

The AI Lab

Your AI Context Kit. The paper version.

Everything that is on your Lab page, in case the page or the tech gets in the way tonight. Nobody waits for a login.

Your Lab page: **myailabpage.herbusiness.com** (sign in with the email you registered with). Help: **liz@herbusiness.com**. The Lab in Circle: **community.herbusiness.com**.

First

Getting set up

1. **Download the starter folder.** One zip, nine topic folders, ready to fill. It is on your Lab page, and in the Zoom chat.
2. **Put it in your cloud storage.** Dropbox, Google Drive, or OneDrive, on your computer. Not iCloud, not the Desktop.
3. **Point your AI at it.** Desktop app: give it the folder. Browser: connect your storage, then name the folder in chat.
4. **Check it can see the Kit.** Paste this:

Can you see my AI Context Kit folder? Tell me what's in it, in a few lines, and read the README.

 Nine folders back and you are on. If not, put your hand up now.

Then the topics

Start with 01, then 03, then 04. Each one is an interview: copy the prompt, paste it into your AI, answer the questions, save what it writes into that topic's folder. Ten to twenty minutes each. Nothing is final.

☐ 01 The people	☐ 02 About the business	☐ 03 What we do
☐ 04 Who we serve	☐ 05 Our voice	☐ 06 How we work
☐ 07 The numbers	☐ 08 Current priorities	☐ 09 Brand
☐ Examples folder (no prompt, just gather three or four real things you wrote)		

Which AI reaches which storage

Pointing your AI at your Kit

One page. Find your AI and your cloud storage, and follow that line.

The Kit lives inside your Dropbox, Google Drive, or OneDrive folder on your computer. That one folder is reachable two ways: the desktop app sees it as a folder on your computer, and the browser version reaches it through the cloud.

The three things to do first

1. Install your AI's desktop app on your computer (Claude, ChatGPT, or Gemini via the browser).
2. Make sure your cloud storage has a folder on your computer. If your files only live on your computer, pick Dropbox, Google Drive, or OneDrive and set it up.
3. Unzip the starter folder into that cloud folder.

Then check: paste the 'can you see my Kit?' prompt from the README. If your AI lists the nine folders back, you're connected.

Claude

Desktop app (Mac or Windows). Give the app access to the Kit folder when it asks, or add the folder in Settings. It reads the Kit and saves finished files straight into the right folder. Tested 10 Oct 2026. The simplest path.

Browser, Kit in Dropbox or Google Drive. Connect Dropbox or Google Drive once (Customize, then Connectors). Then in any chat: 'Look in my AI Context Kit folder in Dropbox'. It reads the Kit live and saves finished files into the folder, and keeps them as plain text. Tested 10 Oct 2026.

Browser, Kit in OneDrive. Connect Microsoft 365 (Customize, then Connectors). Should work the same way as Dropbox and Drive. Not yet tested.

Browser, anything else. Upload the folder to a Project (Context, then Add, then Upload from device, then Folder). It reads the Kit but can't save into it: copy what it writes, paste it into a new text file, save it in the right folder. Re-upload a file after you change it.

ChatGPT

Desktop app (Mac). Create a Project and add the Kit folder under Source folders. It reads the Kit. Saving: not yet tested.

Browser. Connect Dropbox, Google Drive, or OneDrive (Settings, then Connectors). Not yet tested. Fallback: upload the files to a Project, copy and paste to save.

Gemini

Browser, Kit in Google Drive. Gemini reads from Google Drive. Not yet tested. If your Kit is in Dropbox or OneDrive, keep a copy in Drive for Gemini, or upload the files to a Gem.

Copilot

Reads from OneDrive and SharePoint, which is where a Microsoft business keeps its files anyway. Not yet tested.

The save step, whatever the tool

If your AI can save into the folder, it will say where the file went. If it can't, it hands you the text. Then: select all, copy, open TextEdit (Mac) or Notepad (Windows), paste, save as [name] .md into the right topic folder. Two minutes. The file is plain text, whatever the name ends in.

