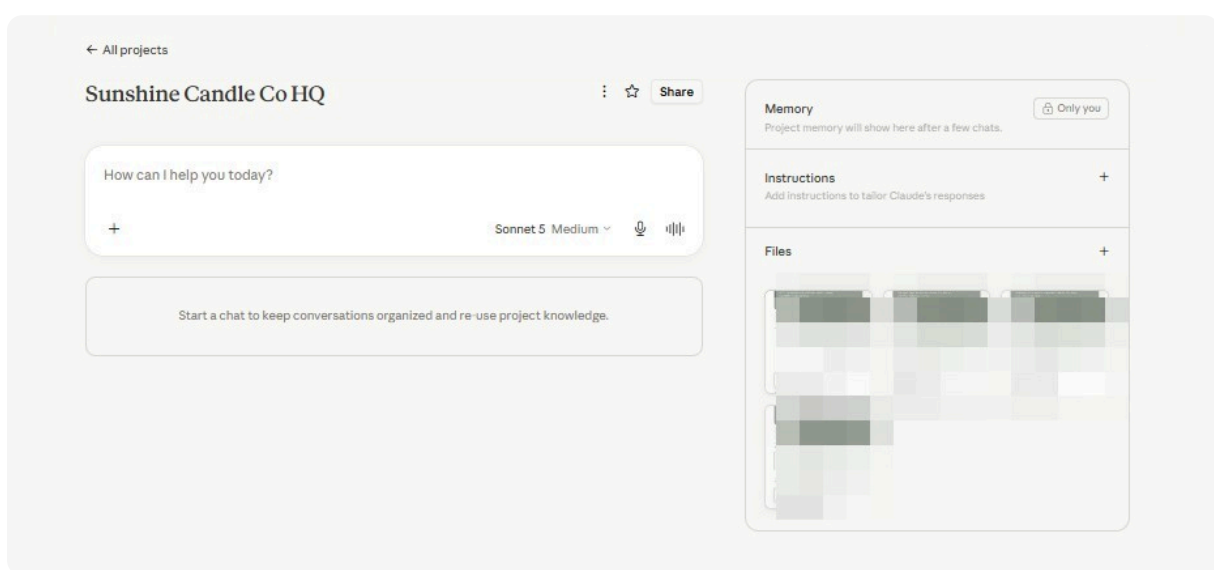
Naming the HQ. (Sunshine Candle Co is our demo founder; yours will have your name on the door.)

2 Upload your three documents to the project's knowledge

Business Brief, Customer Card, Voice & Brand Profile. If yours live in Google Docs, download each one first (File → Download → Word or PDF), then in your project click the + in the Files panel → Upload from device and add all three (or pull them straight from Drive with the connector). This is the filing cabinet Claude checks before answering anything in this project.



The + in the Files panel: upload from your device, or pull straight from Drive, Notion, Canva, or Wix.



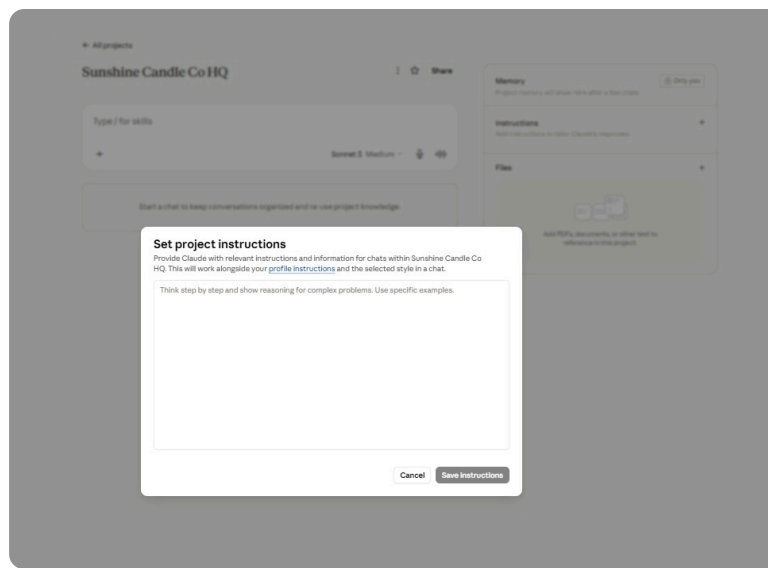
The filing cabinet, stocked. (Our demo founder added a bonus fourth doc. Overachiever.)

