

Build Your Own Brain

A folder of small, connected, dated notes that your AI reads every morning and writes into every day. Nine prompts, three sittings, and a starter kit.

FOR BUSINESS OWNERS WITH A PAID CLAUDE PLAN TIME THREE SITTINGS

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On the 18th of June I built myself a second brain after dinner. Forty-seven notes by bedtime, 203 three nights later, 752 by September. It briefs me every morning at eight and remembers things I don't. This is the whole build, in three sittings, with the nine prompts I would hand you if you were sitting beside me.



The route. Four boxes, left to right. Each step in the map is a link to the step on this page.

You do not need to be technical. I am a pelvic health physiotherapist. You need three things:

- A paid Claude plan.
- A folder your AI can reach.
- The willingness to let Claude type while you make the decisions.

WHAT YOU END UP WITH

A folder that knows you. Who you are, what you are focused on, every person who matters, every decision, every promise you owe. Plain text, so it is yours and any AI can read it.

A brief every morning in your voice, with your follow-ups numbered so you can reply "done F2".

The habit that keeps it alive. Every piece of work ends in a connected note.

How it works, in plain words

- A second brain is a folder of small text notes. Each is about one thing, links to the notes around it, and says when it was true.
- Claude reads and writes the files, and re-reads the rulebook at the start of every session.
- Google Drive or Dropbox keeps it synced. Obsidian, a free app that turns the folder into a clickable map, is optional.

Ten sections

Section	What lives there
00-CONTEXT	Who you are, your focus, your vocabulary, how you want to be coached. Read first, every time.
01-VENTURES	One folder per business or project.
02-PEOPLE	One note per person.
03-AFFILIATIONS	Boards, universities, professional bodies. Empty is fine.
04-COMMUNITIES	Masterminds and peer groups. Empty is fine.
05-PERSONAL	Vision, health, money, family, key dates. Only what you are comfortable writing down.
06-CALLS-INBOX	Transcripts land here before filing.
07-DOCS-INBOX	Documents land here before filing.
08-DECISIONS	One dated note per decision, plus the promises you owe.
99-LOGS	One log line per session, briefs, reviews.

Six rules

Atomic.

One person, one decision, one project.
One note each.

Linked.

Links look like [[double brackets]] and go both ways. A note nothing links to is invisible.

Dated.

A few lines at the top of each note say what it is and when it was true.

Supersede, never edit.

Write the new decision beside the old one.

Never invent.

If it does not know, it writes "to be filled".

Nothing private about other people.

Your own finances and numbers go in. Other people's health, personal or confidential details do not. Under PHIPA or HIPAA, strip it first.

Three loops

Every morning.

Claude reads who you are and what you owe, and briefs you.

Every Sunday.

It checks the folder for stale notes, missing links and gaps.

Every piece of work.

If it does not end with a connected note, it did not happen.

THE ONE LINE TO REMEMBER

Keep code out of the folder. Scripts, dashboards and apps live somewhere else. The Brain only points at them.

Before you start

- ☐ A **paid Claude plan**. Pro works.
- ☐ The **Claude desktop app** (claude.ai/download). It covers every step. Claude Code, the terminal version, is the second door and you will want it by Step 8. Installing it took me an hour the first time, so not tonight.
- ☐ A **home folder**. Put it in Google Drive if you want the morning brief to be able to read it later.
- ☐ The **starter kit** from this page. One zip: the ten folders, the rulebook, the templates.
- ☐ Optional: your **Claude projects and documents** for Step 5, and **one meeting transcript** for Step 7.

Step 0 Open Claude in your folder

Every prompt is pasted into a Claude chat that can see your Brain folder. Two doors.

Door	How to open it in your folder	Use it for
The Claude desktop app	New chat. Under the message box, click the folder or project button and choose your Brain folder. Done.	Steps 1 to 7 and Step 9. The easiest door.
Claude Code (a terminal)	Open Terminal (Mac) or PowerShell (Windows). Type <code>cd</code> and a space, drag your Brain folder into the window, press Enter. Type <code>claude</code> , press Enter. To install it, ask the desktop app: "Walk me through installing Claude Code."	Step 8, and anything you automate later.

One rule for both doors: open the Brain folder itself, the one that holds `CLAUDE.md`, not the folder above it.

Step 1 Make your decisions

Fill this in before you paste anything. Changing these later means changing them in three places.

Decision	Mine, so you can see the shape	Yours
The Brain's name	Kristen's Brain	
Where it lives	Google Drive, inside my Hub folder	
Your ventures, one folder each (the folder stays named 01-VENTURES even if you say "companies")	The clinic, the shop, the podcast, the conference, clinical education, AI consulting, my personal brand	

Names and spellings that must always be right	Kristen Parise BSc MSc BHScPT · The Hole Shebang (H-O-L-E) · The Pleasure Principle
What must never go in	Patient information of any kind, hiring paperwork, salaries
The Claude projects and documents you will feed it in Step 5	Every project I had: the conference, clinic strategy and EOS, the podcast, the store, my coaching notes
How the morning brief reaches you	Telegram, on my phone, 8:00 am. Email or the chat itself works too.

Sitting one, under an hour

Three prompts. By the end the Brain knows your name, your ventures, your people, your tools and your language, and Claude has offered to take something off your plate.

Step 2 Install the kit, three minutes

1. Download the starter kit (the button just below) and unzip it.
2. Rename the folder from "My Brain" to the name you chose in Step 1. Move it into your home folder.
3. Open Claude in that folder (Step 0) and paste Prompt 1.

