KING AI & AUTOMATION

A GUIDE FROM KING AI & AUTOMATION

The Business Context Pack

One prompt. A ten-minute interview. An AI that finally knows your business.

Why AI keeps giving you generic rubbish

You've probably tried it. You asked ChatGPT or Claude to write an email, a quote, a social post. What came back was polite, wordy, and could have been written for any business on the planet. So you decided AI isn't ready yet, or isn't for you.

The tool wasn't the problem. **It had no idea who you are.** Ask a stranger to write your emails and you get stranger-quality emails. The AI doesn't know what you sell, who buys it, what you charge, or how you talk. So it guesses, and guesses read as generic. The people getting great results use the same models as you. They just give the AI something to work with first.

The fix: a context document

A context document is one page the AI reads before it does any work for you. It covers your business, your customers, your offers, your tone, and your priorities, in your own words. Give the AI that page and every answer changes: emails sound like you, ideas fit your actual customers, and quotes reference your real services.

Writing that page from a blank screen is the hard part. So don't. The prompt on the next page makes the AI build it for you:

- **It interviews you.** One question at a time, ten questions, roughly ten minutes.
- **It won't write a word until the interview is done.** No half-baked document built on two answers.
- **It keeps your phrasing.** The document sounds like you, because it's built from what you said.

> **Why this prompt works.** It follows the five-part structure I use for every serious prompt. The last part does the heavy lifting: getting the AI to interview you means you stop trying to write the perfect instruction and just answer questions instead.
>
> 1 Set the scene | 2 Define the task | 3 Give it rules | 4 Fix the output | 5 Interview me

Next page: the prompt. Copy everything in the box, paste it into Claude (or ChatGPT, or any decent AI), and answer what it asks. That's the whole job.

The prompt

Copy the whole box. Click once inside it to select everything.

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You're helping me build a context document for my business: one page I'll save and reuse with AI from now on, so every future chat starts already knowing who I am, what I sell, and how I talk.

Your task has two halves. First, interview me about the business. Then, once the interview is finished, write the document.

Ask the 10 questions below, one at a time. Ask a question, wait for my answer, then move to the next. If an answer is too thin to build from, ask one short clarifying follow-up before moving on. Follow-ups don't count toward the 10.

1. The business name, plus what it does and who it's for, in a sentence or two
2. Who the customers are: who buys, and what they struggle with before they find us
3. How money comes in: the offers or services, and the rough pricing shape
4. Which offer matters most right now
5. As the owner, where does most of your time actually go in a normal week? Name the top three things that eat your hours
6. The tools and systems used day to day
7. Tone of voice: formal, blunt, friendly? Any phrases I always use, and any I hate
8. Current priorities and goals for the next few months
9. Any numbers or targets I'm watching
10. What you should never do or say on my behalf: claims, promises, topics off limits

Rules:
- One question at a time. Never bundle two questions together.
- Do not write the document until every one of the 10 questions has an answer. If I try to skip ahead, tell me what's still missing and carry on with the interview.
- Keep my own words wherever possible. Don't translate my phrasing into generic business language.
- Only use what I tell you. Don't invent services, numbers, or claims.
- No em dashes anywhere in the document.

When the interview is complete, output one markdown document titled "[Business name]: Business Context", using the business name from question 1, with these sections, each 3 to 6 lines:

## What we do
## Who we serve
## How money comes in
## Where my time goes
## Tools and systems
## How we sound
## Current priorities
## Never do this

End the document with a short section called "How to use me", addressed to future AI sessions: tell them to read this document before answering, to write in the voice described above, and to ask me rather than guess when something isn't covered here.

Before you ask question one: do you have any questions about what I'm trying to achieve? If not, start the interview.
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A tip before you start: answer by talking, not typing. Use your phone's voice dictation or your computer's built-in speech input and just ramble. Rough, honest answers beat polished ones, because the document ends up sounding like you actually talk. Ten minutes of rambling is plenty.

How to use it

1 **Paste the prompt and answer the questions.** Open Claude (claude.ai costs nothing to start) or any AI you already use. Paste the whole prompt, send it, and answer one question at a time, out loud if you can. When the last answer is in, it writes your context document.

2 **Save the document it gives you.** Copy it into a file you'll find again: a Google Doc, a note, a file called "business-context". Read it through once and fix anything it got wrong. That page is now an asset you'll reuse for years.

3 **Put it in a Claude Project.** In Claude, create a Project and add the document to its knowledge (look for Projects, then an option to add knowledge or files; the buttons vary a little by version). Every new chat in that Project now starts knowing your business. No re-explaining, ever.

On ChatGPT or anything else: add it to custom instructions, or paste it at the top of a chat.

What changes

"Write a follow-up email to a lead who went quiet."

Without context	With context
"Dear [Name], I hope this email finds you well. I wanted to touch base regarding our previous conversation..." Could be from anyone.	*"Hi Sarah, still keen to get the bookkeeping sorted before year end? The catch-up package covers the backlog for £250. One reply and I'll hold you a slot."* Your service, your price, your voice.
"Give me three content ideas for this month."	
"1. Industry trends to watch. 2. Productivity tips. 3. A customer success story." Filler from any list online.	Three ideas aimed at the customers you described, each tied to a struggle they told you about and pointing at your main offer.

This is the front door

A context document makes AI useful. A system built around your business makes it run parts of the business for you: leads followed up in minutes, admin handled overnight, the numbers watched while you sleep. Want to know what that would look like for yours? **Book a 30-minute AI assessment.** I build for owners of service businesses turning over £1M to £10M a year, with 10 to 50 staff: trades, hire, hospitality, agencies, clinics, estate and letting agents. Everything in this pack works in any industry.

Book your 30-minute AI assessment

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