3 Set the project instructions

Instructions are the standing orders for every chat inside. Paste and personalise:

PROJECT INSTRUCTIONS TEMPLATE

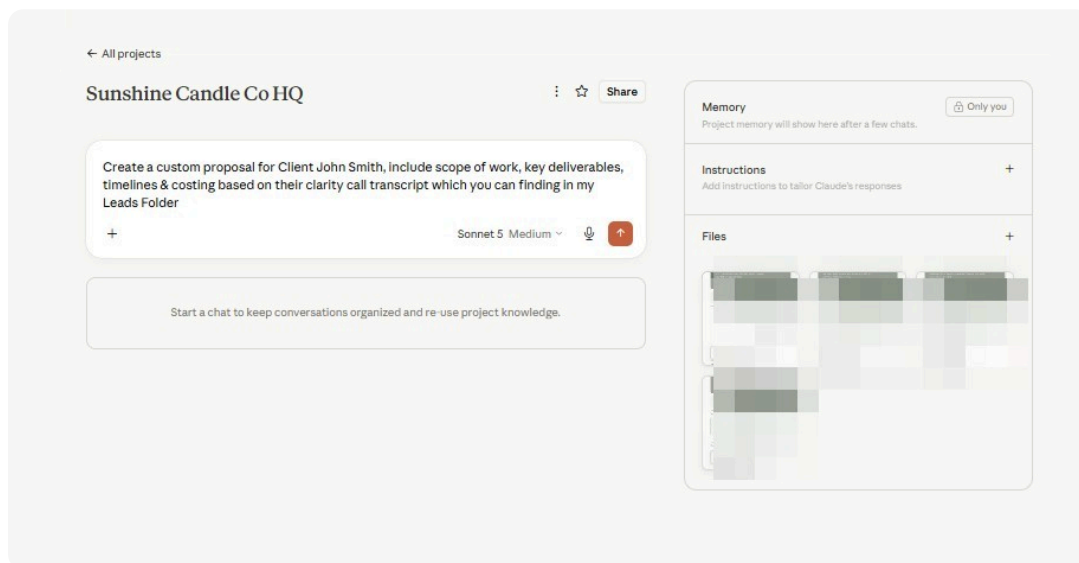
You are my business offsider for [business name]. Before answering, check the project knowledge: my Business Brief, Customer Card, and Voice & Brand Profile. Always write in my voice per the Voice & Brand Profile, and when you design or create anything visual, follow its colours, fonts and style rules. Everything customer-facing is written for the person in the Customer Card. Respect the "what I don't do" list. 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.



The instructions box: paste the template, personalise the brackets, save. These are now the standing orders for every chat inside.

4 Say hello

Start a chat inside the project: "Based on what you know about my business, introduce it back to me in two sentences." If it plays back your business accurately, in something like your voice: *welcome to your Claude.*



Working inside the HQ: a two-line ask for a full client proposal. No backstory needed; the project already knows it.

The free-plan workaround

No Projects on your plan, or hitting limits? Keep a "Claude Brief" doc combining all three worksheets, and attach it (paperclip) as the first message of any chat where the output matters: "Read my attached brief first, then: [task]". Two extra clicks for 80% of the benefit. When that gets old, that's your sign Pro would pay for itself.

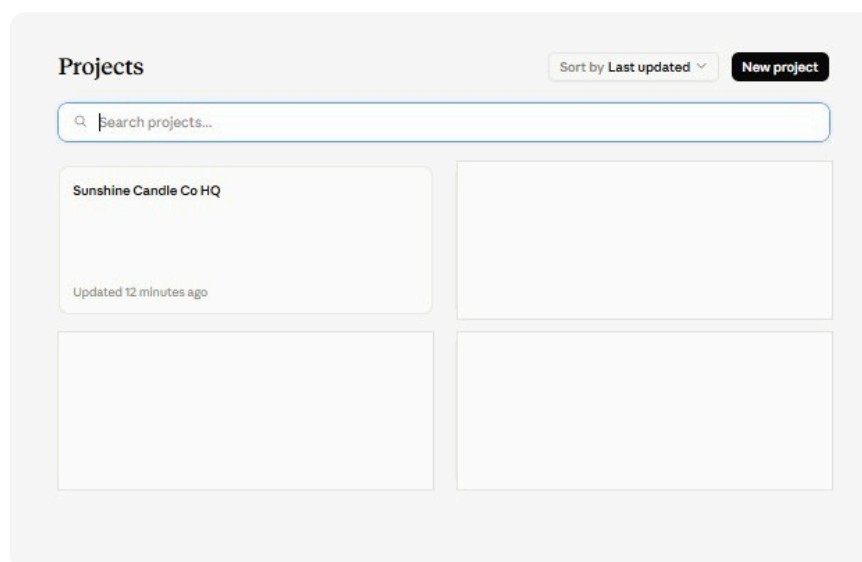
Chapter six

The before-and-after test drive

Time to see what you built. Run each task twice: once in a **fresh chat outside the project** (before), once **inside your HQ** (after). Same words, both times:

1. "Write an Instagram caption about what I'm working on this week."
2. "A potential client says I'm too expensive. Draft my reply."
3. "Write the welcome email for a new client who just booked."
4. "Give me 5 content ideas my audience would actually stop scrolling for."
5. "Draft a short pitch for a local collaboration."