The kit already holds the rulebook, `CLAUDE.md`, the ten sections, the templates and the home page. The Installer asks four things, fills in your name, and stops. The full rulebook is at the bottom of this page. Read it once.

Where the kit is. The starter kit is one small zip file, `second-brain-starter-kit.zip`. On the web version of this guide a button sits right here to download it, beside the button that gave you this PDF. If someone sent you only the PDF, ask them for the zip or the link to the page.

PROMPT 1 · THE INSTALLER, THREE MINUTES

You are my Second Brain Installer. I downloaded the starter kit, unzipped it and renamed the folder myself, and you are working inside that folder now. Your only job is to fill it in. Three minutes. Do not interview me about my life yet.

Stay inside this folder. Do not rename it or move it, and do not create or touch anything outside it.

STEP 1. Ask me these four things, all at once:

1. My full name, and what this Brain should call me.
2. The city and country I am based in.
3. My professional identity, in a few words.
4. The names of the businesses or projects I am actively involved in. Names only.

Wait for my answers. If I skip one, write `[to be filled]` and move on.

STEP 2. Open `CLAUDE.md` and replace `[Your Name]` with my name. Then set every created and updated date in the kit that still reads YYYY-MM-DD to today, except inside `00-CONTEXT/templates/`, `_venture-template/` and `FRONTMATTER-STANDARDS.md`, which stay as templates. Change nothing else.

STEP 3. Fill in `00-CONTEXT/identity.md` with my name, location, professional identity and the list of my ventures. Leave every other line as `[to be filled]`. Then ask me one question only: "What is the single biggest thing you are trying to make happen in the

next twelve months?" Write my answer, word for word, into 00-CONTEXT/current-focus.md.

STEP 4. For every venture I named, copy 01-VENTURES/_venture-template/ to 01-VENTURES/[venture-slug]/ using kebab-case, and put the venture name at the top of its _MOC.md. Leave _venture-template/ in place.

STEP 5. In HOME.md, replace "(none yet)" under Ventures with one bullet per venture linking to its _MOC.md, and leave the other lists as they are. List each venture in 01-VENTURES/_MOC.md the same way. Append one line to 99-LOGS/log.md: today's date | installed | created N venture folders | → [[HOME]].

STEP 6. Report back in five lines: the full path of this Brain folder, which I will paste into later prompts (if you cannot see it, tell me to right-click the folder and copy its path), the venture folders you created, anything you could not fill in, and the line "Your Brain is live. Next: Prompt 2 when you have ten minutes." Then stop. Do not offer to do more.

Rules: never invent, [to be filled] is the right answer when you do not know. Kebab-case names. YYYY-MM-DD dates. Every file you touch keeps its frontmatter, with updated set to today. Ask me the four questions now.

What you should see. Four questions, one more, then a five-line report ending "Your Brain is live." Keep the folder path it printed. If Claude starts interviewing you, say "stop, run Step 6".

Step 3 The first interview, ten minutes

- Five questions, one at a time: your ventures for real, your people, your tools, your language, your morning brief.
- Claude writes a note for every person you name and links it to their venture.
- Push yourself on the language question. It is what stops your AI misreading your transcripts later.

PROMPT 2 · THE FIRST INTERVIEW, TEN MINUTES

You are my Second Brain Architect, pass two. Read CLAUDE.md, HOME.md and 00-CONTEXT/identity.md first so you know who I am already. Do not re-ask anything the Installer captured.

You have five questions. Ask them one at a time and wait for each answer. If an answer is thin, ask exactly one follow-up, then move on. Ten minutes total.

QUESTION 1. The ventures, for real. For each folder in 01-VENTURES: my role, what it does in one line, team size, revenue stage (pre-revenue, under \$1M, \$1M to \$10M, over \$10M), and the one thing that would move it most in the next 90 days.

QUESTION 2. My people. The eight to twelve people who matter most to my work (partners, advisors, accountant, lawyer, top clients, key vendors, my right hand): first and last name and one line on who they are to me. Then the three to five people who matter most in my personal life, first name and one line.

QUESTION 3. Where my work happens. The tool I use for each of email, calendar, file storage, team chat, video calls, project management, CRM and meeting recording. "None" is an answer. How many separate work email addresses I use.

QUESTION 4. My language. The words, acronyms, code names and shorthand an outsider would not understand: client nicknames, product names, internal numbers, the phrase my team says constantly. Ten or more. Push me on this one.

QUESTION 5. My morning. If you handed me one brief every morning before I opened anything else, what should be in it, what should never be in it, what time, and how long.

WHEN I AM DONE, write these files for real, then report:

1. 00-CONTEXT/identity.md, expanded with everything from Question 1, clearing the [to be filled] markers you can now answer.
2. 02-PEOPLE/[first-last].md, one file per person from Question 2 (first name only if that is all I gave), copied from 00-CONTEXT/templates/person.md, linked to their venture both ways. Personal people get relationship: family, friend or life-

- partner and link to each other and to 05-PERSONAL/_MOC.md. Unknown frontmatter values are "".
- 02-PEOPLE/_MOC.md listing everyone, grouped by relationship.
 - 00-CONTEXT/tools-and-stack.md from Question 3, flagging a Claude connector only where you are certain one exists, otherwise "check".
 - 00-CONTEXT/jargon.md from Question 4, alphabetised, each term with its plain-language meaning.
 - 00-CONTEXT/morning-brief-instructions.md from Question 5, written as a prompt I could hand to a fresh Claude session and get exactly the brief I described.
 - Each venture's _MOC.md updated with the role, one-liner, team size, revenue stage and 90-day priority.
 - HOME.md: fill the People list and update the Ventures list. One bullet per entry.
 - Append one line to 99-LOGS/log.md: today's date | first interview | N people, N terms | → [\[\[HOME\]\]](#).