Two traps

- **iCloud Drive.** Your AI can't reach it. Move the Kit to one of the three.
- **Two people, one business.** One Kit, in the owner's cloud storage, shared to the second person. Both point their AI at the same folder.

Questions: your 'What I'm Building' thread in Circle.

Copy this prompt

01 The people

Who you are, your role, how you like to work

You are helping me build my AI Context Kit, a folder of plain text files that tells any AI about my business so it can do better work for me. Today we're doing topic 01, The people.

Start by telling me, in one or two lines, that nothing we write today is final. I can come back and change this file whenever I like, and I should expect to.

Then interview me, one question at a time, like a person sitting across the table. Wait for my answer before asking the next one. If an answer is short or vague, ask one friendly follow-up, then move on. Don't flatter me and don't pad.

Ask me these, in this order, in your own words if you like but keep the meaning:

1. If you already know my name, say hello and check you've got it right. If you don't, ask: 'First, who am I talking to? What's your name?' Either way, ask whether I'm the owner of the business or part of the team.
2. 'What's your role in the business, in your own words? Not your title, what you actually do day to day.'
3. 'Tell me a bit about your background. Only the parts that shape how you run things now. Where did you come from before this, and what did it teach you?'
4. 'What do you do yourself, and do you have anyone supporting you? If so, who are they and what do they help you with?'
5. 'How do you like things written to you? Think about length, tone, and formality. Casual or formal? Short or detailed? Any spelling, grammar, or words that annoy you?'
6. 'How do you like to work? When do you do your best thinking? How do you make decisions? What do you avoid?'
7. 'Is there anything else an AI should know about working with you?'

When we're done, write a file called [my first name].md. Use plain headings and short paragraphs, in my words where you can, not polished prose. Then tell me to save it in the folder '01 The people' inside my AI Context Kit. If you can save it there yourself, do that and tell me where it went.

Finish by reminding me: when the file is saved, tick 01 on my Lab page.

Copy this prompt

O2 About the business

What it is, how it started, where it is now

You are helping me build my AI Context Kit, a folder of plain text files that tells any AI about my business so it can do better work for me. Today we're doing topic O2, About the business.

If you can see my Kit folder, read anything already in 'O1 The people' first, so you know who you're talking to. If you can't see it, ask me my name and whether I'm the owner or part of the team.

Start by telling me, in one or two lines, that nothing we write today is final. I can come back and change this file whenever I like.

Then interview me, one question at a time, like a person sitting across the table. Wait for my answer before asking the next one. If an answer is short or vague, ask one friendly follow-up, then move on. Don't flatter me and don't pad. I want plain facts a new employee would need on their first morning, not a brochure.

Ask me these, in this order:

1. 'What's the business called, and what does it do, in one or two plain sentences? Imagine you're telling someone at a barbecue.'
2. 'How did it start, and when? Just the short version of the story, and why you started it.'
3. 'How big is it today? Roughly how many people, how many clients or customers, and where are you based? Only share the numbers you're comfortable with.'
4. 'How is it set up? Sole trader, company, partnership? Who owns it, and who else is involved in running it?'
5. 'Where does the business happen? Online, in person, a shop, a studio, clients' premises? And where do your customers come from: locally, nationally, overseas?'
6. 'What's the business known for? What do people say about it, in their words, when they recommend you?'
7. 'What's it like right now? Growing, steady, changing direction, having a hard year? Be honest, this is only for your AI.'
8. 'Is there anything an AI keeps getting wrong about your business that you'd like to set straight here?'

When we're done, write a file called about-the-business.md. Use plain headings and short paragraphs, in my words where you can. Then tell me to save it in the folder 'O2 About the business' inside my AI Context Kit. If you can save it there yourself, do that and tell me where it went.

Finish by reminding me: when the file is saved, tick O2 on my Lab page.

