



A DARING STRATEGY FIELD GUIDE

Using Your Business Brain.

Your AI just got a brain.
Here's how to put it to
work.

DARING STRATEGY · daringstrategy.com/business-brain

What you've got

Your interview produced a **Business Brain**: a small set of plain-text files that tell any AI tool who you are, who you serve, how you sound, and how you work. Drop them into ChatGPT, Claude, or Gemini and every answer stops being generic.

You don't have to read all of them. **Start with business-brain.md** — it's everything in one file. The rest are focused pieces you can lean on when you want the AI to nail one area.

```
business-brain.md # everything in one – start here
brand.md          # what you do, your mission, your edge
voice.md         # how you sound – words to use & avoid
customers.md     # who you serve & the problem you solve
offers.md        # services, products, pricing
goals.md         # where you're headed
approach.md      # how you like to solve problems
guardrails.md    # what AI should never do or claim
tasks.md         # work AI can take off your plate
reference.md     # quick facts – hours, location, policies
CLAUDE.md        # drop-in file for a Claude Project
```

THE 30-SECOND WAY

Paste & go.

Open **business-brain.md**, copy all of it, and paste it at the **top of any AI chat** — before you ask for anything. That's it. The AI now has your whole picture for the rest of that conversation.

Try it right now: paste your brain into a fresh chat, then type — *"Using everything above, write a friendly follow-up email to a customer who visited but didn't buy."* Watch how much it already sounds like you.



Level up: load it once, use it forever

Pasting works, but you'll get tired of it. The better move: load your brain into the tool **once**, so every new chat already knows your business — no pasting.

- 1 **ChatGPT** — make a **Custom GPT** (or a Project) and paste *business-brain.md* into its instructions, or upload all the files as knowledge. Name it after your business.
- 2 **Claude** — create a **Project** and add *CLAUDE.md* (or all the files) to the Project's knowledge. Every chat in that Project is now briefed.
- 3 **Gemini** — create a **Gem** and paste your brain into its instructions.

From then on, you just open your business's GPT, Project, or Gem and start asking. The brain comes along automatically.



Getting great results

The brain gives the AI **context**. You still give it the **task**. A few habits get you from good to genuinely useful:

- **Say the task and who it's for.** "Write a post-visit email to a *first-time* buyer," not just "write an email."
- **Ask for your voice by name.** "Use my voice from voice.md — warm, plain, no jargon."
- **Show it a good example.** Paste one past email or post you loved. Examples beat instructions every time.
- **Let it ask.** End with "Ask me anything you need before you write." It'll catch the gaps.
- **Lean on one file when it matters.** Doing pricing? Point it at *offers.md*. Writing copy? *voice.md*.

SOUNDS LIKE

Instead of: "Write an Instagram caption about our new workshop."

Try: "Using my brain above, write 3 Instagram captions for our \$45 beginner workshop, aimed at first-timers who feel intimidated by galleries. My voice from voice.md — warm and a little playful."



Keep it safe

Your Business Brain is about your **voice and your offers** — not your secrets. Keep these **out** of any AI tool, and out of your brain files:

- Customer contact lists and personal details
- Private financials, card or bank numbers
- Passwords, API keys, anything you'd never email
- Anything covered by a confidentiality or compliance rule (legal, medical, etc.)

Your **guardrails.md** file is there to remind the AI what it should never claim or invent about your business — keep it loaded so the AI stays honest and asks when it isn't sure.



Keep it fresh

Your business moves — new offers, a sharper position, a busy season. Your brain should keep up. It takes minutes.

- **Edit the files directly** when something changes — new pricing in *offers.md*, a new goal in *goals.md*.
- **Or re-run the interview** at daringstrategy.com/build-your-brain/ and download a fresh set.
- A quick check-in every few months keeps every answer current.

Build it once. Paste it everywhere.

That's the whole idea. One afternoon of context, working for you in every tool, every day — so the busywork gets faster and your hours go to the work only you can do.

Want it built for you?

You just did the foundational work yourself — that's the honest, DIY version of what we do.

If you'd rather have your whole AI setup **built and trained for you** — voice dialed in, the right tools wired together, the busywork actually handed off — that's a **Daring Plan**. A fixed-scope assessment that turns "I should use AI more" into a working system.

See if it's a fit at daringstrategy.com/business-brain.

Found this useful? **Pass it on.** It's free to share with any owner who'd get value from it.

Daring Strategy · Helping small businesses do big things with AI.