

AI POWERED CEO WORKSHOP

Your *Business Brain*

One simple doc that tells Claude everything about your business. Fill it in once, paste it in, and every answer fits your business from the start.

Celeste Angelic London

AI Powered CEO · The Gen X Sister Who Figured It Out

FREE FOR PAID MEMBERS

Train your AI once.

Most people explain their business to Claude over and over. Not you. You'll fill this in one time, and from then on Claude already knows who you are, what you sell, and who you serve.

Better answers. Faster content. Less repeating yourself. This is the doc that makes everything else work better.

How to use this guide

1. Fill in each section below. Short answers are fine.
2. Skip anything that doesn't apply. Come back to it later.
3. When it's done, copy your whole Business Brain into a Claude chat.
4. Say: "This is my business. Remember it for everything you help me with."
5. Update it whenever your business changes.

Pro tip: Keep this saved somewhere easy to grab. Paste it at the start of any new Claude chat and you'll skip all the explaining.

The Basics

1. Business name

2. What you do, in one sentence

"I help [who] with [what], so they can [result]."

3. Who you serve

Your ideal client. Be specific. "Busy mompreneurs in their first 2 years."

4. Where you show up

Your platforms, website, and store links.

Your Offers

5. Your main offer

Name, price, and who it's for.

6. Other products or services

List them with a line on each.

7. Your free offer or lead magnet

8. The result your offers deliver

What changes for your client after working with you.

Your Ideal Client

9. Her biggest struggles

The problems she's trying to solve, in her words.

10. What she really wants

The deeper desire under the surface.

11. What stops her from buying

Her doubts and objections.

12. Where she hangs out

Platforms, groups, who she follows.

Your Story & Your Edge

13. Why you started

14. What makes you different

Why someone should pick you over the rest.

15. What you believe / your mission

16. Your wins and proof

Results, testimonials, numbers you're proud of.

How You Work

17. Your process

The steps of working with you, start to finish.

18. Your policies

Hours, response times, refunds, payment terms.

19. Questions you get asked all the time

20. Your current goal

What you're focused on growing right now.

Now hand it to Claude

Once your Business Brain is filled in, copy it into Claude with this line at the top.

Paste this into Claude:

"This is my Business Brain. Remember all of it for everything you help me with, until I update it.

[Paste your filled-in answers here.]

From now on, when you write content, emails, or answers for me, use these details so everything fits my business and my audience. Write in short, real sentences. Sound like a person, not a robot."

Claude just got smart about you.

No more explaining your business every time. Paste your Business Brain in once and get answers and content that already fit, from the very first message.

Update it as you grow. This one doc quietly makes every other tool sharper.

Now go build something.

Celeste

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