Copy this prompt

03 What we do

Products and services, what they cost, how they are delivered

You are helping me build my AI Context Kit, a folder of plain text files that tells any AI about my business so it can do better work for me. Today we're doing topic 03, What we do.

If you can see my Kit folder, read what's in '01 The people' and '02 About the business' first, and show me you've read them with one line, not a summary. If you can't see the folder, ask me my name and what the business does, in a sentence.

Start by telling me, in one or two lines, that nothing we write today is final. I can come back and change this file whenever I like.

Then interview me, one question at a time, like a person sitting across the table. Wait for my answer before asking the next one. If an answer is short or vague, ask one friendly follow-up, then move on. Don't flatter me and don't pad. Plain descriptions, the kind a new employee could repeat to a customer on the phone.

Ask me these, in this order:

1. 'What do you sell? List each product or service, one line each. We'll go deeper on each one in a moment.'
2. For each thing on the list, one at a time: 'Tell me about [name]. Who is it for, what does it include, and what does it cost? Only share prices you're comfortable with. If the price varies, give me the range or how it's worked out.'
3. 'Which of these is the main thing, the one most of the business comes from? And which one would you most like to sell more of?'
4. 'How does someone buy from you? Walk me through it from first contact to paid. Website, phone call, proposal, booking link?'
5. 'What happens after they buy? What do they get, how fast, and what does good delivery look like?'
6. 'What don't you do? The things people ask for that you say no to, or send elsewhere.'
7. 'Is there anything coming, a new offer or something you're retiring, that an AI should know about?'

When we're done, write a file called what-we-do.md. Use a heading for each product or service, with who it's for, what's included, and the price underneath. Then a short section each for how people buy, what happens after, and what we don't do. Use my words where you can. Then tell me to save it in the folder '03 What we do' inside my AI Context Kit. If you can save it there yourself, do that and tell me where it went.

Finish by reminding me: when the file is saved, tick 03 on my Lab page.

Copy this prompt

04 Who we serve

Your ideal clients, in their words

You are helping me build my AI Context Kit, a folder of plain text files that tells any AI about my business so it can do better work for me. Today we're doing topic 04, Who we serve.

If you can see my Kit folder, read what's already there first, especially '03 What we do', and show me you've read it with one line. If you can't see the folder, ask me what the business does, in a sentence.

Start by telling me, in one or two lines, that nothing we write today is final. I can come back and change this file whenever I like.

Then interview me, one question at a time, like a person sitting across the table. Wait for my answer before asking the next one. This is the topic where people give vague answers, so push gently for specifics. 'Women in business aged 35 to 55' tells you nothing. A real person, with a real problem, in her own words, tells you everything. Don't flatter me and don't pad.

Ask me these, in this order:

1. 'Think of a real customer you loved working with. Don't tell me her name, but tell me about her. What's her situation, what does she do, what was going on when she came to you?'
2. 'What was she trying to fix or get? In her words, the way she said it to you, not the way you'd describe it in marketing.'
3. 'What had she already tried before you? Why hadn't it worked?'
4. 'What made her say yes to you? What was she worried about before she did?'
5. 'What changed for her afterwards? What did she say, or what did you notice?'
6. 'Now the other side. Who is not a good fit? The customers that drain you, or where it never works out. What do they have in common?'
7. 'Do you serve more than one kind of customer? If so, give me the second kind the same way: a real one, what she needed, what changed.'
8. 'Where do your best customers come from? Referrals, search, social, events, a partner?'

When we're done, write a file called who-we-serve.md. Describe each kind of customer as a short profile in plain words, with the problem in her words, what she's tried, what she's worried about, and what changes. Then a short section on who's not a fit, and where good customers come from. No marketing language. Then tell me to save it in the folder '04 Who we serve' inside my AI Context Kit. If you can save it there yourself, do that and tell me where it went.

Finish by reminding me: when the file is saved, tick 04 on my Lab page.

Copy this prompt

05 Our voice

How you sound, and how you never sound

You are helping me build my AI Context Kit, a folder of plain text files that tells any AI about my business so it can do better work for me. Today we're doing topic 05, Our voice.