THEN REPORT: files created, by count and folder. The three biggest holes still left in my Brain. And the line "Next: Prompt 3, five minutes, whenever you like." Then stop.

Rules: never invent, [\[to be filled\]](#) when you do not know. Kebab-case filenames. YYYY-MM-DD dates. Frontmatter on everything, copied from the templates. Every link written as a path with an alias, and both ways. Ask me Question 1 now.

What you should see. A report with counts and three holes. Open one person note. It should link to their venture, and the venture should link back. If not, say "run the cross-linking rules on the people you just created".

Step 4 Get something back today, five minutes

I send this to every mentoring client the day their Brain goes live. Say yes to number one. It is the fastest way to believe in the thing you just built.

PROMPT 3 · THREE THINGS OFF MY PLATE

Read everything in my Brain. Based on everything you now know about me, and everything you are able to do with the tools and connectors you have, what are the top three things you could take off my plate that would give me back the most time?

Look at my work and at whatever you know of my life so far. Personal time drains count. Only offer what you can do from where you are now: if you have no connectors, say so and offer what a folder and a chat can do.

Be specific for each one: what exactly you would do, what you would need from me to start, and roughly how much time it saves me each week. Rank them by time saved. Then offer to start on number one. When I say yes, write the plan as a project note under the right venture from 00-CONTEXT/templates/project.md, link it both ways, add the one thing you need from me to 08-DECISIONS/open-follow-ups.md under Open, and append one line to 99-LOGS/log.md.

What you should see. Three offers with hours attached. Mine named the Sunday scheduling scramble I had stopped noticing.

Sitting two, an evening

Two prompts. One goes and gets everything you have already written. The other makes the Brain sound like you.

Step 5 Feed it everything you already have

This is where the magic happened for me. By June I had a Claude project for almost everything I run: the conference, clinic strategy, the podcast, the store, my coaching notes. Months of thinking, invisible to each other. I dropped the Harvester into every project, one after another. Each time it read everything, pulled out the best of it, and filed it as small linked notes. Forty-seven notes became 203 in one sitting.

- You are not starting from nothing. The work is already in your projects and documents. The Harvester goes and gets it.
- It shows you a table of what it plans to write before it writes anything. Check the table.
- No projects or documents yet: skip to Step 6 and come back later.

TWO WAYS TO RUN IT, AND ONE WARNING

The easy way. Export the documents from your Claude project into `07-DOCS-INBOX`. Open Claude in your Brain folder. Paste the Harvester. It writes the notes in place.

The way I did it. Paste the Harvester inside the claude.ai project. It cannot see your Brain, so it hands you a zip. Unzip it into your Brain and let the folders merge. Before the next project, upload your `HOME.md` and the `_MOC.md` files to it, or the second run overwrites the first.

The warning. Your own numbers, finances, strategy and decisions belong in the Brain. That is the point of it. What stays out is private information that belongs to other people: a patient's health details, a client's personal or financial information, anything someone would expect you to keep confidential. Under PHIPA or HIPAA, strip that before it goes in. Customers and clients as people are welcome. Their private details are not.

PROMPT 4 • THE HARVESTER

You are the Second Brain Harvester. My Brain already exists at *[paste the full path the Installer printed, or write "not visible from here, produce a zip" if you are inside a claude.ai project]*. Your job is not to interview me and not to redesign the structure. Your job is to read every document I have given you, atomize it, and route it into the Brain I already have, following the conventions I already set. If by the end of this session you have produced ready-to-drop-in files and not only talked about them, you have succeeded.

STEP 0. Read my conventions first. Open CLAUDE.md, FRONTMATTER-STANDARDS.md, HOME.md and every _MOC.md you can see. Match my frontmatter, my folder names, my link format (path plus alias, both ways) and my date format exactly. Do not invent a competing standard. If a convention is unclear, ask one question, then proceed.

OPERATING PRINCIPLES

- Atomic. One concept per file. A person gets one file. A decision gets one file. A strategy document becomes several files (values, three-year picture, one-year plan, scorecard, current priorities, issues), never one giant dump.
- Interlinked. Every file links with *[wikilinks]* to the people, ventures, projects and decisions it touches, following the cross-linking rules in CLAUDE.md, and every link is written both ways. Update the relevant _MOC.md and the tables in HOME.md so every new file is reachable.
- Idempotent. I will re-run this as my documents change. Use stable filenames so a re-run updates a file instead of creating a second copy. When you change an existing file, bump its updated date and note what changed.
- Date everything. Every harvested file carries source: (the document it came from), as-of: (the date the information reflects), confidence: (high, medium, needs-verification) and harvested: (today).
- Flag conflicts, never blend. When two documents disagree on a fact, use the most recent as the primary value, record both with their dates in a "Conflicts / drift" section at the bottom of the file, set confidence: needs-verification, and add the open question to the harvest log.
- Never fabricate. If something is not in the documents, write *[to be filled]*. Do not infer a name, a figure or a date.
- Nothing private about other people. My own finances, numbers, strategy and decisions go in. Other people's health details, personal or financial information, and anything they would expect me to keep confidential stay out, even if the documents contain them, and so do passwords and keys. People, including clients and customers, are fine. If I work under PHIPA or HIPAA, this is not optional. Skip those parts and tell me what you skipped.

STEP 1. Harvest and route. Read every document, then route the content:

- 00-CONTEXT/: identity.md (who I am, what I run, my primary role, my twelve-month focus), current-focus.md (the live

priorities, targets and milestones, dated), jargon.md (my terms, names, spellings, code names), operating-system.md (how I want to be coached, if any coaching or planning documents describe it), frameworks/ (one file per framework or method I use, with when to use it).

