

AI 101 • CONTEXT

Give it your context: so it stops sounding generic.

The gap between "generic AI" and "this sounds like **me** / knows my business" isn't a better model — it's context. Here's how to feed it your world once, so every answer lands.

by Corina • The CV Method • @the_cv_method • current as of Aug 2026 — the AI space moves fast, so double-check tool names

THE STEPS (AT A GLANCE)

- 1 **About doc** — who you are, what you do, voice + rules
- 2 **Gather** — examples, brand voice, products, FAQs — one folder
- 3 **Point** — tell it to read your context first
- 4 **Voice** — paste 2–3 things you've written
- 5 **Keep clean** — update as you go; keep secrets out

Context is *the* difference.

RULE ZERO

Same model, two answers: generic when it knows nothing about you, sharp when it knows your business, your voice, and your rules. This lesson is how you give it that — once.

01

ABOUT DOC • WHO YOU ARE, IN ONE FILE

Write your 'about' doc

Put the basics in one file (your **CLAUDE.md** from Lesson 1): who you are, what you do, who you help, your tone, and your hard rules. This is the note the AI reads before it answers — so it never starts from zero again.

The move: have the AI interview you to build it — 5 questions beats a blank page.

02

GATHER • YOUR SOURCE OF TRUTH

Gather the real reference files

Collect the real docs it needs — past examples, your brand voice, a product list, FAQs — in **one folder**. These are the source of truth. The AI uses them instead of making things up, which is the whole point.

The move: start with the 3 files you re-explain most often. Add more only when a task needs it.

03

POINT • EVERY TIME, NOT SOMETIMES

Point it at them — every time

Tell it, up front, to **read your context before answering** and to follow it over anything generic. This is the difference between a doc that sits there and a doc that actually shapes the output.

The move: if you set up Lesson 1, this becomes automatic in Claude Code — it reads your CLAUDE.md on every run. In the Claude app or ChatGPT, paste it in or put it in a Project's instructions.

04

VOICE • SHOW IT YOUR VOICE

Give it your voice by example

Paste **2–3 things you've actually written** — a real email, a caption, a note.

Examples teach your tone far better than adjectives. This is what makes it stop sounding corporate and start sounding like you.

The move: ask it to point out anything in a draft that would 'break' your voice.

05

KEEP CLEAN • CURRENT + PRIVATE

Keep it current + private

Update the context as things change — stale context quietly makes it wrong. And keep **secrets and client info out**: no passwords, keys, or private details in anything the AI (or a public post) can see.

The move: have it scan your context for anything sensitive before you use it anywhere.

KEEP IT HONEST & SAFE

Context is the difference

Update as you go

Keep **secrets & PII out****Date it** — AI moves fast**"unknown"** over guessing

ABOUT DOC

Interview me to build an 'about my business' doc: what I do, who I help, my tone, and my hard rules. Ask me 5 questions, then draft it.

GATHER

Here are my reference docs: [paste / attach]. Use these as the source of truth – don't invent details that aren't in them.

POINT

Before you answer, read my about-doc and reference files.
Follow them over any generic advice.

VOICE

Here are 3 things I wrote: [paste]. Match this voice – not corporate, not hype.
Point out anything that would break it.

KEEP CLEAN

Scan my context for anything that looks like a password, API key, or private client info, and flag it so I can remove it before this goes anywhere.

THE CHECKLIST

An **'about' doc** — who you are, voice, rules.

Tell it to **read context first**, every time.

Secrets & client info kept out.

The **real reference files** in one folder.

2–3 writing samples for your voice.

Update the context as things change.

Want it to actually sound like you — or the whole setup done for you?

I help beginners build the context that makes AI reliable, and I set up the full "knows-your-business" foundation for teams that want it done right.

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LESSON 4 — GIVE IT YOUR CONTEXT

Context is the difference.

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