

The three rules for talking to it.

The answers come back generic for one reason: you handed it almost nothing to work with. These are the three moves I make before I trust a single reply. All three take about a minute, and you can do them tonight on the AI you already use.

01 Give it the real thing, not a description of the thing

You ask it to write a reminder for patients who missed a cleaning, and back comes a polite template that could belong to any clinic in the city. It sounds like nobody because you described the job instead of handing it the job. It never saw your clinic name, the way you actually word things, or the reminder you already sent last month that got people to rebook.

SAY THIS

Here are the last three reminders I actually sent, pasted below. Match that voice and write the next one.

02 Tell it who reads it and where it lands

You ask for a follow-up to a client about a delay. It comes back long, formal, and careful, the kind of note a lawyer would send. Your client is a guy you text on a first-name basis, so you cut it down yourself, which was the exact work you were trying to hand off. It did not know who was reading, so it guessed formal.

SAY THIS

This is a text to a client I am friendly with. Keep it to two lines in plain words, nothing corporate.

03 Write the repeated job down once and name it

The same task lands every Monday: chase the unpaid invoices. You re-type the format, the tone, and the rules, and the result drifts a little each time. You are onboarding a new hire to the same job fifty-two times a year, and not one of them remembers last week.

SAY THIS

Follow the steps in my note titled "Monday invoice chase," in order, and stop at the last one. (Keep the steps in one note. Paste it in each time.)

There is a second half to this.

These three rules decide what the AI has to work with. The four dials, on the companion sheet, decide how it hands the answer back. Feed it the real material and set the dials, and **the reply comes back usable**.

And then you close the window, and it forgets all of it.

This is the part that quietly wastes your week. Tonight you paste in the real reminders and name the Monday job. You tell it who the client is. Tomorrow you open a fresh chat and it is back to a template for nobody. The rules work. They just do not stick on their own, so owners retype everything every morning and call it a tax on using the thing.

- 01 **Set it up once on your real work, not on examples.** I load your actual clients, files, and the way you already write, so the AI stops guessing and starts sounding like you.
- 02 **Turn your repeated jobs into named routines.** We build your top handful live, the invoice chase, the quote, the reminder, so "run it" replaces re-explaining it.
- 03 **Do it in both languages, because it answers differently in each.** Half your week is in French. I set the routines in French and English, since the same request comes back warmer and shorter in one than the other.
- 04 **You keep it, and you run it without me.** Voice input, answer-length settings, and a one-page cheat sheet by your desk, so nothing lives only in my head.

If you cannot run it without me, I have not built you anything.

I have built myself a customer. Three sessions, about an hour each, in person, at your desk on your real work. From \$350 CAD. At the end it is yours, it stays set up, and I am out of the loop by design.