- 01-VENTURES/[venture-slug]/: update the _MOC.md, then in docs/ one file per topic the documents support, from this list: vision, values, the three-year picture, the one-year plan, the scorecard, current priorities, the issues list, the ideal client, the marketing plan, financials (dated, with any drift noted), team structure, the status of procedures. Never create a note whose body would only say [to be filled], and merge two topics into one note when the documents treat them as one.
- 02-PEOPLE/: one kebab-case file per distinct named person who matters to my work, from the person template, with their role, current status, open items, and links to their venture and any decision or call involving them.
- 03-AFFILIATIONS/ and 04-COMMUNITIES/: one file per formal relationship or group mentioned.
- 05-PERSONAL/: vision, ideal week, definition of enough, finances, health, whatever the documents hold.
- 08-DECISIONS/: one file per significant decision already made or in motion, from the decision template: the decision, the date, the problem behind it, the guiding policy, and links to the people and venture affected.
- 99-LOGS/harvest-log.md: the run date, what was created, what was updated, what conflicts were flagged, and what was left [to be filled]. Also append one line to 99-LOGS/log.md.

STEP 2. Manifest first. Before writing any file, show me a table with the columns Path, New or Update, One-line contents, Source document, Confidence. Then ask: "Routing look right? Anything to move, merge, rename or hold back?" Wait for my answer.

STEP 3. Generate the files. For every approved row, write the complete file: full frontmatter, atomic body in clean markdown, [[wikilinks]] throughout, a Conflicts / drift section only where documents disagree. Update every touched _MOC.md and HOME.md, then append the harvest log. If you can write into the Brain, write the files in place. If you cannot, bundle everything as one zip that mirrors the folder tree. Unzipping it over the Brain merges the folders and adds the files.

STEP 4. The originals. For each document you harvested from 07-DOCS-INBOX: strip other people's private details from it, add frontmatter, and keep it as source-[name].md in the right venture's docs/ folder, so the inbox is left empty and no un-stripped copy remains anywhere. Tell me exactly what you stripped. If the documents live in a claude.ai project, tell me which ones hold private details so I can remove them from the project.

End the session with actual files, not a description of files. Begin with Step 0.

What you should see. A table first, ten rows from a thin project, a couple of hundred from a rich one. Fix the routing, say go. Then open your venture's index note. It should read like a map of your business, every line a link.

Step 6 The long conversation, thirty minutes

- Make a coffee. Six short sections: your arc, the businesses underneath the org chart, everything else you are on the hook for, how you decide, the personal layer, how you want your AI to behave.
- It writes your preferences, the personal notes, the commitments, and a plan for what to feed it next.
- Say out loud what you are not comfortable writing down. It will respect that.

PROMPT 5 · THE LONG CONVERSATION, THIRTY MINUTES

You are my Second Brain Architect, the long conversation. Read CLAUDE.md, HOME.md, 00-CONTEXT/identity.md, 00-CONTEXT/jargon.md and every file in 02-PEOPLE/ before you say a word to me. You already know a lot. Act like it.

This is a thirty-minute interview about my life and my business. Six sections. Ask each section as a small batch of questions, wait for my answer, ask at most one follow-up, then move on. Be warm and curious. If I say something that clearly matters more than the question you asked, chase it.

SECTION 1, the arc. How I ended up here, the two-minute version. What I am building toward three to five years out. What I want to be true about my life that is not true yet. What I tried that failed and still shapes how I decide.

SECTION 2, the ventures underneath the org chart. For each venture: who my customers are and what they pay me for. Where the money comes from. The bottleneck right now, the constraint not the symptom. Who on my team I can hand something to and never think about again, and who I cannot. The one number I check first and what a good week for it looks like. What would break if I disappeared for a month.

SECTION 3, everything else I am on the hook for. Boards, with my role and the meeting cadence. Charities and causes. Masterminds, peer groups and mentorships, as mentor and as mentee. Investments and advisory seats.

SECTION 4, how I decide. What I run a big call through. My non-negotiables. The work I want taken off my plate entirely. The pattern when I have been burned. What people consistently get wrong about me.

SECTION 5, the personal layer. Say out loud first that only what I am comfortable putting in writing goes in. Then: family, health that shapes my schedule or energy, properties and significant assets, financial context and advisors, travel patterns and the rhythm of my year, and the dates that matter.

SECTION 6, how you should behave. Check with me first or just go. How blunt to be when you think I am wrong. The fastest way to annoy me in a response. What to always do without being asked. What never to touch without asking.

WHAT TO BUILD WHEN THE INTERVIEW IS DONE. Real files, not a summary in chat.

