



Your AI Context Files.

The three documents that make any LLM sound like you – and which tools support them.

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The problem these files solve.

Every LLM starts from zero. Open a new chat and everything you have told it before is gone. Your tone, your rules, your audience, your hard limits. All of it.

Most people solve this by prompting harder. They write longer instructions. They correct the same mistakes over and over. They spend the first five minutes of every session re-explaining who they are.

The better solution is three files. Load them once into the right tool. Every session starts already knowing you. The gap between what the AI produces and what you would actually use closes, and stays closed.

THREE FILES. ONE SYSTEM.

The three files every LLM should start with.

about-me.md tells the AI who you are. anti-ai-writing-style.md tells it what to never sound like. my-company.md tells it what your business actually does. Together, they are the smallest setup that produces the biggest change in output quality.

01 about-me.md

Who you are, how you work, and what good looks like for you.

This is not a bio. It is an operating manual. It tells the AI your name and role, how you communicate, what frustrates you in AI output, your standards, and your standing rules. The more specific it is, the better the output.

Keep it under 2,000 words. Short files get read carefully. Long files get skimmed or summarised loosely. Cut anything the AI does not need to produce good work for you.

What belongs in it

- Your name, role, and location.
- How you like to work. Iterative, specific feedback, finished copy not outlines.
- Your communication preferences. Short sentences, active voice, contractions.
- What frustrates you in AI output.
- Hard limits that apply to every task.

RULE

Direct statements, not requests. "I never use em dashes" beats "Please try not to use em dashes."

02 anti-ai-writing-style.md

Every word and pattern the AI must never use.

This file tells the AI what your output should not sound like. It is a banned word list, plus a banned expression list, plus structural tells to avoid. Eighty percent of getting AI content to sound human is telling it what to stop doing. Most people only tell it what to do.

Keep it tight and specific. Vague instructions produce vague results. "Do not sound like AI" is useless. A list of 80 specific banned words is not.

What belongs in it

- Your banned word list. The AI vocabulary you reject.
- Your banned expression patterns. Structural formulas you never use.
- Formatting rules. No em dashes, no semicolons, no bullet walls.
- Patterns specific to your industry or voice.

RULE

A "do not" list outperforms a "do" list. The AI already knows how to write. Tell it what to stop.

03 my-company.md

What your business does, who it serves, and what you are focused on right now.

This file gives the AI commercial context. Without it, every piece of content could apply to any business in any market. With it, the AI knows your specific audience, your positioning, your current priorities, and what you are not doing this quarter.

Update it every three months. An outdated business context file is worse than no file. It sends the AI in the wrong direction with confidence.

What belongs in it

- What you sell and who you sell it to.
- Your positioning. What makes you different.
- Current priorities and active projects.
- What you are saying no to right now.
- Key facts. Pricing, location, contact details.

RULE

Diary the quarterly update. Stale context costs more output quality than an empty file.

Files persist across every session.

These tools read your three files automatically before every conversation. The strongest implementations of the .md file workflow.

Claude (Projects)

FULL SUPPORT

Upload your .md files directly into a Project. Claude reads them before every conversation in that project without being told to. This is the strongest implementation. The files become permanent context. You prompt in 10 words and get output that sounds like you.

→ [Create a Project](#) · [Add files](#) · [upload your .md files](#)

ChatGPT (Custom GPTs)

FULL SUPPORT

Build a Custom GPT and upload your files as knowledge. Set your standing instructions in the system prompt. Every conversation with that GPT starts with your files already loaded.

→ [Explore GPTs](#) · [Create](#) · [upload files under Knowledge](#) · [add instructions](#)

ChatGPT (Projects)

FULL SUPPORT

ChatGPT Projects give you a persistent context space similar to Claude Projects. You can attach files and set instructions that carry across conversations in that project.

→ [New Project](#) · [add files](#) · [set custom instructions for that project](#)

Full support, continued.

Google Gemini (Gems)

FULL SUPPORT

Gems are Gemini's equivalent of Custom GPTs. Create a Gem, write your instructions, and upload your files. Every conversation with that Gem inherits the context.

→ [Gemini sidebar](#) · [Gems](#) · [Create a Gem](#) · [add instructions and files](#)

FULL SUPPORT — WHY IT MATTERS

A 10-word prompt into a tool that already has your three files will outperform a 200-word prompt into a tool with no context loaded. Pick a full-support tool as your **primary writing surface** and treat the others as utilities.

PRACTICAL CHOICE

Most NZ small businesses doing voice-led content work get the most from **Claude Projects**. ChatGPT Custom GPTs are the second pick if your team already lives there.

Paste at session start.

These tools have no persistent file system, but they will read pasted context at the start of a session.

Microsoft Copilot

PARTIAL

Copilot has some instruction-setting capability but no robust equivalent of Projects or Custom GPTs for file-based persistent context. The workaround is to paste your key files at the start of each conversation. It reads them in context but does not retain them.

→ **Best approach:** paste `about-me.md` at the start of any session where voice and standards matter.

Mistral (Le Chat)

PARTIAL

Le Chat has conversation history but no persistent file-based context system. You can paste your files into the first message of a session and they will apply for that session.

→ **Best approach:** keep a short combined version of your files to paste at session start.

Perplexity

PARTIAL

Perplexity is a research and search tool first. It has no persistent context system. Paste your context at the start of sessions where you need it to write in your voice, but this is not its primary use case.

→ **Best approach:** use Perplexity for research. Bring the output into Claude for writing.

No persistent context.

These tools start every session from zero. Useful for specific tasks, not for sustained voice-consistent content work.

Grok (xAI)

NONE

No Projects, no Custom GPTs, no persistent file-based context. Every conversation starts from zero. You can paste files into a session and they will work for that session only.

→ **Honest assessment: strong for real-time information and a specific conversational style. Not the right tool for voice-consistent content production.**

Meta AI

NONE

No persistent context system. Sessions are standalone. Meta AI is embedded across Facebook, Instagram, and WhatsApp, which makes it useful for quick queries in those environments, not for sustained content work.

→ **Honest assessment: not suitable for the .md file workflow.**

Standard Gemini chat (no Gems)

NONE

The standard Gemini interface has no persistent context. Gems are the workaround, but without creating a Gem, every session starts fresh.

→ **Honest assessment: create a Gem. Without one, the files do not persist.**

If your tool is on the partial or no-support list.

Keep a short combined context document. Take the most important sections from your three files: your name and role, your hard limits, your top ten banned words, and your output format rules. Collapse them into one document under 500 words.

Paste it at the start of any session where quality matters.

It is more friction than a Project. It is better than starting from zero every time.

THE 500-WORD VERSION

Build it once, save it where you can paste from quickly. Treat it as the field-kit version of your full three-file system.

The more context you give as files, the less prompting you need.

A 10-word prompt into a tool that already has your three files will outperform a 200-word prompt into a tool with no context loaded.

The files are not a setup step. They are the product. Every piece of content you produce after loading them is built on top of everything you have already told the AI about yourself.

THE WHOLE SYSTEM

Build the files once. Load them once. Update them quarterly. That is the whole system.

Build it with us.

A 30-minute clarity call. No pitch. We help you build your three files properly the first time.

LET'S TALK

STRATEGY-LED

RESULTS-FOCUSED

PEOPLE-FIRST

CLARITY IN EVERY STEP

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