

CLAUDE MEMORY SETUP

THE SECOND BRAIN BLUEPRINT

claude can finally remember you between chats.
but it starts blank until you build the
structure. three layers, five minutes, and it
never forgets who you are again.

includes a copy-paste profile template

claude shipped memory across sessions. great, except it's off until you set it up, and on its own it doesn't know what to keep. you have to give it a **structure to remember into**. that's three layers. do them once and every new chat opens already knowing who you are, what you're building, and how you want it to sound.

1 MAKE A PROJECT, NOT A CHAT

a project is a container that holds everything claude should remember about one arena of your work. **every chat inside it shares the same knowledge and memory**. stop working in one-off chats that forget you the second you close them.

2 DROP IN A PROFILE DOCUMENT

one document in the project knowledge. who you are, what you're building, how you want claude to talk. **this is the difference between re-explaining yourself daily and opening a chat that already gets it**. template on the next page.

3 TURN MEMORY ON

the one most people miss. with memory on, claude carries what you tell it across chats and sharpens over time instead of resetting. **you correct it once, not every session**.

THE OPERATOR'S RULE

one project per arena, not one mega-project for everything. **content** in one. **client work** in another. **the book** in a third. mixing arenas is how the brain gets muddy and claude starts blending contexts that should stay separate.

THE PROFILE TEMPLATE

02 / copy + paste

paste this into a doc, fill the brackets, drop it in your project knowledge. this is the brain. **the more specific, the less you ever repeat yourself.**

WHO I AM

i'm [name]. i [what you do] for [who].
my goal right now is [the one outcome that matters].

WHAT I'M BUILDING

[project / offer / product], for [audience].
the current priority is [this month's focus].

HOW TO TALK TO ME

voice: [e.g. direct, lowercase, no fluff, receipts first].
never use: [your banned words / moves].
format: [bullets vs prose, length, etc.].

WHAT TO REMEMBER

my offers: [list them with prices].
my proof: [real results, names, numbers].
my links: [the urls you paste constantly].

HOW TO HELP

when i ask for [X], give me [Y], not [Z].
push back when [the thing you want challenged].

WHY THIS BEATS PROMPTING HARDER

a good prompt helps one chat. a profile in project memory helps every chat, forever. that's the whole closer method thesis in one move: **files not chats. skills not prompts. infrastructure not tools.**

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go from one profile doc to a full skill stack that runs your business. async, written, no fluff.