- Rewrite 00-CONTEXT/identity.md as a complete picture: arc, ventures, commitments, decision style. Update 00-CONTEXT/current-focus.md with the three-to-five-year picture and this quarter's constraint. Rewrite 00-CONTEXT/operating-system.md from Sections 4 and 6. Append anything new to jargon.md.
- 00-CONTEXT/preferences/: one file per topic (working-style.md, response-format.md, non-negotiables.md, decision-making.md), indexed in preferences/_MOC.md.
- 03-AFFILIATIONS/ and 04-COMMUNITIES/: one note per board, cause or group that applies. If none apply, add one dated bullet to that section's _MOC.md saying it is empty on purpose.
- 05-PERSONAL/: household.md (who lives with me and what is going on with them, linking to each person's note in 02-PEOPLE, which is where a family member's one note lives), health.md, properties.md, finances.md, key-dates.md, and the section _MOC.md. Anything I say about my family's health stays in 05-PERSONAL and nowhere else.
- 01-VENTURES/[venture]/projects/: one note from templates/project.md for each project I named, so the Active projects heading in each venture _MOC.md is real.
- If anything I tell you contradicts a note already in the Brain, say so during the interview and record both versions with dates under Conflicts / drift.
- Each venture's _MOC.md rewritten with what it does, who buys, the revenue mix, the current bottleneck, the one number, key people as links, and the disappear-for-a-month risk list.
- 00-CONTEXT/what-to-feed-me.md: a plan for the source material that gives you the most context per minute of my effort, customised to the tools in tools-and-stack.md. Phase 1 today, Phase 2 this week, Phase 3 this month, ordered by payoff. Tell me what to skip.
- Last: update HOME.md so every file you created appears exactly once in the right list, and append one line to 99-LOGS/log.md.

THEN REPORT: every file created, grouped by folder. Three bullets on what I told you that changes how you will behave from now on. What is still thin and what would fill it. Then stop.

Rules: never invent, *[to be filled]* when you do not know, and this matters more here than anywhere. Sensitive content goes in 05-PERSONAL only, never in a venture folder. Kebab-case filenames, YYYY-MM-DD dates, frontmatter from the templates on every file, every link a path with an alias and written both ways. Start with Section 1. Ask me the first two questions.

What you should see. A half-hour conversation and a report naming three ways it will now behave differently. Read `identity.md` as if a stranger wrote it about you and fix anything flattering but untrue. Then do Phase 1 of `what-to-feed-me.md` this week.

Sitting three, the habits

Three prompts that keep the Brain alive after the build.

Step 7 File your first call

- Drop a transcript (Granola, Otter, Zoom, a phone recording) into `06-CALLS-INBOX`. Paste Prompt 6.
- Claude strips out private information about other people, files the call under the venture, updates a note for each person, pulls out decisions and promises, and links everything both ways.
- This is what happens to every call from now on.

PROMPT 6 • FILE A MEETING TRANSCRIPT (ROUTINE 1)

There is a new transcript in 06-CALLS-INBOX. Run Routine 1 from CLAUDE.md on it, in full:

1. Before anything else, remove any private information about other people from the transcript: health details, personal or financial information that belongs to someone else, anything they would expect me to keep confidential. Replace each with `[private]`. My own business content stays. The same person is usually named in full once and by first name or pronoun later, so scan every line before you save. If I work under PHIPA or HIPAA, this step is not optional. Save that cleaned version and tell me what you removed. From here on the transcript body is never edited. Adding frontmatter, renaming and moving are filing, not editing.
2. Identify every participant. For each one, check 02-PEOPLE. If a note exists, add a dated section with what was discussed and what they are waiting on from me. If not, ask me whether they warrant a note, then create it from the template and add them to 02-PEOPLE/_MOC.md and the People table in HOME.md.
3. Identify the venture. If it is unclear, ask.
4. Add frontmatter from the call template: type: call, date, participants, venture, a one-line summary, status: filed.
5. Extract every decision into its own note in 08-DECISIONS, following Routine 4. A decision about one specific client or patient is not a decision note. Record only that one was made, with `[private]` for the name.
6. Extract every promise I made into the person's note and as an unchecked line under Open in 08-DECISIONS/open-follow-ups.md, naming the person and the date I said. A promise to a redacted person is written with `[private]` as the name. A person discussed but not on the call gets a dated line in their own note saying so.
7. Rename the file YYYY-MM-DD-call-with-[name].md and move it to 01-VENTURES/[venture]/calls/. Add it to the venture's _MOC.md under Recent calls and to the Recent calls list in HOME.md.
8. Apply the cross-linking rules both ways: the call links to every participant, the venture and every decision. Each person links back to the call. Each decision links to the people, the venture and the call.
9. Append one line to 99-LOGS/log.md.
10. Report back: what was filed, how many decisions were created, how many people notes were updated, and any question you could not answer from the transcript.

What you should see. What was removed, then five or more files, then questions. Open the call note and one person it touched. Each should link to the other.

Step 8 Make ending in a note automatic

- This is what separates a Brain that grows from a folder that dies in a month.
- I type one word, `/land`, at the end of any chat. It files what was durable, closes any follow-up I said was done, and writes one line in the log.
- When I audited mine, only two thirds of my chats had left a note behind. I later added a check that refuses to end a chat without landing. That is a separate build. Start with the command.
- In Claude Code it becomes a real slash command. In the desktop app it becomes a saved routine you run by saying "run land".

PROMPT 7 • CREATE THE /LAND COMMAND

Create a reusable command for me called `land`, which I will run at the end of any chat. If you are Claude Code, save it as a slash command at `.claude/commands/land.md` inside my Brain folder so I can type `/land`. If you are not Claude Code, save it as `00-CONTEXT/routines/land.md` and I will say "run land" at the end of a chat.

When I run `land`, do this, in order:

1. Read `CLAUDE.md` and `FRONTMATTER-STANDARDS.md` in my Brain so the rules are fresh.
2. Look back over this chat and list everything worth keeping: a decision I made, a deliverable that was built, a person I mentioned, new knowledge about a venture or a tool, a promise I made, or a rule I said to always or never follow.
3. For each item, search the Brain for an existing note on that subject first. Update it with a dated section if it exists. Create a new note only if none exists, in the folder the routing table says, from the matching template.
4. Every note gets frontmatter, a kebab-case filename, at least three `[[wikilinks]]` written as paths with aliases and both ways, a bullet in its section's `_MOC.md`, and a bullet in `HOME.md` where a list applies. Write the note first, then its index bullet, then the return links.
5. Add every promise I made to `08-DECISIONS/open-follow-ups.md` under Open. If I said something was done in this chat, move it to Done with today's date.
6. If I gave you feedback in this chat about how to behave, save it in `00-CONTEXT/preferences/` as `CLAUDE.md` describes.
7. Append one line to `99-LOGS/log.md` describing this chat and linking the notes.
8. Check every note you touched: it exists, it starts with frontmatter, it has three links, and something links to it. Report the result as a short list titled Landed.

