



— ONE-TIME SETUP · 10 MINUTES

Set Up Your Claude Project.

Do this once. Never paste your voice profile again.



Eight short steps. Your voice profile, writing samples, and project instructions saved permanently — so every new chat already knows you.

The single highest-leverage thing you'll do this month.





SETUP

PHONE OR LAPTOP · ABOUT TEN MINUTES

Build the project *once*.

01

STEP 01

Create your project.

Go to `claude.ai`. In the left sidebar, click `Projects` then `New Project`. Name it something simple like "Real Estate Content" or your name.

02

STEP 02

Add your voice profile.

Click `Project Knowledge` then `Add Content`. Paste your full voice profile from the Clone Your Voice exercise. Title it "My Voice Profile." Save it.

03

STEP 03

Add writing samples.

Add a document called "My Writing Samples." Paste 3-5 pieces you've written and loved — emails, listings, captions. The more real examples, the more accurately Claude captures your voice.

04

STEP 04

Upload AI words to avoid.

Click `Add Content` and upload the AI Words to Avoid PDF directly. Claude references it automatically and avoids every flagged word and phrase in whatever it writes for you.

05

STEP 05

Add your business context.

Add a doc called "My Business Context." Include: your name, brokerage, market area, the neighborhoods you specialize in, your typical client, and any facts you want Claude to always know about you.

06

STEP 06

Set your project instructions.

In the Project Instructions field, paste this exactly:

**PASTE · PROJECT-
INSTRUCTIONS.TXT**

You are my personal real estate content assistant. My voice profile, writing samples, business context, and a words to avoid list are all saved in your project documents. Use them for everything you write. Always write in my voice. Never use any words or phrases from the Words to Avoid document. When writing listing content, always lead with lifestyle over specs.



HABIT

USE IT DAILY · KEEP IT CURRENT

Use it. *Keep it sharp.*

07

STEP 07

Start every task inside the project.

From now on, open this project before you write anything. Every conversation inside it automatically uses your voice, samples, and instructions. **No pasting required, ever.**

08

STEP 08

Keep it updated.

When your voice profile improves, update the doc. Add new writing samples as your style evolves. Add context as your business grows — new neighborhoods, new buyer types. The more it knows, the better it writes.

WHAT CHANGES AFTER SETUP

You stop teaching AI. *You start directing it.*

Every new chat already knows your voice, your market, your clients, and the words you'd never use. You just say what you need. Claude handles the rest — in your voice, every time.

REFERENCE

What to *store inside.*

Your Claude Project is a long-term home for the materials that make your content sound like you. Stock it with anything you want Claude to reference.

01 Voice profile

02 Writing samples you loved

03 AI Words to Avoid PDF

04 Business context

05 Market area descriptions

06 Your bio

07 Your prompt library

08 Scripts & email templates to rewrite