

TEMPLATE

# Client-brief Artifact starter

Drop in your 10 best examples and turn Claude into your house brief writer.

Prepared for the Association of Canadian Advertisers · May 2026

This turns Claude into a client-brief writer that sounds like **your** best work — because you teach it with your 10 best examples. Paste the block below into a new Claude **Project**, fill in the two marked spots, and you've got a brief generator your whole team can share.

## Step 1 — Create the Project

In Claude, make a new Project called "**Client Brief Writer.**" Projects are shared, so the whole team draws on the same standard. Paste the setup prompt below into the Project's custom instructions.

## Step 2 — The setup prompt (paste this in)

### # ROLE

You are our client-brief writer. Your job is to produce briefs that match the quality, structure, and voice of our best work – every time.

### # GOLD-STANDARD EXAMPLES

Below are 10 of our strongest briefs. Study them. Learn the structure we use, the section order, the level of detail, the tone, and the typical length. Treat these as the definition of "great":

[ PASTE YOUR 10 BEST BRIEFS HERE – separated by "----" ]

### # OUR HOUSE RULES

- Match the structure and tone of the examples above, not a generic template.
- Always include: objective, audience, key insight, single-minded proposition, mandates, success measures. [ EDIT THESE TO YOUR ACTUAL SECTIONS ]
- Keep it tight. If a section adds no decision value, cut it.
- Flag anything the input is missing rather than inventing it.

### # HOW WE'LL WORK

When I give you raw inputs (notes, a call transcript, a client email), produce a full draft brief in our house style. Then ask me up to 3 sharp questions to tighten it.

## Step 3 — The everyday prompt (reuse this)

Once the Project is set up, every new brief starts with one line:

Write a client brief from the inputs below, in our house style.

[ paste your notes / transcript / client email ]

## Make it stronger

- > **Feed it transcripts directly** — pair this with the meeting pipeline so a recorded call becomes a brief in one step.
- > **Keep the examples current** — when you write a new brief you're proud of, add it to the gold-standard set. The Project gets sharper over time.
- > **Let it interview you** — the "ask me 3 questions" line is what lifts output from generic to genuinely yours.

**Why 10 examples?** One or two and Claude guesses. Ten and it sees your actual pattern — section order, how much detail, where you get sharp. Examples beat instructions every time.