Project Brief Template

Fill this in once, paste it into your Project's custom instructions, and every conversation inside starts fully briefed. Keep it under 300 words — a brief you'll actually maintain beats a perfect one you won't.

1. Name your Project after the workstream

Project name (e.g., 'My Business', 'Job Search', 'Content Creation'):

2. Who you are

Your business or role, and what you sell or do:

3. Who it's for

Your customers or audience, in a sentence or two:

4. Your voice

Three words for how you want to sound (e.g., warm, direct, playful) — plus one thing to avoid:

5. Standing preferences

Rules for every draft (e.g., 'under 200 words unless I say otherwise', 'always give me two options'):

6. Knowledge files to add

Pick 1-3 to start — one good file beats five random ones:

- [ ] Services or product list (with prices if you quote them often)
- [ ] A sample of your best writing — Claude learns voice fastest from examples
- [ ] Resume or bio (for job search / personal brand projects)
- [ ] Standard policies you reference often (refunds, scheduling, FAQs)

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7. Assemble your brief

Combine sections 2-5 into one short block — this is what you'll paste into the Project's custom instructions:

My finished project brief (aim for under 300 words):

Shortcut: let Claude write this for you

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I'm setting up a Claude Project for [my business / my job search / my content].
Interview me: ask me the 5 most useful questions, one at a time, then write a complete
set of project instructions covering who I am, who my audience is, my voice, and my
standing preferences. Make it under 300 words so it's easy to maintain.
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BrainTrain Pro Tip: End every week with ten minutes of Project maintenance — ask each Project, "Based on our recent chats, what should we add or update in your instructions?"