If nothing in the chat is worth keeping, end with the line "Nothing to land" and one reason.

After you have saved the command, run it once on this chat so I can see the Landed list.

What you should see. A file called `land.md` and a first Landed list. The `.claude` folder is hidden on most computers, so do not worry if you cannot see it. Claude can. In Claude Code, close and reopen the session before the slash command works, because a new command is only picked up on the next start.

Step 9 The morning brief

- Mine has arrived on my phone every morning since June: the one thing to do today, my calls with context, my promises numbered, and the one thing I am avoiding.
- Paste this into a chat in your Brain folder first and read the result.
- It reads the brief format Claude drafted for you in Step 3 and follows it.

PROMPT 8 • THE MORNING BRIEF

You are my chief of staff. Before anything else, read `00-CONTEXT/identity.md`, `current-focus.md`, `jargon.md`, `operating-system.md`, `HOME.md` and `00-CONTEXT/morning-brief-instructions.md` in my Brain, so you brief me in my voice and against my real priorities. If `morning-brief-instructions.md` already describes the brief I want, follow it for what goes in, what stays out, the time and the length. Otherwise use this shape:

1. Today's #1. The single most useful thing I can do today to move my main focus forward. One line.

2. Calendar and calls. What is on today, who I am meeting, and the relevant context from their note in 02-PEOPLE or the venture folder.
3. Promises owed. The unchecked lines under Open in 08-DECISIONS/open-follow-ups.md, numbered F1, F2, F3 so I can reply "done F2". If there are more than ten, the ten most overdue. Flag anything overdue.
4. Inboxes. Anything sitting in 06-CALLS-INBOX and 07-DOCS-INBOX that needs filing, or "both empty".
5. One nudge. The one thing I am avoiding that would unblock the most.

Rules: where a decision is needed, give me two or three options, never one. Peer to peer, no cheerleading. Short enough to read on my phone. Follow the house writing rules in jargon.md. Nothing about my family's health leaves 05-PERSONAL. If you can write files, save the brief as 99-LOGS/YYYY-MM-DD-morning-brief.md. Either way, send me the text.

What you should see. Five short sections, your follow-ups numbered. If section 5 makes you wince, it is working.

MAKING IT ARRIVE ON ITS OWN

Simplest. Open Claude in your Brain folder each morning and paste Prompt 8. Thirty seconds. Do this for a week before you automate anything.

Honest. A scheduled routine on claude.ai runs in the cloud, so it cannot open a folder on your laptop. It can read your Brain if the Brain lives in Google Drive and the Drive connector is on, and it can send the brief by email or to a Telegram bot. It cannot write the brief back into the folder. Reading is all the brief needs.

Mine. A cloud routine at 8:00 am reads the Brain through Drive and posts to a Telegram bot. A local task merges my "done F2" replies back into the follow-ups file. One chat each to build, after the habit, not before.

When it feels thin

Every week or two, or whenever a brief feels generic, run this. It is how the Brain asks for what it needs.

PROMPT 9 • THE FIVE QUESTIONS

Read everything in my Brain, then look hard at what is thin or missing.

Ask me the five highest-impact questions you could ask me right now. I want the questions where knowing the answer would most change how useful you are to me.

Cover both my business and my personal life. Do not ask me five questions about work. Some of what you are missing is about my family, my health, my money, and how I want to spend my time.

Ask them one at a time and wait for my answer. If my answer is thin, push once. If I decline a question, do not push. Write down that I declined, with the date, so you never ask it again.

When we are done, write what you learned into the right files from the templates, link them both ways, update the _MOC.md files and HOME.md, append the log line, and tell me what gaps are still open.

What mine does for me now

- **The podcast.** When a guest books, the Brain builds their prep pack from their intake form, their past episodes and every related note. One pack quoted an intake form I had not opened yet.

- **The numbers.** My monthly money brief, the clinic scorecard, the strategy plans and every financial decision live there. When I ask how August compared to last year, it answers from my own files. I run everything through it: finances, strategy, the podcast, the conference, the store.
- **The hard decisions.** Every decision is a dated note, never edited. In August it showed me a hire I made in June against my own gut beside the exit decision twenty-four days later.
- **The mirror.** I asked it to read everything and tell me what I could not see. It found that I close decisions I can build in a day, and sit for months on decisions that need a hard conversation. It was right.

Three mistakes I made so you don't have to

1. **I let code into the Brain.** Scripts and dashboards live in a separate folder. The Brain points at them.
2. **I let notes sit alone.** A review found 174 notes with nothing linking to them. The rulebook you installed writes every link both ways, and Routine 5 hunts for orphans every Sunday.
3. **I trusted myself to land every chat.** I landed two out of three. The fix was Step 8.

Tonight: the kit, the first interview, and a yes to whatever Prompt 3 offers. One evening this week: the Harvester and the long conversation. By the weekend you will have filed a call and read your first brief, and one week of those will teach you more than anything I could write here.

If you want me beside you while you build it, start with the free audit at [The Bottom Line](#), or write to me at kristen@blueberrytherapy.ca.

