

Five mistakes that make Claude give you generic answers

The five mistakes from the video, each with one prompt you can paste to fix it. Nothing to install. Works on the free plan.

WHAT IT IS

Five small habits, not five new tools

When Claude gives you an answer that could have been written for anyone, the cause is almost never Claude. It is missing something only you can give it: who you are, what good looks like, what to avoid. Each fix below hands it one of those things in a single message.

WHAT IT DOES

The five mistakes and what fixes each

	THE MISTAKE	THE FIX
1	No context	Tell it about your business once, and reuse that
2	No example	Paste something you wrote and have it copy the style
3	You never say what you don't want	Give it a "never do this" list
4	One giant chat for everything	Start a new chat per task and carry a short summary over
5	You take the first answer	Say what is wrong and make it try again

WHAT IT REPLACES

Rewriting everything Claude gives you

If you spend ten minutes fixing every draft, the tool is not saving you time. These five fixes take about a minute each to set up, and most of them you only do once.

BEFORE YOU START

One thing to have ready

→ **A Claude account.** Free is enough.

Go to claude.ai and sign in, or open the Claude app on your phone. Start a new chat: on the website it is the "New chat" button, top-left.

→ **How to use the prompts.**

Copy everything in a dark box, paste it into the chat, and replace anything in [square brackets] with your own words before you press Enter.

One prompt for each mistake

1 No context

DO ONCE

Claude knows nothing about your business unless you tell it, so it writes for an average business that does not exist. Tell it once, save the result, and paste it at the top of any chat where it matters.

PASTE THIS

Before we work together, learn my business. I run [what your business does]. My customers are [who they are]. I sell [your offers and prices]. What makes me different is [why people choose you]. Write this back to me as a short summary called MY BUSINESS, in my own words, under 150 words. Ask me about anything that is unclear instead of guessing.

Copy the summary it gives you into a note on your phone or computer. That note is your context. On a paid plan you can put it in a Project instead, and Claude reads it automatically.

2 No example

WHENEVER IT WRITES FOR YOU

Describing your style (“friendly but professional”) tells Claude almost nothing. One real example tells it everything: your sentence length, your words, how you open and close.

PASTE THIS

Here is something I wrote myself:

[paste an email, post or message you wrote and are happy with]

Study how I write: sentence length, words I use, how I start and end. Then write [what you need] in exactly that style. Do not make it more polished than my example.

Two or three examples work better than one. Use ones written to the same kind of person: an email example for emails, a post for posts.

3 You never say what you don't want

DO ONCE

Left alone, Claude reaches for the same habits: emojis, long introductions, words like “delve” and “game-changer”. It stops as soon as you name them.

PASTE THIS

Rules for everything you write for me:

- Never use emojis.
- Never start with a greeting or a compliment. Start with the point.
- Never use these words: [words you would never say].
- Never write more than [number] sentences unless I ask.
- Never end by asking if I want anything else.

Confirm you understand in one line, then follow these rules for the rest of this chat.

Add your own rules to the list as you notice things that annoy you. Keep the list next to your MY BUSINESS note and paste both together.

4 One giant chat for everything

AT THE END OF A LONG CHAT

Claude can only keep so much of a conversation in view at once. In a very long chat, the early parts fade and answers start to drift or contradict what you agreed. A fresh chat with a short summary works better than message two hundred.

PASTE THIS

This chat is getting long. Write a handover I can paste into a new chat. Include: what we are working on, what we have decided, what is still open, and any rules I gave you. Keep it under 200 words.

Start a new chat, paste the handover as your first message, and carry on. As a rule of thumb: new task, new chat.

5 You take the first answer

EVERY TIME

The first answer is Claude's safest guess. It gets specific when you push back, and it does not mind being told it missed. One clear correction usually does more than a longer first prompt.

PASTE THIS

That is not right yet. What is wrong: [too long / too formal / missed the point / sounds like an advert]. Keep what works, fix that, and give me three different versions so I can pick.

If you cannot say what is wrong, ask it instead: "What are the three weakest parts of that answer? Fix them."

PUT IT TOGETHER

The one-minute routine

- 1 New task, new chat.
- 2 Paste your MY BUSINESS note and your rules.
- 3 Ask for what you need, with an example if it is writing.
- 4 Push back once.

These are fixes 1 and 3. You wrote them once; now you just paste.

Say what is wrong and ask for three versions. That's it.

GOOD TO KNOW

Do not paste private details. Leave out customer names, passwords, bank details and anything you would not email to a stranger. **Claude can still be wrong.** Better answers are not checked answers; read anything important before you send it.

These work in other AI tools too. The same five fixes help in ChatGPT and Gemini.

Tired of pasting? On a paid Claude plan, a Project holds your business note and rules so every chat in it starts with them.