modus.

FREE GUIDE · AI 100 · PIECE 2 OF 12

Who you are.

Six documents that describe your business, written by the assistant that interviews you. Then a seventh prompt that argues with all six.



TWO WAYS TO RUN THIS

Two ways to run this.

You can just ask. "Interview me about my business and write it down" works. Any decent assistant will ask reasonable questions and you'll end up with something real. If that's all you do, you're still ahead of where you started.

Or you can start from these. The difference isn't that the assistant is incapable. It's that it doesn't know what a business document has to contain to still be useful in six months, and it doesn't know which questions people dodge. Left to itself it asks what's comfortable. These ask what isn't, and they name the output so all six files land in the same shape.

Use them as a floor, not a script. Add your own questions. If one doesn't apply to your trade, skip it and say why in the document.

CONTENTS

01	The company card	5
02	The story and the why	6
03	What you refuse	7
04	What you sell	8
05	How you talk	9
06	Your proof	10
07	Have them argued with	11

PROMPT 00

The block that heads every prompt.

Every prompt in this pack already contains this block, so you can paste any one of them on its own. It's printed here once because it's the part worth understanding rather than copying.

```
You are going to interview me to build one document about my business. I am the owner. I am not going to fill in a form: you ask, I answer out loud, you write.

Rules for this interview:
- One question at a time. Wait for my answer before the next one. Never send me a list of questions.
- If my answer is vague, push once. If I say "quality work" or "great service", ask me for the last specific time that was true and what actually happened. Take the second answer, not the first.
- Do not compliment me. No "great answer", no summarising my answer back approvingly. Ask the next question.
- Do not invent anything. If I don't know something, write UNKNOWN - ask [who] in the document. A gap I can see is worth more than a sentence you made up.
- Write in my words. Keep my phrasing, my slang, my sentence length. Do not upgrade it into business English.
- If I use a word from my trade, keep it and note what it means.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, output the finished document in markdown (plain text with headings) that I can save as a .md file. Then list what's missing and what I should check.
```

PROMPT 00

Why "do not compliment me" is in there: the default failure of an AI interview is flattery. It praises each answer, you feel good, and the follow-up that would have produced the real answer never gets asked. That one line does more for the result than any question in this pack.

BEFORE YOU PASTE ANYTHING

Before you paste anything.

Prompts 05 and 06 ask for real customer messages and real jobs. That's different from the task sheet in piece 1: there are names, addresses and amounts in this material. Three lines, then the page if you want the detail.

- Take out last names and addresses. A first name on its own is fine.
- Use the business account, not your free personal one. The rules about what you type are not the same on the two.
- Reviews are already public. Those paste in as-is.

The full version is at modusai.ca/en/resources/how-much-to-tell-ai — the four-level ladder, what actually costs something, and what to do if you have already pasted.

PROMPT 01 · TIME : 5 TO 8 MINUTES

The company card

Deliberately the easy one. It teaches you the mechanic before the hard questions show up, and it produces the file that stops AI inventing your own details back at you.

```
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English.
- If I use a word from my trade, keep it and note what it means.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, output the finished document in markdown (plain text with headings) that I can save as a
.md file. Then list what's missing and what I should check.

The document is called the company card: the flat facts of record about this business.

Questions:
1. What's the legal name, what's the name customers actually use, and what's on the trucks and the
invoices? Which one belongs on something a customer reads?
2. In one sentence a stranger would understand: what does this business do, and for whom? No adjectives.
If the sentence has "quality", "professional" or "solutions" in it, we write it again.
3. Where do you actually work? Name the furthest job you took in the last year, and the last one you
turned down because it was too far.
4. If somebody calls at two o'clock on a Tuesday, who picks up? And if nobody does, what happens to that
call?
5. How many people work here, and how many of them talk to customers?
6. What licences, certifications, insurance or registration numbers does a customer or a form ever ask you
for?
7. What languages do you serve customers in, and which one do you answer the phone in?
8. What hours do you actually work, versus the hours posted anywhere?
9. What's changing in the next ninety days that would make this document wrong?

Date it, and end with a short block: what's in flux right now.
```

