

Choosing Your AI & Building Your Founder Context Block

The one guide to read before any other in this library. You set it up once; you reuse it in every prompt you ever write.

Start here →

01

THE FOUNDER'S PLAYBOOK · [N-ACCESS.CO.UK/PLAYBOOK](https://n-access.co.uk/playbook)

Read this one first

Most founders' first attempt with AI goes badly for one reason: they ask it to write something *for their company* without telling it anything *about their company*. The model does the only thing it can — it averages the entire internet — and out comes the press-release sludge you didn't want and can't use.

This guide fixes that, permanently, in two steps:

- **Pick the right kind of AI for the job.** Not “the best one” — there isn't a best one. The one that fits what you're doing right now.
- **Write your Founder Context Block.** One short paragraph that tells any AI who you are, what you're building, and how you want it to sound. You write it once. Then every other guide in this library starts the same way: *paste your Founder Context Block first*.

No experience with AI assumed. If you have never opened ChatGPT in your life, this is exactly where to start — and it will take you about twenty minutes.

HOW TO USE THIS GUIDE

- 1 **Pick a chatbot** (next section) — ChatGPT, Claude or Gemini. Any of the three. The free version of any of them is enough to start.
- 2 **Open it** in your browser and create an account.
- 3 **Do the worksheet in section 03** — write your Founder Context Block. Take your time on this one; it is the thing you will reuse in every prompt from here on.
- 4 **Test it** with the checklist in section 04. Tweak it until what comes back sounds like you, not a brochure.
- 5 **Keep it somewhere you will actually find it** — a note on your phone, a pinned doc. You will be pasting it in a lot.

Choosing your AI — by the job, not the leaderboard

There is no “best AI.” There is a best AI *for what you are doing this afternoon*, and that changes with the task.

Where to start: open **ChatGPT**, **Claude**, or **Gemini**. Pick one. The differences between them matter far less than the internet makes out, and you can switch any time. The free tier of any of them is plenty to get going. (When you start bumping into limits or want noticeably better output, the paid tiers run about £15–20 a month — worth it once you are using it most days, not before.)

What *does* matter is matching the kind of model to the kind of work:

WHEN YOU’RE DOING THIS...	REACH FOR...	BECAUSE...
Writing in your own voice — copy, posts, emails	a strong general-purpose model	it holds tone and structure over a long piece better than a small fast one
Thinking through a hard call — pricing, a tricky reply	a “reasoning” / “thinking” mode (most chatbots have a toggle for it)	it shows its working, so you can see <i>where</i> it went wrong and push back
Cranking out lots of rough first drafts	the fast, cheap, default model	it is good enough to react to; you only “spend up” once you have the shape right
Anything that touches live facts or the web	a model with web search switched on	otherwise it will tell you, confidently, something that stopped being true years ago
Images, diagrams, a visual identity	an image model (or a dedicated image tool)	a text model can describe a logo; it cannot draw one

A working rule that saves you money and time: **draft cheap, refine expensive**. Get the rough structure out of a free or fast model, pick the best version, then hand *that* to a stronger model and ask it to tighten — not to start over.

WHY THIS GUIDE NAMES NO 'WINNER'

Model names and rankings change every few weeks. The *shapes* above — general, reasoning, fast-and-cheap, web-connected, image — change slowly. So this guide stays deliberately model-agnostic: when a later guide says “open your AI,” it means whichever one fits the job, with your Context Block pasted in. You will not have to re-learn anything because a new model launched.

03

Your Founder Context Block

This is the highest-leverage thing in the entire library. Twenty minutes here makes every prompt you ever run better.

The Context Block is one short paragraph — two at most — that you paste at the **top** of every prompt, before anything else. It tells the AI six things:

- **Who you are** and your role.
- **What you're building**, in one plain sentence a stranger would understand.
- **Who it's for** — one named type of person (“solo accountants”, “parents of toddlers”), not “everyone” and not “businesses”.
- **What stage you're at** — pre-launch, early revenue, scaling. An AI writes very differently for “I have an idea” than for “I have 400 paying customers”, and it can only know which if you tell it.
- **How you want it to sound** — your house style. “Plain and direct.” “A bit dry.” “Warm but never chummy.” Whatever is true for you.
- **What it must never do** — your specific allergies. The words you cannot stand. The moves that make you cringe.