Appendix: the rulebook, in full

This is `CLAUDE.md` exactly as it sits in the starter kit. It grew out of the Second Brain Workshop template from Uncommon Leaders, adapted to my businesses, with the linking rules tightened after my first hundred notes. You never paste it anywhere. Read it once, and edit it in the kit if a rule would not survive contact with how you work.

APPENDIX · CLAUDE.MD, THE OPERATING CONTRACT

```
---
type: context
created: YYYY-MM-DD
updated: YYYY-MM-DD
tags: [context, foundation, operating-contract]
---
```

CLAUDE.md, the operating contract

You are working inside `[Your Name]`'s Brain. This file is the operating contract. Read it first, then act.

What this folder is

A personal second brain organised for AI retrieval: small notes, one subject each, linked to each other, dated. Every piece of meaningful business and personal context lives here. The structure and rules below are what make it searchable.

Workspace scope (highest priority)

Operate only inside the folder that contains this file and its subfolders, unless I explicitly grant access elsewhere.

My own finances, numbers, strategy and decisions belong here. What never enters this folder is private information that belongs to other people: health details, personal or financial information that is theirs, anything they would expect me to keep confidential, plus any passwords or keys. People, including clients and customers, can be here. Their private details cannot. If I work under privacy law such as PHIPA or HIPAA, that information is stripped before anything is saved. Raw transcripts and uploaded documents are copied word for word, so strip it first.

One exception, by my choice: my own household. What I decide to write down about my family, including their health, lives in 05-PERSONAL and never leaves it: never in a venture folder, never in a brief that goes anywhere but to me. A family member gets one note in 02-PEOPLE with relationship: family, and 05-PERSONAL holds the household matters that link to it.

Always read these first, in this order

1. 00-CONTEXT/identity.md
2. 00-CONTEXT/current-focus.md
3. 00-CONTEXT/jargon.md
4. 00-CONTEXT/operating-system.md
5. Every file in 00-CONTEXT/preferences/
6. HOME.md, the index of everything this Brain knows
7. This file

Folder structure

...

00-CONTEXT/ identity, current-focus, jargon, operating-system, tools-and-stack,
morning-brief-instructions, what-to-feed-me, preferences/, templates/, frameworks/
01-VENTURES/ one folder per business or project, kebab-case:
01-VENTURES/[venture-slug]/ with _MOC.md, docs/, calls/, projects/, decisions/
(copy _venture-template/ to make one)
02-PEOPLE/ one note per person who matters to my work or life, plus _MOC.md
03-AFFILIATIONS/ boards, universities, professional bodies (leave empty if none)
04-COMMUNITIES/ masterminds, peer groups (leave empty if none)
05-PERSONAL/ vision, health, finances, family, key dates
06-CALLS-INBOX/ meeting transcripts arrive here, then Routine 1 files them
07-DOCS-INBOX/ unsorted documents arrive here, then Routine 2 files them
08-DECISIONS/ one dated note per decision, plus open-follow-ups.md
99-LOGS/ log.md (one line per session), morning briefs, weekly reviews, harvest logs
HOME.md, CLAUDE.md, FRONTMATTER-STANDARDS.md at the top level
...

The folder names never change, even if I say "company" or "business" instead of "venture". The routing rules below depend on them.

Conventions

- Filenames and folder names: kebab-case, like first-last.md or venture-slug/. No spaces, no capitals. A person I name by first name only gets first.md. A venture keeps its article: the-recovery-room, not recovery-room.
- Dates: YYYY-MM-DD, everywhere.
- Call files: YYYY-MM-DD-call-with-[name-or-topic].md
- Decision files: YYYY-MM-DD-decision-[short-slug].md
- Links: always wikilinks (double square brackets), written as the path from the Brain root without .md, with a readable alias, like '[02-PEOPLE/first-last[First Last]]' or '[01-VENTURES/venture-slug/_MOC[Venture name]]'. Never a bare name.
- Every link is written both ways. When note A links to note B, add a line to B under "## Related" pointing back to A, in the same operation.
- Inside a table cell a wikilink alias breaks the table, so index notes use bullet lists, never tables.
- Tags: sparingly, for cross-cutting themes only.

- Unknown values: in frontmatter write "" (empty quotes). In the body write *[to be filled]*. Never a placeholder inside YAML.
- When two sources disagree on a fact, keep the most recent as the primary value and record both, with dates, under "## Conflicts / drift" in the note. Never blend two numbers. This applies to interviews as much as documents: if I say something that contradicts a note, say so and record both.
- A source document that gets atomized is also filed: strip other people's private details from it, give it frontmatter, and keep it as source-*[name]*.md in the venture's docs/ so the inbox is left empty.

Frontmatter

Every file opens with the block for its type from FRONTMATTER-STANDARDS.md. Minimum: type, created, updated. Filed or harvested content also carries source: and as-of: so I know how fresh it is. Copy the shape from 00-CONTEXT/templates/. Never improvise a new one.

Index notes

Every section has an _MOC.md that lists every note in it as a bullet, one line each: link, what it is, date. A venture's _MOC.md has the headings At a glance, Key people, Active projects, Recent decisions, Recent calls, Documents, and a new note always gets a bullet under the matching heading. HOME.md at the root holds the lists of everything this Brain knows (ventures, people, open decisions, recent calls) and is updated by every session that adds or changes notes. A section that is empty on purpose gets one dated bullet in its _MOC.md saying so. A note that appears in no index is invisible.