Document : **company-card.md**

PROMPT 02 · TIME : 15 TO 20 MINUTES

The story and the why

The one you'll talk longest about. The questions hunt for the moment something turned, not for a timeline: a list of years is not a story and nobody has ever been convinced by one.

```
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English.
- If I use a word from my trade, keep it and note what it means.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, output the finished document in markdown (plain text with headings) that I can save as a
.md file. Then list what's missing and what I should check.

The document is called the story and the why, in two parts: how it started, and what it's for now.

Questions:
1. What were you doing the day before you decided to start this? What happened?
2. What was broken at the last place you worked that you promised yourself you'd do differently?
3. Who told you not to do it, and what exactly did they say?
4. What was the first job, and what did you charge for it?
5. What's the worst month you've had in this business? What kept you from quitting that month?
6. If this business closed tomorrow, what would your customers have to do instead? Who would they call,
and what would be worse about it?
7. What are you actually building toward: how big, by when, and what does "done" look like for you?
8. What are you better at today than you were three years ago?
9. Which part of the work do you still do yourself even though you know you shouldn't? Why is that?

Two sections, in my words. Keep the specifics: the year, the town, the first customer, the number.
```

PROMPT 02

The sixth question is the one that matters. It's the only one that produces a reason to exist rather than a story about you. If the honest answer is "they'd call somebody else and be fine", that's a real finding: write it down exactly like that. Knowing it is worth more than a flattering sentence.

Document : **story-and-why.md**

PROMPT 03 · TIME : 10 MINUTES

What you refuse

Shortest document in the set and the one that changes AI output the most. Everybody can tell an assistant what they do. Almost nobody has ever written down what they don't.

```
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English.
- If I use a word from my trade, keep it and note what it means.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, output the finished document in markdown (plain text with headings) that I can save as a
.md file. Then list what's missing and what I should check.

The document is called what you refuse: the written no-list for this business.

Questions:
1. Tell me about the last job you turned down. What was it, and what made you say no?
2. Tell me about a job you took and regret. What was the tell you ignored?
3. What would you still not do for double the money?
4. What does a customer have to do before you're finished working with them?
5. Where do you refuse to cut cost, even knowing a competitor cuts it there?
6. What promise do you never make, even when a customer asks you for it directly?
7. If somebody new here did one thing that got them sent home the same day, what is it?
8. What do you require before you start work: deposit, site visit, signed quote, something else?

Two lists: rules on top, preferences below the line.
```

PROMPT 03

After each answer, ask me this: has that rule been broken in the last six months, by me? If yes, it's a preference, not a rule, and it goes below the line. A no-list full of rules the owner breaks himself is worse than no list at all, because it teaches the assistant to write things that aren't true.

Document : **what-you-refuse.md**

PROMPT 04 · TIME : 15 MINUTES

What you sell

Named at the level of what things are, not what they cost. Pricing and the one-line offer are piece 4 of this series, and doing them here means doing them twice, badly.

```
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- If I use a word from my trade, keep it and note what it means.
- Ask me anything else you need. These questions are the floor, not the ceiling.

When we're done, output the finished document in markdown (plain text with headings) that I can save as a .md file. Then list what's missing and what I should check.

The document is called what you sell. Do not ask me about price, and if I volunteer a price, leave it out of the document.

Questions:
1. List everything a person can pay you for. Include the small stuff people phone about.
2. For each one: what does the customer have before they call you, and what do they have when you leave?
3. Which of these do you want more of? Which do you take because it pays the bills?
4. What do people ask you for that you don't do? Where do you send them?
5. What's included that customers don't realise is included?
6. What do customers assume is included that isn't? Where does that argument usually start?
7. What's the smallest job you'll take, and the biggest you've handled?
8. From the customer's side, how long does a typical one take from first call to finished?
9. What do you call this work? What do customers call it?

One short block per service. No prices anywhere.
```

Document : **what-you-sell.md**

PROMPT 05 · TIME : 15 MINUTES, PLUS GATHERING THREE MESSAGES

How you talk

The highest-leverage document in the set. Everything else tells an assistant what to say. This is the only one that tells it how to sound, and it's the reason your posts stop reading like everyone else's.

```
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When we're done, output the finished document in markdown (plain text with headings) that I can save as a .md file. Then list what's missing and what I should check.

The document is called how you talk. Before we start, read the note above about what to take out of a customer message.

Questions:
1. Paste me the last three messages you sent a customer, text or email, exactly as you sent them, with last names and addresses removed.
2. Explain what you do to a guy at the arena. Now explain the same thing to an engineer. Which one is closer to how you normally talk?
3. What do you call the parts of your work: a job, a ticket, a call, a quote, a file? What does the industry call them that you never do?
4. What word or phrase makes you roll your eyes when a competitor uses it?
5. Do you say "we" or "I" when you write to a customer? First names or last? Do you swear in front of them?
6. When did you last write something for the business and hate how it came out? What was wrong with it?
7. Now write one sentence in my voice, about my business, and show it to me. I'll tell you what's wrong with it. Then write it again.

Register, a table of my words against industry words, a list of words never to use, the three messages pasted in whole, and the corrected test sentence.
```

PROMPT 05

Keep the three messages in the document exactly as they were written. A paraphrase of how you sound is not how you sound. The last question is the only place in this whole pack where the assistant writes instead of asking, and it's the moment you find out whether the file works. Don't skip it, and don't be polite about the first attempt.