If you can see my Kit folder, read what's already there, and look in the 'Examples' folder for anything I've put in it. If you can't see the folder, ask me to paste in two or three things I've written that sound like us: an email, a post, a page from the website.

Start by telling me, in one or two lines, that nothing we write today is final. I can come back and change this file whenever I like.

This topic works differently. An AI learns a voice from real examples far better than from adjectives, so I'd like you to read before you ask.

First, read the examples. Then tell me, in plain words, what you notice: sentence length, how formal or casual, how we address the reader, words we use a lot, how we open and close. Ask me if you've got it right.

Then interview me, one question at a time, like a person sitting across the table:

1. 'Which of these examples sounds most like you at your best? What is it about that one?'
2. 'Paste in, or describe, something that sounds wrong. Something written for your business that made you wince, by you, by someone else, or by an AI. What was wrong with it?'
3. 'Are there words or phrases you never use? Industry jargon, buzzwords, anything that sounds like everyone else.'
4. 'And words or phrases that are very much yours? Things you say often, how you refer to your customers, names you have for things.'
5. 'Does the voice change by place? Is an email to a client different from a social post, or a proposal, or a text message?'
6. 'A few practical rules: single or double quotes, Oxford comma or not, dashes, exclamation marks, emoji, Australian or American spelling?'
7. 'If you had to describe the voice to a new team member in two sentences, what would you say?'

When we're done, write a file called our-voice.md. Start with the two-sentence description. Then: what we sound like (specific, drawn from the examples), what we never do, the words that are ours, how it changes by place, and the practical rules. Quote short phrases from the real examples rather than describing them. Then tell me to save it in the folder '05 Our voice' inside my AI Context Kit. If you can save it there yourself, do that and tell me where it went.

Finish by reminding me: the Examples folder is the other half of this topic. If it's still empty, the next job is to put three real pieces of writing in it. When the file is saved, tick 05 on my Lab page.

Copy this prompt

O6 How we work

Your processes, tools, and rhythms

You are helping me build my AI Context Kit, a folder of plain text files that tells any AI about my business so it can do better work for me. Today we're doing topic O6, How we work.

If you can see my Kit folder, read what's already there first and show me you've read it with one line. If you can't see the folder, ask me what the business does, in a sentence.

Start by telling me, in one or two lines, that nothing we write today is final. I can come back and change this file whenever I like.

Then interview me, one question at a time, like a person sitting across the table. Wait for my answer before asking the next one. If an answer is short or vague, ask one friendly follow-up, then move on. Don't flatter me and don't pad. This is the operations topic: how things actually get done, so an AI can fit in with it rather than inventing its own way.

Ask me these, in this order:

1. 'Walk me through a normal week. What happens on which days, and what do you always do?'
2. 'What tools and systems run the business? Email, calendar, where files live, invoicing, bookkeeping, your website, social media, anything you log into most days.'
3. 'What are the things you do over and over? The repeating jobs: a monthly report, client onboarding, a weekly post, chasing invoices. List them, we'll come back to these later in the Lab.'
4. 'What are your standards? The things that have to be right every time, that you'd pull someone up on.'
5. 'Who does what? If there's anyone else in the business, or contractors, what sits with them and what sits with you?'
6. 'How do you handle a new enquiry, from the moment it arrives? And a complaint?'
7. 'What slows you down? The bottlenecks, the jobs you put off, the things that always take longer than they should.'
8. 'Is there anything an AI should never do on its own in your business? Send an email, quote a price, contact a client? Tell me where the lines are.'

When we're done, write a file called how-we-work.md. Use short sections: the week, the tools, the repeating jobs (as a list, these matter), the standards, who does what, enquiries and complaints, what slows us down, and what the AI must never do alone. Use my words where you can. Then tell me to save it in the folder 'O6 How we work' inside my AI Context Kit. If you can save it there yourself, do that and tell me where it went.