Outside the project: competent beige. Inside: your prices, your customer's objections, your turns of phrase. Same tool, different universe. **That gap is what context does**, and you only had to build it once.



Your HQ, sitting in the projects list like it owns the place.

Keeper's note

Keep your favourite before/after pair: it's the perfect answer next time a business bestie asks "is AI actually worth it?" Show, don't tell.

Keep it current: the 15-minute monthly refresh

Your business moves; the brief should too. Once a month (put it with your invoicing day):

- ☐ Prices or packages changed? → update the Business Brief doc and re-upload
- ☐ New client patterns or objections? → one line on the Customer Card
- ☐ Claude said something that made you cringe? → add the rule to the Voice Profile

☐ This quarter's focus shifted? → update question 4 of the Brief

Chapter seven

The HQ prompt library

Twenty prompts that only work this well *because* Claude now knows your business. Run them all inside your HQ project.

Marketing & content

1 · "Plan my content for the next two weeks: 6 posts mixing value, story, and one soft sell for [offer]."

2 · "Turn this ramble into a post in my voice: [voice-note transcript or brain dump]."

3 · "Write 5 hooks for a post about [topic], each targeting a different pain from my Customer Card."

4 · "Repurpose this post for email, LinkedIn, and a story: [paste post]."

5 · "It's [month]. What's happening in my customer's world right now, and what should I post about it?"

Sales & clients

6 · "Draft my reply to this enquiry, warm but clear on scope and price: [paste enquiry]."

7 · "Write a follow-up for a lead who went quiet after asking about [offer]. No desperation."

8 · "Using my Customer Card objections, write a FAQ section for my [offer] page."

9 · "Draft a gentle price-increase announcement for existing clients, effective [date]."

10 · "Write a check-in email to a past client I haven't spoken to in 6 months. Genuine, not salesy."

Operations & admin

11 · "Draft my client onboarding email sequence: booking confirmation, what-to-expect, first check-in."

12 · "Turn how I do [recurring task] into a step-by-step SOP I could hand to a future hire: [describe it]."

13 · "Write my out-of-office and an FAQ auto-reply that actually answers the common questions."

14 · "Here's my week: [dump]. Sort into must/should/could-delegate, and tell me which ones YOU could take."

15 · "Draft a kind but firm reply to a scope-creep request from a client: [situation]."

Strategy & the big stuff

16 · "Based on my Brief, what's the biggest gap between what I sell and what my Customer Card says she wants?"

17 · "Play devil's advocate on this idea before I commit: [idea]. Use what you know about my capacity."

18 · "Draft a one-page plan for my next 90 days based on my current focus, with the first three steps."

19 · "Interview me, one question at a time, to update my Business Brief. Flag anything inconsistent."

20 · "What am I not asking you to do that businesses like mine should? Be specific, use my Brief."

Keeper's note

All 20 run inside your HQ project. Prompt 19 keeps the brief fresh, prompt 20 finds money you're leaving on the table, and your saved favourites become your greatest-hits playlist.

You just onboarded your **first AI team member.**

Sit with that for a second. An hour ago, Claude was a clever stranger. Now it knows your offers, your customer, and your voice, and every single conversation from here starts from that baseline. The brief compounds. Every prompt in every future kit works better because of what you built today.

Round out the suite

Kit 01 · Claude From Scratch — if you skipped ahead: the vocabulary, the habits, and the starter prompts that make daily use second nature.

Kit 03 · Claude, Locked Down — you've just uploaded business documents to an AI. The 15-minute privacy sort-out that makes sure everything you've built stays exactly as private as you intend. Do this one this week.

Keeper's note

You've just taught Claude your business. Want to see where else your week is quietly leaking? The **Mental Load Mini Audit** is my deeper dive into how you actually spend your time: where the hours go, what's draining you that shouldn't be, and exactly which tasks could be automated with Claude and the tools you're already paying for. You bring the chaos, I bring the map. Find it at founderskeeper.com.au/services-page/mental-load-mini-audit. Let's talk.



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