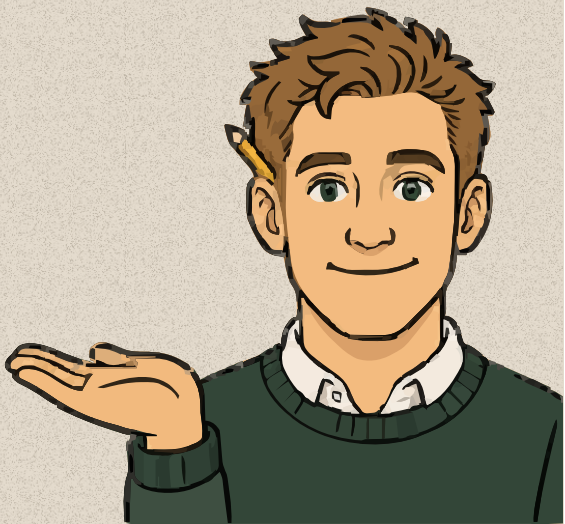


The shop's brain: three files, ready to fill in

The shop, the regulars and the rules as blanks for your own business, the barber's version under each, and the answers Claude gave from them.



From the reel:
The shop's brain

What's inside

We wrote three short files about The Chair, an example barber, then asked Claude three questions a barber gets every week, with those files and nothing else. Each file is here as a fill-in, with the barber's version under it. Then how to hand the files to Claude, the answers word for word, and what it can't know. You'll need a free Claude account and Google Docs or TextEdit to type the files in.

1 File one: the shop

2 File two: the regulars

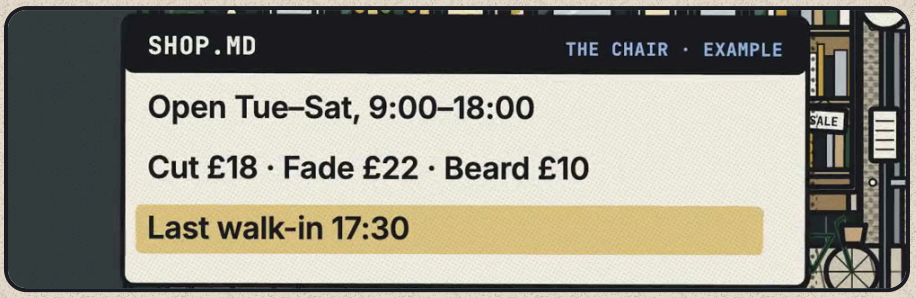
3 File three: the rules

4 Hand the three files to Claude

5 What we asked, what it said

+ What it can't know

File one: the shop



From the reel: the shop file. Every figure in it is an example.

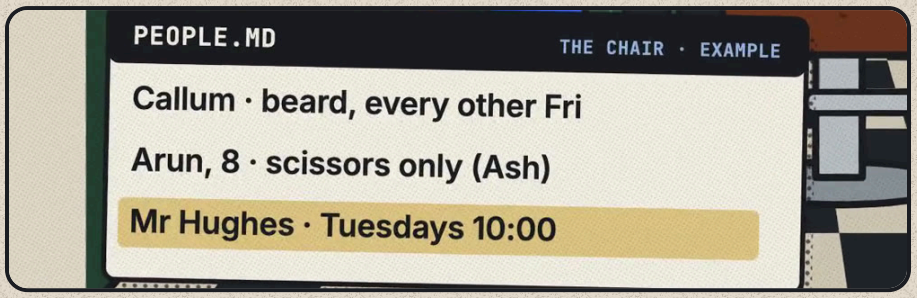
SET IT UP

1. Name it `shop`. One fact a line, as you'd say it:
2. `[SHOP NAME], [what you do].`
3. `Open [days], [time] to [time]. Closed [days].`
4. `[Walk-ins / bookings]. Last one at [time].`
5. `[Service] [price]. [Who works there]. [How people pay].`

AN EXAMPLE EXAMPLE

THE CHAIR, barbers. Open Tuesday to Saturday, 9:00 to 18:00. Closed Sunday and Monday. Walk-ins only, no bookings. Last walk-in at 17:30. Cut £18. Skin fade £22. Beard trim £10. Kids under 12 £12. Cut and beard £26. Two chairs: Tom (the owner) and Ash. Card or cash.

File two: the regulars



From the reel: the people file. Every name in it is an example.

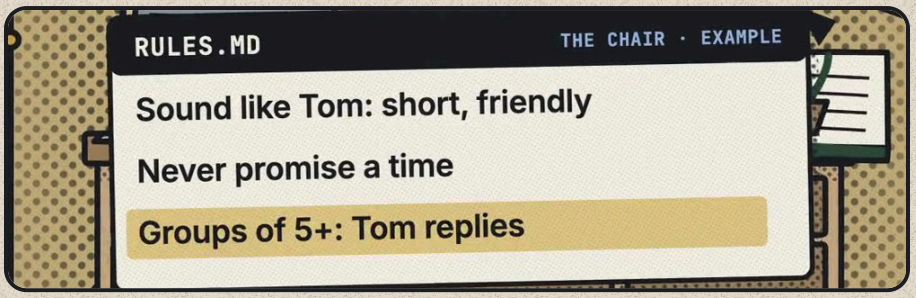
SET IT UP

1. Name the file `people`: the five to ten regulars you'd recognise at the door, first names only (general advice).
2. `[First name], [age if it matters]: [what they have], [how often, when].`
3. `[What they like or don't], so [what you do about it].`
4. Leave out phone numbers, addresses and health details. It only needs what changes the answer.

