

M A V E R I C K A I

YOUR MASTER PROMPT

THE COMPLETE GUIDE

Build the one file that makes every AI conversation 10x better. Personal, business, and corporate versions included with copy-paste prompts to generate yours in one sitting.

What a master prompt is and why context is everything

The full guided prompt to build yours (voice mode ready)

Personal, business, and corporate versions

Where to store it: ChatGPT Projects, Claude, and more

What sections to include and what to skip

How to build master prompts for your entire team

Advanced setups for multiple AI tools at once

2026 Edition

What Is a Master Prompt

10x

Better AI outputs

1

File, every AI tool

100

Questions about you

A master prompt is a single document that contains everything about you. Your job, your goals, your writing style, how you talk, your family, your industry, your preferences, your pet peeves, your communication habits. Everything. You upload it once into any AI and suddenly it stops giving you generic, cookie-cutter answers and starts giving you responses that sound like they came from someone who actually knows you.

Most people open ChatGPT or Claude, type a question, and wonder why the answer sounds like it was written by a corporate intern. That's because the AI knows nothing about you. It's completely guessing. It doesn't know your job title, your industry, your audience, how you like things written, or what you've already tried. So it defaults to safe, bland, generic output.

A master prompt fixes that permanently. Think of it like giving your AI a detailed onboarding packet for who you are. Once it has that context, every single conversation starts at a higher level. You don't have to re-explain yourself every time.

WHY CONTEXT IS THE #1 THING

Recent research has shown that context matters more than the model you're using, more than your prompting technique, and more than which AI tool you pick. A mid prompt with great context will outperform a perfect prompt with zero context every single time. Your master prompt is how you give that context at scale.

And the best part is it's portable. You build it once and drop it into ChatGPT, Claude, Gemini, Perplexity, whatever you're using. It works everywhere. Same file, same results, across every tool.

How to Build Yours

Here's how this works. You're going to paste a prompt into ChatGPT or Claude that turns the AI into an interviewer. It asks you 100 questions across 10 rounds, covering your work, your life, your family, your goals, and how you write and talk. Then it takes all your answers and generates a complete master prompt document organized into clean sections.

STEP 1: Paste the Prompt

Copy the prompt below and paste it into a new ChatGPT or Claude conversation. It will walk you through the entire process step by step. Just follow along, answer the questions, and it handles the rest.

THE MASTER PROMPT BUILDER

You're going to help me build my personal Master Prompt: one file that captures everything about me so any AI model instantly understands who I am. Make this a fun, guided walkthrough.

First, tell me to turn on voice mode so I can answer out loud, and give me the exact steps to turn on voice mode for the tool I'm using.

Then ask me 10 rounds of questions, 10 questions per round, rapid fire. Base some on what you can already infer about me and confirm those, and make the rest genuinely interesting, so we cover my work, my life, my family, my goals, and how I write and talk.

IMPORTANT: Encourage me to context dump on every answer. I should be rambling, going on tangents, telling stories, over-explaining. The more raw material you get from me, the better the master prompt will be. Tell me not to hold back and to talk for as long as I want on every single question. If my answer is too short, push me to go deeper. Ask follow-ups. Pull more out of me.

After the 10 rounds, ask me any final clarifying questions you still need.

Then generate ONE comprehensive Master Prompt organized into clear sections (Work, Life, Family, Personality, Voice and Writing Style, and anything else relevant), detailed enough that any AI model would deeply understand me and my business.

Finally, save it into your memory for our future chats, and give it to me as a downloadable PDF titled "(Person's Name)'s Master Prompt" that I can upload into any other AI.

STEP 2: Turn on Voice Mode

This is the pro tip that most people skip, and it makes a huge difference. Instead of typing out answers to 100 questions, just talk. Turn on voice mode in ChatGPT and answer out loud. It's way faster, way more natural, and you'll give more honest, detailed answers than you would typing them out.

