



# 5 Things Your Claude Should Know About Your Business

A practical guide to making Claude Code  
actually useful — not just impressive.

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## Why this guide exists

You've been using Claude for weeks. Maybe months. You've seen flashes of brilliance — the moments where it writes something so good you almost forget it's AI.

Then next session: it asks your name again.

You're not alone. The #1 frustration in the Claude Code community (1,039 upvotes on Reddit) is exactly this: Claude forgets who you are every time you start a new session.

The fix isn't a better prompt. It's a better system. Specifically, it starts with what you put in your CLAUDE.md file — the file Claude reads at the beginning of every session.

This guide shows you the 5 things that actually matter.

Time to implement: 30-60 minutes.

## Thing #1: Your Business Identity

### Not your bio. Your positioning.

What most people write: "I'm John, a marketing consultant."

What actually works:

```
## Business Identity
- Company: Chen Strategy Group
- What we do: Marketing consulting for independent
  restaurants in NYC. Focus on local SEO and Google
  Business Profile optimization.
- What makes us different: We guarantee measurable
  foot traffic increase within 90 days.
- Team: Solo + 2 freelance designers on retainer.
- Stage: $180K/yr. Goal: $300K without hiring.
```

Why it matters: Claude uses this to calibrate every response. Without it, you get generic advice.

With it, Claude frames everything through your competitive positioning, your team constraints, your revenue reality.

The test: Ask "How should I price my new service?" If the answer references your market and competitors — it's working.

# Thing #2: Your Actual Competitors

**Not the category. The specific companies.**

Without a competitor table, Claude invents competitors. And invented competitors lead to generic differentiation.

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## Competitive Landscape
| Competitor | Price | Weakness |
|-----|-----|-----|
| AgencyX | $3-5K/mo | Slow. 6-week onboarding. |
| LocalBuzz | $800/mo | Ads only. Clients churn. |
| DIY | $0+time | No strategy. 15h/week. |
```

The test: Ask Claude why a client should pick you over a named competitor. The answer should reference their actual weakness.

How to build it: 15 minutes per competitor's website. Pricing, messaging, gaps. You already know this — write it down for Claude.

# Thing #3: Your Revenue Model

**The real numbers. Not the aspiration.**

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## Revenue Model
- Primary: Retainers (8 x $1,500/mo = $12K/mo)
- Secondary: Setup fees ($2,500 x 2/month)
- Pricing floor: Never below $1,200/mo retainer.
- Goal: 12 clients by December (from 8). No hiring.
```

This changes how Claude thinks about every business decision. "Should I take this client?" — Claude calculates opportunity cost. "How do I hit \$300K?" — Claude knows: 4 more retainer clients, not a new revenue stream.

Include: how you make money, current numbers, pricing floor, growth constraint.

# Thing #4: Your Decision Rules

## The things you never compromise on.

Without rules, Claude optimizes for what sounds good. With rules, Claude optimizes for your definition of good.

```
## Rules (non-negotiable)
- R1: Never sacrifice long-term reputation for short-term results. Business runs on referrals.
- R2: All client comms reviewed before sending.
- R3: Pricing floor $1,200/mo. Below = flagged.
- R4: When uncertain, say so.
- R5: Proposals emphasize measurable outcomes.
```

The test: Ask Claude to draft a proposal for \$800/month. If it produces the proposal without flagging R3 — your rules need work.

Start with 3-5 rules. Add more as you notice Claude doing things you wouldn't.

# Thing #5: Your Current State

## What you're working on right now. Lives in MEMORY.md.

```
## Current Projects
- Rivera's: Onboarding. Audit due Friday.
- Tony's Trattoria: Month 3. Traffic up 22%.
- Q2 Workshop: Outline done, slides due Apr 15.

## Pending Decisions
- Raise retainer to $1,800 for new clients?
- Hire part-time VA? Saves 5h/wk, costs $1,500/mo.
```

This turns Claude from a consultant you brief every morning into a partner who remembers where you left off.

The test: Close Claude. Open again. Say "What should I focus on today?" If the answer references your actual projects — it's working.

Update every few sessions. 2 minutes. Hours of context-setting saved.

# The gap between 70% and 100%

These 5 things take 30-60 minutes to set up. You'll see a real difference immediately.

But there's a gap between what you can configure manually and what a purpose-built system delivers:

- **Hooks** that make Claude read your context automatically at every session start.
- **Quality gate** that catches generic responses before they reach you.
- **Session-end hook** that saves your progress automatically — so tomorrow picks up where today left off.
- **Personalized skill** with 3 specialized modes calibrated for your business type.

## Ready for the complete system?

Built for your business. Delivered in 48 hours. 15-minute install.

[Take the Free AI Scan → supery.ai](https://supery.ai)

Free to share. If it helped, tell a colleague who's frustrated with AI.