AI with Harry

FREE GUIDE

Your Brand Skill: Fill-in-the-Blank Template



Version 1.0 · Written November 2026
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Your Brand Skill: Fill-in-the-Blank Template

Fill in the blanks below, upload it to Claude, and stop re-explaining your business in every chat.

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> **Things change fast.** Claude's settings move around. If a menu name below doesn't match, look for the closest label ("Capabilities", "Customize", "Skills") and check Anthropic's help article "Using skills in Claude" at support.claude.com.

How it works (4 steps, about 30 minutes)

1. **Turn on code execution.** In Claude, open **Settings** → **Capabilities** and turn on **Code execution and file creation** (newer layouts may say **Create and edit files**). Skills won't show up without it.
2. **Fill in the template** below. Replace every `[BRACKET]`. Short answers are fine; be exact with prices.
3. **Save it as a skill.** Make a folder named with your skill name in lowercase with hyphens (for example `maple-plumbing-brand`). Save the template inside it as a file called exactly `SKILL.md`. Change the `name:` line to match the folder name.
4. **Upload it.** Zip the folder (Mac: right-click → Compress. Windows: right-click → Send to → Compressed folder). In Claude go to **Customize** → **Skills** → **+** → **+ Create skill** → **Upload a skill**, choose the ZIP, and make sure it's switched on.

Rules that stop uploads failing:

- The `---` header must be the very first lines of the file.
- `name` must match the folder name: lowercase letters, numbers and hyphens, 64 characters max.
- Keep `description` under 200 characters (Anthropic's help article gives that limit).
- Zip the folder, not just the file.

Never put in: passwords, bank details, API keys, or customer personal data.

The template (copy everything between the lines)

```
---
name: my-business-brand
description: [BUSINESS NAME]'s voice, offers, prices and FAQs. Use for any customer-
facing writing about [BUSINESS NAME]: posts, emails, web copy, replies.
---

# [BUSINESS NAME] Brand Skill
```

```
Use this for all customer-facing writing about [BUSINESS NAME]. These facts are the
only
source of truth. If a fact isn't here, say you don't know and ask me. Never guess.

## About us
- What we do (one sentence): [ONE SENTENCE]
- Who we serve: [IDEAL CUSTOMER]
- Where: [SERVICE AREA or "online"]
- Hours / reply time: [HOURS]
- Booking or contact link (the only link to share): [URL]

## Voice
- We sound: [3–5 WORDS, e.g. warm, plain, practical]
- [RULE, e.g. Short sentences, most under 15 words.]
- [RULE, e.g. Use "you" for the customer, "we" for us.]
- [RULE, e.g. End with one clear next step.]
- Instead of "[GENERIC PHRASE]", write "[HOW WE'D SAY IT]".

## Offers and prices (last checked: [DATE])
- [OFFER 1]: [PRICE]. Includes [WHAT'S INCLUDED].
- [OFFER 2]: [PRICE]. Includes [WHAT'S INCLUDED].
- [OFFER 3]: [PRICE]. Includes [WHAT'S INCLUDED].

## Policies
- Booking: [HOW]
- Payment: [TERMS]
- Cancellations / refunds: [EXACT WORDING]

## FAQs
- Q: [QUESTION] A: [OUR ANSWER]
- Q: [QUESTION] A: [OUR ANSWER]
- Q: [QUESTION] A: [OUR ANSWER]

## Never use these words
[WORD], [WORD], [WORD], [WORD]

## Never promise
- [e.g. specific results]
- [e.g. same-day service]
- [e.g. "the best" or "number one"]

## Before replying, check
1. Every price and policy matches this skill exactly.
```

```
2. No banned words, no never-promise claims.
3. Voice rules followed, one clear next step.
```

Want the full kit?

This short template gets you started. The **Business Brain Skill ($9)** builds the complete version with Anthropic's Skill Creator:

- A full `SKILL.md` template with voice do/don't tables, channel formats, policies, a "facts never to get wrong" section and a before-you-reply checklist
- A business facts worksheet (offers, policies, 10 FAQs, voice samples, banned words)
- 18 prompts to interview you, analyze your voice, build, fact-check, test and update the skill
- A worked example for a dental practice, start to finish

Everything in one place: the **All-Access Pass ($39, lifetime updates)**.

Every kit comes with the **10-hour guarantee**: set it up as the guide says and save 10 hours a week, or get your money back. Stuck on setup? You get a free 1-on-1 call.

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