

Finally, AI That Makes Sense

Five things to try this week, from today's session.

THE 5 HABITS THAT MAKE AI ACTUALLY USEFUL

Most people get bad answers from AI because they never set it up to give good ones. These five habits fix that. None of them take more than a minute.

1 Build a base chat with your business context.

Don't re-explain yourself every session. Load one conversation with everything about your business, save it, and start every new task from there. Set it up once, use it forever.

Klass Concepts Business Profile

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This chat is going to hold my business identity for you to reference in other chats. My business is Klass Concepts, LLC. It is a single-member LLC based in California. My name is Corey Marc Klass-Low and I'm the Sole Member. My business phone is 925-705-5083. My website is klassconcepts.com and I have a landing page website at efficiencycheckup.com. My business address is PO Box 345, Concord, CA 94522.
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2 Tell it how to work with you.

AI agrees with you by default, even when you're wrong. One instruction changes that: *"Be direct. Tell me what I need to hear, not what I want to hear. If my plan has a flaw, lead with the flaw."*

Steal my working-relationship prompt.

This is exactly what I paste in to set the ground rules. Copy it, adjust it, make it yours:

- You are not my assistant.
- I don't like sycophancy.
- Be neither rude nor polite. Be matter-of-fact, straightforward, and clear.
- Be concise. Avoid long-winded explanations.
- I am sometimes wrong. Challenge my assumptions.
- Don't be lazy. Do things the right way, not the easy way.

3 Tell it who you are.

AI knows nothing about your business until you tell it. Paste 2-3 sentences of your own writing plus your industry, how long you've been in it, and the kind of clients you serve. Now it writes for you, not a generic business.

Klass Concepts Style Guide

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Scrape a couple of pages on my website and create a brand identity document in markdown format.
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Klass Concepts Writing Style

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I'm including several emails that I've sent to clients. Create a writing style guide in a markdown file format from them so you can speak in my voice.
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4 Ask for a plan before the work.

For anything longer than a paragraph, add one line: *"Before you start, give me a plan."* Fix what's off at the outline stage. Catching a wrong assumption now takes 30 seconds; rewriting a finished draft takes 15 minutes.

5 Ask for options, then push back.

The first answer is a starting point, not a final answer. Ask for three options. Then challenge it: *"What are the downsides of option 2?"* *"What am I not thinking of?"* AI has no stake in being right, so it will tell you.

8 USE CASES YOU CAN TRY THIS WEEK

Free tools handle almost all of these: **ChatGPT** (chatgpt.com) and **Claude** (claude.ai). Claude is often better at reading long documents.

- 1 Marketing content** - one idea in, a LinkedIn post and three social variations out.
- 2 Meeting notes to follow-up** - paste rough notes, get a polished email and an action list.
- 3 Bulk feedback & reviews** - paste 50 reviews, get the top themes and complaints.
- 4 Document summaries** - paste a 40-page policy, HOA doc, or IRS notice, get plain English with the key exclusions and next steps flagged.
- 5 Structuring a mess** - paste a pile of unstructured notes or data, get it sorted into a clean list or Excel file.
- 6 Online booking & scheduling** - add 24/7 booking to your existing site.
- 7 Client intake forms** - replace paper and email back-and-forth with a structured form.
- 8 Reminders & follow-up sequences** - automatic appointment and quote follow-ups. Set once, runs forever.

One rule for all of them: always check the work. AI sounds just as confident when it's wrong as when it's right. Treat every answer as a first draft, not a final one. Verify the facts, numbers, names, and anything legal or financial before you act on it or send it out.

Where to Start for Your Business

The tools are cheap or free. The hard part is knowing which ones fit your business and how to plug them in without breaking what already works.

That's the **Small Business Efficiency Checkup**. We look at how your business runs today and find the 3-5 places where AI can realistically save you time and money, with a plan for what to actually do about it. In your business, with your workflows. Not in theory.

Today's attendee offer: \$600 (regular \$750). First 2 bookings only.

Book it: klassconcepts.com **Not ready yet?** Take the 5-minute self-assessment and get your score: klass.link/quiz

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