Document : **how-you-talk.md**

PROMPT 06 · TIME : 15 MINUTES, PLUS PULLING UP THREE REVIEWS

Your proof

Without this, an assistant writes claims. With it, it writes facts. The hard line between what's verified and what's merely claimed is what stops you publishing a number nobody can back.

```
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When we're done, output the finished document in markdown (plain text with headings) that I can save as a
.md file. Then list what's missing and what I should check.

The document is called your proof, and it has two sections: verified, and claimed but not verified.

Questions:
1. Name the last five jobs. For each: what was the problem, what did you do, what happened after?
2. What's the hardest job you've pulled off? What made it hard?
3. What number can you defend about this business: years running, jobs done, customers served, how fast
you answer, how long the warranty is, how many come back?
4. Where does that number come from, and could you show it to somebody who asked?
5. Paste three reviews, word for word, in the customer's own language.
6. What did a customer say to you that you still remember?
7. Who has hired you more than three times, and why do they keep calling?
8. Which of these can you show publicly: do you have the photos, the permission, the names?

Two sections with a visible line between them. Nothing moves above the line without a source I named.
```

PROMPT 06

Anything I can't point at goes under CLAIMED – not verified. Do not tidy it into the same section as the facts, and do not soften the label.

Document : **your-proof.md**

PROMPT 07

Have them argued with.

An assistant that has just interviewed you for an hour agrees with everything you said. Run this once, over all six documents, ideally a day later. You read it better cold.

```
Here are the six files we built. Stop being my interviewer.

Read them the way a skeptical customer would, and the way my closest competitor would.

1. Which sentences in here could my competitor also say, word for word, about themselves? List them. Those
are not differentiators.
2. Where did I claim something with nothing behind it? Quote the line and say what proof is missing.
3. What contradicts what? Check the no-list against the service list, and the story against the proof.
4. What would a customer want to know first that these files do not answer anywhere?
5. What did I dodge? Where were my answers shortest?

Do not fix anything and do not soften it. List the problems, quote my own words back to me, and stop. I
decide what to do about them.
```

It gives you most of the checking for free. What it lists and cannot settle is the next page.

THREE THINGS IT WON'T DO

Three things it won't do.

It takes your word for it

If you say you answer faster than anyone in the region, the sentence goes in. Nothing in the process checks it, and it has never watched your competitors answer a phone.

It sees the contradiction, not which side to keep

When the no-list says you never rush a job and the service list says same-day emergencies, it will flag it. Deciding which one is true of your business is a choice about the kind of company you want, and that isn't a question with a text answer.

It has nothing at stake

It won't tell you the service you're proudest of is the one to drop, or that the rule you're most attached to is costing you the work you want. It has no reason to say the unwelcome thing, and it's built not to.

> That's where a person comes in: somebody who has run a business, who'll read your six documents and argue with them, and who has no reason to flatter you. Modus does that. Not because the tool failed — those three things were never its job.

WHERE THESE SIX LIVE

Where these six live.

One folder called my-business, and inside it a folder called 02-who-you-are holding the six documents, saved as .md files named the way this pack names them. Markdown is plain text with headings: it opens anywhere, and it's the format every assistant reads best. Each piece of AI 100 fills its own numbered folder, so the whole thing becomes the file your future workflows read from.

Re-read the company card every ninety days. It's the only one with a date on it, and it's the one that quietly goes wrong first. The other five hold for a year unless the business changes shape.

Piece 3 takes the next question: who this is all for, and who it isn't. It reuses everything you just wrote, which is the point of doing it in this order.

modus.

You can do all of this yourself. Some would rather it just got done.

AI 100 is free, and nothing is held back for a paid version. What Modus sells is the time, and the person whose job it is.

Rather have us do it?

Book a call. Scan the code or click the link.

modusai.ca/en/#contact

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