Finish by reminding me: when the file is saved, tick O6 on my Lab page.

Copy this prompt

07 The numbers

What matters, ranges are fine, skip is an answer

You are helping me build my AI Context Kit, a folder of plain text files that tells any AI about my business so it can do better work for me. Today we're doing topic 07, The numbers.

If you can see my Kit folder, read what's already there first, especially '03 What we do'. If you can't see the folder, ask me what the business sells, in a sentence.

Start by telling me two things, in a few lines. First, nothing we write today is final. I can come back and change this file whenever I like. Second, this topic is about what matters commercially, not about handing over my accounts. I decide what goes in. Ranges and rough figures are fine. Anything I'd rather keep out, I say 'skip' and you move on without comment.

Then interview me, one question at a time, like a person sitting across the table. Wait for my answer before asking the next one. Don't flatter me and don't pad.

Ask me these, in this order:

1. 'What does a good month look like? You can answer in revenue, in number of clients, in bookings, whatever you actually watch. A range is fine.'
2. 'What are the two or three numbers you look at to know how the business is going?'
3. 'Where does the money come from? Roughly what share of it from each product or service?'
4. 'What does it cost to run the business, in broad strokes? The big fixed costs, and anything that surprises people.'
5. 'What's a customer worth to you over time? Do they buy once, or come back? How long do they stay?'
6. 'What does it cost you to get a new customer, if you know? And which way of getting them works best for the money?'
7. 'Is there a number you're trying to move this year? What's it now, and where do you want it?'
8. 'Is there anything about money in this business that an AI should understand before it suggests things? Seasons, cash flow timing, a price you won't go below?'

When we're done, write a file called the-numbers.md. Short sections: what good looks like, the numbers we watch, where revenue comes from, the main costs, what a customer is worth, what it costs to get one, the number we're moving, and the things to understand. Leave out anything I skipped, and don't note that I skipped it. Use ranges where I gave ranges. Then tell me to save it in the folder '07 The numbers' inside my AI Context Kit. If you can save it there yourself, do that and tell me where it went.

Finish by reminding me: when the file is saved, tick 07 on my Lab page.

Copy this prompt

O8 Current priorities

What is on now; redo this one monthly

You are helping me build my AI Context Kit, a folder of plain text files that tells any AI about my business so it can do better work for me. Today we're doing topic O8, Current priorities.

If you can see my Kit folder, read what's already there first and show me you've read it with one line. If there's already a file in 'O8 Current priorities', read it, because today we're updating it, not starting again. If you can't see the folder, ask me what the business does, in a sentence.

Start by telling me, in one or two lines, that this is the file I'll change most often. It's a snapshot of right now, and I should redo it every month or so. Nothing in it is final.

Then interview me, one question at a time, like a person sitting across the table. Wait for my answer before asking the next one. Keep it short. This one should take ten minutes, not thirty.

Ask me these, in this order:

1. 'What are you trying to get done in the business over the next three months? The two or three things that matter most.'
2. 'Why those? What happens if they land, and what happens if they don't?'
3. 'What's getting in the way right now?'
4. 'What's going well that you want to keep going?'
5. 'Is there anything you've decided to stop doing, or to leave alone for now?'
6. 'What do you want help with from your AI over the next month? Be specific if you can: a thing to write, a thing to sort out, a thing to build.'
7. 'Any dates coming up that matter? A launch, an event, a deadline, a holiday?'

When we're done, write a file called current-priorities.md. Put today's date at the top. Then: the three things, why, what's in the way, what's going well, what we've stopped, what I want help with, and the dates. Short, in my words. If there was an earlier version, add a line at the bottom saying what changed since. Then tell me to save it in the folder 'O8 Current priorities' inside my AI Context Kit, replacing the old one. If you can save it there yourself, do that and tell me where it went.

Finish by reminding me: when the file is saved, tick O8 on my Lab page, and come back to this one next month.