Here is why it works. An AI with no context about you has nothing to aim at, so it aims at the *average* of everything it has read — which is corporate, hedged and generic, because most of the internet is. Your Context Block gives it a target. It stops sounding like the internet and starts sounding like you.

Write yours now. It does not have to be perfect — section 04 helps you sharpen it.

YOUR FOUNDER CONTEXT BLOCK – FILL THIS IN

Write a paragraph (two at most) covering, in your own words:

Who you are and your role · **what you're building** in one plain sentence · **who it's for** (one named type of person) · **what stage** you're at · **how you want output to sound** · **what it must never do** (the exact words and moves you can't stand)

Keep it tight — long enough to be specific, short enough that pasting it never feels like a chore. Here is the shape of a finished one (yours will be sharper, because it will be true):

▶ WORKED EXAMPLE – A FINISHED CONTEXT BLOCK

I'm Sam, founder of Ledgerwise. We turn a small business's pile of receipts into filed accounts, automatically — built for UK businesses too small to afford a bookkeeper. We're early-revenue: about 400 paying businesses, no funding. When you write for me: plain and direct, a little dry, short sentences; concrete over clever. Never use the words "innovative", "seamless", "robust", or "leverage" as a verb, and never start a sentence with "In today's world". Never hedge with "might" or "could" when the honest answer is yes or no. If you need a fact I haven't given you, ask me — don't make one up.

Notice what's doing the work: a real *who it's for*, a real stage, a house style, and a specific hit-list of banned words. "Write professionally" would have got Sam nothing. This gets the AI to sound like Sam.

If your output keeps drifting generic even with a Context Block in place, the missing piece is almost always a sharper read of how you actually talk — not how you think you ought to write. That is its own exercise:

→ WHEN YOU NEED TO GO DEEPER

Founder Voice Extraction — Turn the way you actually talk into a reusable voice spec your LLM can write in — so output stops sounding like a press release.

n-access.co.uk/playbook/founder-voice-extraction

Testing and evolving your Context Block

A Context Block is not finished when you have written it. It is finished when the output stops making you wince. Run it through this:

PRESSURE-TEST YOUR CONTEXT BLOCK

- Throwaway test.** Open your AI, paste your Context Block, and ask for something tiny — *“Using the context above, write me a two-line intro for a cold email.”* Read it. Does it sound like you, or like a brochure? If it’s a brochure, your Context Block isn’t specific enough yet.
- Stranger test.** Show the same output to someone who knows your company. Would they guess it came from you? If not — what’s missing? The stage? The voice? The banned words?
- Subtraction test.** Delete one sentence from your Context Block and run the prompt again. Did the output get noticeably worse? If it didn’t, that sentence wasn’t earning its place — cut it. A tight block beats a long one.
- Monthly re-read.** Put a reminder in your calendar. Your stage changes, your voice sharpens, your list of banned words grows. A six-month-old Context Block describes a company you no longer run.

And the rule to keep: **when an AI keeps giving you generic output, fix the Context Block before you fix the prompt.** Nine times out of ten that is where the problem is — and it’s a five-minute fix, not an hour of re-prompting.

You’re set up — here’s the library

That is the foundation done. You have picked an AI and you have a Context Block. Everything else in this library now works the same way: pick the document you need, open that guide, paste your Context Block, run the prompt it gives you, iterate twice. That’s it.

Here is what’s in the library:

- **Tier 1 · Foundations** — 01 (this one) · 02 The Business One-Pager · 03 Brand Positioning & Messaging

- **Tier 2 · Strategy** — 04 Go-to-Market Plan · 05 Content Strategy · 06 SEO Foundations & Keyword Strategy · 07 Launch Plan
- **Tier 3 · Execution & Sales** — 08 Sales & Landing-Page Copy · 09 Email Sequences · 10 Social Media Content System · 11 Pitch Deck Outline & Narrative
- **Tier 4 · Operating** — 12 Hiring Briefs & Job Descriptions · 13 Customer Research & Interview Synthesis · 14 Investor Update Templates

The Founder's Playbook · n-access.co.uk/playbook