

Give Your AI a Brain

How to stop re-explaining yourself to ChatGPT and Claude every single time

START HERE: THE AMNESIAC GENIUS

Your AI is a brilliant new hire with amnesia. Every conversation, it shows up with a Ph.D. in everything and absolutely no idea who you are, what you sell, or how you like to sound. So most people re-type their entire life story at the top of every chat, get a generic answer anyway, and conclude that AI is overhyped.

It isn't overhyped. It's just unonboarded. You wouldn't hand a new employee a task on day one without telling them what the company does — same rule applies here. Onboard it once, and every conversation after that starts smarter.

THE FOUR LAYERS OF PERSONALIZATION

The Layer	What It Actually Is	In Claude	In ChatGPT
1. The Handbook	Facts about you that apply to every single chat. Write once, works forever.	Settings → Instructions for Claude	Settings → Personalization → Custom Instructions
2. The Memory	What it picks up on its own as you work together. You can read, edit, and delete it.	Settings → Memory	Settings → Personalization → Memory
3. The Project Folder	Context and files for one client, launch, or campaign — walled off from everything else.	Projects (free accounts get 5)	Projects
4. The Playbook	A repeatable recipe it runs on demand — your format, your steps, every time.	Skills (Customize → Skills)	Custom GPTs (Explore GPTs → Create)

Paula’s rule of thumb: *Handbook = who you are. Memory = what it noticed. Project = what you’re working on. Playbook = how you want it done.*

THREE MISTAKES ALMOST EVERYBODY MAKES

- 1. Writing a novel in the Handbook.** It loads on every single message. Bloat makes it worse, not better. Half a page of sharp beats three pages of mushy.
- 2. Never looking at Memory.** It quietly saves things — including things you said once and didn’t mean. Open it monthly and delete what’s wrong. It’s a file cabinet, not a shrine.
- 3. Skipping Projects.** If you serve more than one client, you need more than one project. Otherwise your dog groomer’s tone of voice ends up in your law firm’s newsletter.

THE 30-SECOND TEST

Open a brand-new chat and ask: **“What do you know about me and my business?”** If the answer is thin, vague, or flat-out wrong — congratulations, you just found your homework. Flip this page over.

Your Turn: The Fill-in-the-Blank Handbook

Finish these seven lines, then paste the whole thing into your Custom Instructions or Instructions for Claude. Five minutes, and every chat you have from now on gets better.

1. I am _____

name, title, company, city — e.g. “I am Paula, CEO of Princess Paula Consulting in Roberts, WI.”

2. We help _____

who you serve + the problem you solve for them

3. Our voice sounds like _____

three to five adjectives — e.g. “warm, funny, high-energy, never stuffy”

4. Never use these words _____

the jargon and clichés that make you cringe — e.g. “delve, leverage, synergy, unlock”

5. When I ask you to write, default to _____

length, format, reading level — e.g. “short paragraphs, no bullet lists unless I ask”

6. Assume I already know _____

your expertise, so it stops explaining the basics back to you

7. Push back on me when _____

tell it when to disagree — e.g. “if my idea is off-brand, say so before you write it”

THEN LEVEL UP

- **This week:** Fill in the seven lines above and paste them in. Ask the 30-second test question again and watch the difference.
- **This month:** Build one Project for your biggest client. Drop their brand guide, past emails, and website copy into it.
- **This quarter:** Build one Playbook (a Claude Skill or a Custom GPT) for the thing you do over and over — proposals, show notes, follow-up emails.
- **Forever:** Review your Memory once a month. Delete what’s stale. Keep the crown polished.

Heads up: these companies move their menus constantly. If a path above doesn’t match what you see, search your settings for the bolded word — the feature is still there, it just moved desks.

NOTES

Paula · Princess Paula Consulting

Keynotes: Be The Ferrari · Talk Nerdy to Me · Permission to Mingle
paula@princesspaulaconsulting.com · Podcast: Royally Unhinged