Routing rules

| Content | Goes to |

|---|---|

| New call transcript | 06-CALLS-INBOX/, then Routine 1 files it into 01-VENTURES/*[venture]*/calls/ |

| New document, procedure or contract | 07-DOCS-INBOX/, then Routine 2 files it into 01-VENTURES/*[venture]*/docs/ |

| New person | 02-PEOPLE/*[first-last]*.md, linked from their venture |

| New decision | 08-DECISIONS/YYYY-MM-DD-decision-*[slug]*.md |

| New project | 01-VENTURES/*[venture]*/projects/*[project-slug]*.md |

| A promise I made or a follow-up I owe | 08-DECISIONS/open-follow-ups.md under Open |

| Personal | 05-PERSONAL/ |

| Briefs, reviews, logs | 99-LOGS/ |

| A command, routine or tool I built | the file where the tool needs it, plus a dated bullet under Commands and tools in 00-CONTEXT/tools-and-stack.md |

Cross-linking rules (this is what makes the Brain work)

- A person note links to every call they were in, every project they own, every decision they were part of, and their venture.
- A call note links to every participant, the venture, and every decision it produced.
- A decision note links to the people involved, the related project, the venture, and the call it came from.
- A project note links to its owner, the key people, related calls and related decisions.
- Every venture _MOC.md is the index: key people, active projects, recent decisions, recent calls.
- Every new note gets at least three wikilinks, each written both ways, and a bullet in its section's _MOC.md and in HOME.md where a list applies. Write the note first, then its index bullet, then the return links.

Preferences, captured automatically

00-CONTEXT/preferences/ is the living record of how I like to work with AI. Whenever I give feedback about how you should behave (a correction, a rule, a tone preference), immediately create or update the matching file there (email.md, tone.md, meeting-notes.md, working-style.md), add it to preferences/_MOC.md, and confirm "Saved to 00-CONTEXT/preferences/*[file]*". Do not wait to be asked.

The session log

Every session that changes the Brain ends by appending one line to 99-LOGS/log.md:

`- YYYY-MM-DD | what was done | N files created, N updated | → *[[path/to/main-note|Main note]]*`

Anti-patterns

- Never duplicate content across folders. Store once, link from everywhere else.
- Never edit a filed transcript. Extract from it, never modify it.
- Never rewrite a decision when it changes. Write a new decision that supersedes it and link both ways.
- Never invent a fact. Write *[to be filled]*.
- Never create a file without frontmatter.
- Never dump into a generic Notes or Misc folder. Route it or ask me.
- Never put other people's private health, personal or financial information, or passwords and keys, anywhere in this folder. My own numbers and finances belong here, and my household's details belong in 05-PERSONAL only.

Maintenance routines

Run one exactly when I ask for it. Suggest one when you see the situation.

****Routine 1, file a call.**** Read the transcript in 06-CALLS-INBOX. Before anything else, remove any private information about other people (health details, personal or financial information that is theirs, anything confidential), replacing each with *[private]*. The same person is usually named in full once and by first name or pronoun later, so scan every line before saving. After that the transcript body is never edited again. Adding frontmatter, renaming and moving are filing, not editing. A decision or promise about a specific client or patient is recorded with *[private]* in place of the name. Identify each participant and check 02-PEOPLE (ask before creating a new person). Identify the venture. Add frontmatter: type: call, date, participants, venture, and a one-line summary. Extract every decision into 08-DECISIONS (Routine 4). Extract every promise into the person's note and open-follow-ups.md. Rename the file YYYY-MM-DD-call-with-*[name]*.md and move it to 01-VENTURES/*[venture]*/calls/. Apply the cross-linking rules both ways. Update the venture _MOC.md and HOME.md. Append the log line. Report what was filed, created and updated.

****Routine 2, file a document.**** Classify it (procedure, contract, reference, personal, unclear: ask). Convert to markdown and keep the original beside it. Add frontmatter with source: and as-of:. Wrap every person, venture and project mentioned in *[wikilinks]*, both ways. Propose a kebab-case filename. Confirm the route with me. Move it, update the _MOC.md, append the log line, report.

****Routine 3, new person.**** Confirm they warrant a note. Copy 00-CONTEXT/templates/person.md. Fill what is known. Ask me for two or three sentences of background. Add to 02-PEOPLE/_MOC.md and the People table in HOME.md. Link from their venture, both ways. Report.

****Routine 4, capture a decision.**** Create 08-DECISIONS/YYYY-MM-DD-decision-*[slug]*.md from templates/decision.md: status (pending, decided, reversed), venture, people, trigger-to-revisit, then What was decided, Why, Alternatives considered, Action items (who, what, by when). Link the source call and the people, both ways. Add to 08-DECISIONS/_MOC.md and the Open decisions table in HOME.md. Report.

****Routine 5, weekly review.**** List active people not contacted in 14 days. Surface open promises past their date. List decisions pending more than 7 days. List unfiled items in both inboxes. List notes that nothing links to and add the missing links. List notes whose body is only *[to be filled]* and either fill them or delete them. Note patterns in the last 7 days. Save to 99-LOGS/YYYY-MM-DD-weekly-review.md and append the log line.

****Routine 6, quarterly audit.**** Re-read identity.md and flag what is outdated. Flag active people not contacted in 90 days. Flag documents not updated in 90 days. Check each venture _MOC.md and HOME.md against reality. Propose status: archived in the frontmatter of notes older than six months that nothing references. Recommend the top three structural changes. Save to 99-LOGS/YYYY-Q[N]-audit.md.

****Routine 7, process inbox.**** List every file in both inboxes. Run Routine 1 or 2 on each. Ask where the unclear ones go. Report the count filed.

Instead of whispering, I became a storm that couldn't be silenced.