AN EXAMPLE EXAMPLE

Callum: beard trim every other Friday, around 17:00. Likes the sides kept short. Arun, 8, Priya's son: kids cut. Scared of clippers, so Ash does him with scissors only. Mr Hughes: every Tuesday at 10:00, a cut, always pays cash.

File three: the rules



From the reel: the rules file. Tom is an example owner.

SET IT UP

1. Name it `rules`: how to answer, and what goes to you.
2. `Sound like [your name]: [a few words].`
3. `We never promise [a time]. Instead, [what to say].`
4. `After [cut-off], offer [what instead].`
5. `[Complaints, refunds, groups]: [your name] replies.`

AN EXAMPLE EXAMPLE

Sound like Tom: short, friendly, plain. We never promise a time. Walk-ins only: give today's wait if you know it, or say when it's quietest (Tuesday and Wednesday mornings). After 17:30 no new walk-ins: offer first thing on the next open day. Complaints, refunds or groups of five or more: say Tom will reply himself, and flag it for Tom.

Hand the three files to Claude

WHAT IT DOES

In our run we gave Claude the three files and each question, nothing else. To keep the files there for every chat, put them in a Project: a space in the Claude app whose files Claude reads in every chat inside it. Any account can make one; free accounts get up to five.

SET IT UP

1. Type each file in Google Docs or TextEdit and save it as .docx or .txt. (Ours were .md, also plain text, so the reel's cards say SHOP.MD.)
2. Go to claude.ai/projects, or click **Projects** on the left of the Claude app, then **+ New Project**. Name it after your shop; Claude doesn't read the name.
3. In the project knowledge area on the right, click **+** and upload `shop`, `people` and `rules`.
4. Optional, not in our run: click **Set project instructions**, paste `Answer customer messages for [shop name] using only these files. If the answer isn't in them, say [your name] will reply.` and click **Save instructions**.
5. Start a chat in the project, paste the customer's message as they sent it, and copy the answer back to them.

> **Change the file, not the chat.** Only the project's files carry over between chats, so when a price changes, swap the file.

What we asked, what it said



From the reel: the answers as Claude gave them in our run. All three took 24 seconds.

SET IT UP

1. Paste `It's Saturday. Can I come in at six for a cut?` Ours said: "Sorry mate, we shut at six and the last walk-in is 17:30, so tonight's a no. We're closed Sunday and Monday, so come in first thing Tuesday from 9. Tuesday mornings are our quietest."

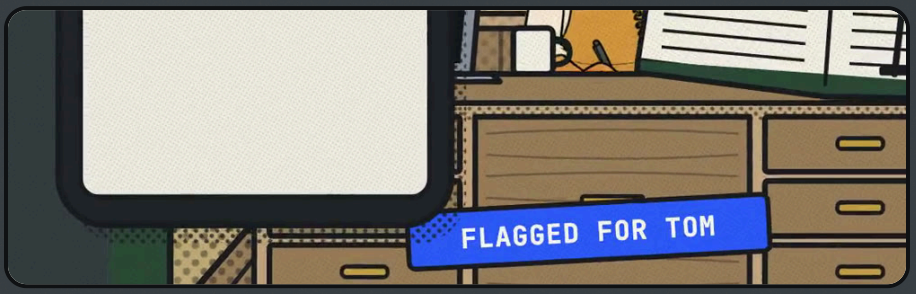
2. Paste `Can you fit my son in this week? He's 8 and he hates the clippers.` Ours said: "Yes, bring him in any day Tuesday to Saturday. It's walk-ins only, but Tuesday and Wednesday mornings are quietest, and Ash can do him with scissors only, no clippers (kids under 12 are £12)."

3. Paste `Can I bring 6 of us in for the stag do on Saturday?` Ours said: "Thanks for thinking of us for the stag do. With six of you, Tom will message you himself to sort out Saturday."

> **Which file did what:** the cut-off came from the shop file, Ash's scissors from the people file, the hand-off to Tom from the rules.

What it can't know

Three files make it sound like you. They can't tell it what's happening today, and in a Project it can't reach anyone.



From the reel: 'Flagged for Tom' is drawn. In a Project, nothing reaches Tom unless someone reads the chat.

HOW

1. It can't see today. The wait, a barber off sick, a burst pipe: it only knows what you type into the chat.
2. It can't send or flag anything. Our rules say 'flag it for Tom'; in a Project that only means it says so in the chat.
3. It quotes whatever the files say. Change a price and forget the file, and customers get the old price.
4. Test it first (general advice, we haven't run these): `Can I get a discount if I come every week?` and `I'm not happy with my cut from Saturday.` If it promises anything, add a line to the rules.
5. Answering on WhatsApp or Instagram by itself, with the flag reaching you, takes a system built around the whole business. That's what Automindly builds.

Where this comes from

– Our run, 15 Nov 2026 (craft/run in the reel's folder): brain/shop.md, people.md and rules.md; the questions (q1 to q3.txt) and answers (a1 to a3.txt), copied word for word; clock 00:33:18 to 00:33:42 IST, 24 seconds for all three.

– Anthropic Help Center, How can I create and manage projects? (Projects, + New Project, the + in project knowledge, Set project instructions, Save instructions; chats in a project share only its knowledge), read 15 Nov 2026.

– Anthropic Help Center, What are projects? (projects on every plan, up to five on a free account), read 15 Nov 2026.

– Anthropic Help Center, What kinds of documents can I upload to Claude? (DOCX, TXT, PDF and others), read 15 Nov 2026.

– The Chair, Tom, Ash, Arun, Priya, Callum, Mr Hughes, the hours, the prices and the questions are examples.

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