

# My AI Team Brief

One-page document: each role, its tools, and its responsibilities



Your AI Team Brief is a living document. It tells each AI specialist exactly who they are, what they do, and how they work with you. The clearer your brief, the better your results. Fill in as much as you can today — you'll refine it as you go.

| ROLE            | TOOLS I'LL USE | MAIN RESPONSIBILITIES | MY VOICE / STYLE NOTES |
|-----------------|----------------|-----------------------|------------------------|
| The Copywriter  |                |                       |                        |
| The Researcher  |                |                       |                        |
| The Analyst     |                |                       |                        |
| The Designer    |                |                       |                        |
| The Coordinator |                |                       |                        |
| The Trainer     |                |                       |                        |



Think of this like onboarding a new team member. The more context you give each AI specialist about your business, your voice, and your goals — the less you'll need to explain every time. Your brief is your shortcut to quality, at speed.

# My AI Team Brief

Custom GPT / Claude project setup guide



## Build Your Custom GPT or Claude Project

*A custom GPT or Claude project is your most powerful AI team member — trained on your voice, your business, and your most common tasks. Here's what to include when you set yours up.*

What to include in your system prompt:

- ☐ Your name and business name
- ☐ Your tone of voice (3–5 adjectives)
- ☐ Words/phrases you never use
- ☐ Your ideal client / audience
- ☐ Your core offer or program names
- ☐ Your formatting preferences
- ☐ 3 examples of your best writing

My custom GPT / Claude project will be called:

Its primary job is:

My tone of voice in 5 words:

Words I never use:

## My AI Team — Biggest Win This Week

*What's one task you're going to hand off to your AI team this week? What would it free you up to do instead?*

## Next Session Preview

**Session 7: Systems Thinking with AI** — design your AI operating system. We're going from individual tools to a fully coordinated system that runs your business with you, not instead of you.



Week 3 done. You're unstoppable. Complete your Wonder Audit at [sarahpirienally.com/wonder-audit](https://sarahpirienally.com/wonder-audit) to map your full AI stack before Session 7.