Give AI your identity in one page.

Ask a million people for a circle with the same prompt and AI draws the same circle. The only way to get **your** circle back is to tell it who is asking. This file does that.

WHY THIS WORKS

An AI model produces the most likely answer to the words in front of it. With no context, the most likely answer is the average of everyone. Perfect, fast and identical. Context changes what “most likely” means: your audience, your rules, your voice, your examples. The output stops being the average and starts being a version of you.

That is also why the file matters more than the prompt. A prompt is one request. The file travels with every request.

HOW TO USE IT

1

Fill in the eight sections on the next page. Short, honest, specific. Write what you are, not what you wish you were.

2

Paste the whole page at the top of a new chat, before your first request. Or save it where your AI keeps standing instructions (custom instructions, a project, saved info).

3

When an output sounds like everyone else, don’t fix the output. Fix the file. Add the rule it broke, then run it again.

> **AI can copy your work. It can’t copy the thinking behind it. So write the thinking down.**

My context file

Copy the headings into a note, answer each one in two or three lines, and keep it where you can paste it in ten seconds.

01 Who I am

Name, role, business, where you are. Who you serve, in one line.

EXAMPLE Omid, co-founder of Standpoint, North Vancouver. We help small businesses start and grow online: stores, marketplaces, ads and AI.

02 What I'm known for

The three things people actually come to you for. Not what you wish they came for.

EXAMPLE Honest numbers before a launch. Plain explanations of technical things. Saying no to products that look good and won't sell.

03 How I decide

Your rules of thumb. What you say no to. What you'd rather lose than compromise.

EXAMPLE Data before opinion. If the numbers say no, the answer is no, even when the product is pretty. One job at a time, done properly.

04 My voice

How you sound. Sentence length. Words you use. Words you never use. Jokes or no jokes.

EXAMPLE Short sentences. Plain words. No hype words (game-changer, unlock, revolutionary). I say "we", not "I". One joke per page, maximum.

My context file (continued)

Section 08 is the one most people skip. Don't. Two paragraphs of your own writing teach the model more than every rule above.

05 My taste

Three things you love and why. Three things you find cheap.

EXAMPLE Love: a chart with one number that matters. A headline that is true. White space. Cheap: emojis in every line, fake urgency, stock photos of handshakes.

06 My audience

Who reads this. What they already know. What they're worried about. What they would never admit.

EXAMPLE Owners of small businesses in Canada and the US. They know their product, not the platform. Worried about wasting money. Won't admit they don't know what FBA means.

07 Non-negotiables

The lines that never move. Facts, names, claims, legal. The test you run before anything goes out.

EXAMPLE Every number comes from a source. No invented stats, no client names, no promised results. Test: would I say this out loud to a customer's face?

08 My signature

Paste two paragraphs you wrote yourself and are proud of. AI learns more from this than from any instruction above.

EXAMPLE (Paste your own writing here. An email you were proud of. A post that got replies. The way you explain your business to a friend.)

> **Perfect is replaceable. You're not.**