Copy this prompt

09 Brand

Colours, logos, fonts, photos, gathered into subfolders

You are helping me build my AI Context Kit, a folder of plain text files that tells any AI about my business so it can do better work for me. Today we're doing topic 09, Brand.

If you can see my Kit folder, read what's already there first, and look inside '09 Brand' to see what's already in it. If you can't see the folder, that's fine, I'll tell you what I've got.

Start by telling me, in one or two lines, that nothing we write today is final, and that this topic is mostly gathering. Most of the work is putting files in the right place. You'll tell me what to gather, step by step, and write two files for me along the way.

Work through these steps in order. Finish each one before starting the next. Wait for me to say I've done it.

Step 1. Logos. Say: 'Find your logo files and put them in the folder 09 Brand / Logos. Tell me when they're there, and what you've got.' Then ask what formats they're in (PNG, SVG, JPG, PDF), and whether there's a version for dark backgrounds, and a square or icon version. If any of those are missing, note it, don't make a fuss.

Step 2. Fonts. Say: 'Which fonts does your brand use? Tell me the names, and if you own the font files, put them in 09 Brand / Fonts.' Then check: are the files .woff2 or .woff? If so, tell me plainly that those are web fonts, they can't be installed on a computer, and Word, Keynote, and PowerPoint will quietly swap them for something else. I'll need the .otf or .ttf versions from wherever I bought the font, or a named fallback font. Note the fallback in the file. If I don't know my fonts, ask for my website address and work them out from there, or help me pick a close match.

Step 3. Colours. Say: 'Do you know your brand colours as hex codes, the six-character codes like #F72630? If so, give them to me. If not, give me your website address, or describe your brand board, or paste in a screenshot, and I'll work them out.' Then ask what each colour is for: the main colour, the background, the text, the one used for buttons or highlights. If a colour is pulled from a website or screenshot rather than a code, say so, because it may be slightly off. Then write a file called colours.md with each colour: its name, its hex code, and what it's used for. Tell me to save it in 09 Brand / Colours. If you can save it there yourself, do that and tell me where it went.

Step 4. Graphics and photos. Say: 'Put any reusable graphics in 09 Brand / Graphics: icons, patterns, dividers, shapes. Put photos in 09 Brand / Photos: hero shots, headshots, product shots. Nothing to make here, just gather.' Ask me what I put in, so you can list it.

Step 5. Examples. Say: 'Put three or four things that look right in 09 Brand / Examples. A post, a flyer, a page, a slide. Things you'd happily have copied.' Then ask me what makes them look right.

Step 6. The don'ts. Ask: 'Is there anything that's definitely not your brand any more? An old logo, a colour you've dropped, a font from before a rebrand, a style you've moved away from? And anything you never do: all caps, certain colour combinations, stock photos of handshakes?'

When all six steps are done, write a file called brand.md. It's the one-page summary: the logos we have and the rules for using them, the fonts and where each is used (with the desktop versions and fallback noted), the colours with hex codes and uses, what's in Graphics and Photos, what the examples have in common in plain words, and a short 'don't' section. Tell me to save it at the top of 09 Brand, next to the subfolders. If you can save it there yourself, do that and tell me where it went.

Finish by reminding me: when brand.md is saved, tick 09 on my Lab page. And if I use Claude, this file is what a Claude design system is built from, so the next time I want something designed, I point Claude here first.

No prompt for this one

Examples folder

What goes here

Real things, not descriptions of things.

Put in three or four pieces of writing you were happy with: an email to a client, a social post, a page from your website, a proposal, a newsletter. The ones that sound like you on a good day.

Give each file a plain name that says what it is, like 'client email - welcome.md' or 'instagram post - launch.txt'. Word documents and PDFs are fine too.

This folder is the other half of topic 05, Our voice. An AI learns how you sound from three real emails far better than from a page describing how you sound. When you want something written in your voice, point your AI here.

Add to it whenever you write something you're proud of. Take things out when they stop sounding like you.

There's no prompt for this one. Just gather.