Platform	How to Enable Voice Mode
ChatGPT (Mobile)	Tap the waveform icon in the message bar
ChatGPT (Desktop)	Click the headphone icon at bottom right
Alternative	Use WisprFlow or another AI dictation tool

TIP

If you don't want to use voice mode, try WisprFlow or another AI voice dictation tool. You talk, it types. Same speed benefit without needing ChatGPT's built-in voice. Works on any platform.

STEP 3: Context Dump Everything

The AI will ask you 10 rounds of 10 questions each. Here's the key: do not give short answers. Context dump like crazy. Ramble. Go on tangents. Tell stories. Over-explain everything. The more raw context you give, the better your master prompt will be. If the AI asks about your job, don't just say your title. Talk about what you actually do every day, what frustrates you, what tools you use, how your team works, what your boss cares about. Give it everything.

Expect this to take 2 to 4 hours. Yes, hours. This is the most important file you'll ever create for AI. The people who rush through it in 30 minutes get a generic master prompt. The people who spend real time talking and dumping context get something that actually transforms their AI experience. Block the time. It's

worth every minute.

STEP 4: Get Your Master Prompt PDF

After all 10 rounds, the AI will ask any follow-up questions it needs, then generate your complete master prompt as a PDF. Download it. This is the file you'll upload into every AI tool you use from now on.

BLOCK YOUR TIME

Clear 2 to 4 hours this week or this weekend. Sit down, turn on voice mode, and just talk. Treat it like a conversation with a friend who wants to know everything about you. Every AI conversation you have from this point forward just got ten times better. That's a pretty solid return on an afternoon.

What Goes Inside

Your master prompt should be organized into clear sections so the AI can quickly find the right context for whatever you're asking. Here's what each section should cover.

Section	What to Include	Why It Matters
Work	Job title, company, industry, team size, what you actually do day to day, tools you use	So the AI frames every answer in your professional context
Life	Where you live, daily routine, hobbies, interests, health goals, how you spend your time	So answers fit your actual lifestyle, not a generic one
Family	Partner, kids, pets, family dynamics, responsibilities, schedule constraints	So recommendations account for your real commitments
Personality	Communication style, pet peeves, values, how you make decisions, introvert/extrovert	So the AI matches your tone and decision-making style
Voice and Writing	How you write emails, your vocabulary, formality level, humor style, words you hate	So anything it writes for you sounds like YOU wrote it
Goals	Short-term projects, long-term ambitions, what you're working toward right now	So the AI can proactively align suggestions with where you're headed
Preferences	Preferred formats, length, level of detail, how you like information presented	So you stop getting 2,000-word essays when you wanted three bullet points

TIP

Don't hold back. The more specific you are, the better this works. Tell it you hate bullet points. Tell it you prefer short answers. Tell it you have two kids under five and no free time. Tell it you're a visual learner. All of it matters.

HEADS UP

Don't include sensitive information like passwords, bank account numbers, social security numbers, or private medical details. Your master prompt should be detailed about who you are, not a security risk.

Three Versions of the Prompt

The builder prompt above creates a personal master prompt. But the concept works for different contexts too. Here are three versions of the builder prompt, each tuned for a different purpose.

Version 1: Personal

This is the default. It covers your whole life: work, personal, family, goals, communication style. Use this as your primary master prompt for everyday AI conversations.

PERSONAL MASTER PROMPT BUILDER

You're going to help me build my personal Master Prompt: one file that captures everything about me so any AI model instantly understands who I am. Make this a fun, guided walkthrough.

First, tell me to turn on voice mode so I can answer out loud, and give me the exact steps for my platform.

Then ask me 10 rounds of 10 questions each, rapid fire. Cover my work, life, family, goals, personality, and how I write and communicate. Base some on what you can infer and confirm those.

Encourage me to context dump on every answer. I should ramble, tell stories, go on tangents, and over-explain. The more I give you, the better. If my answers are too short, push me deeper.

After all rounds, ask final clarifying questions, then generate ONE Master Prompt in clear sections. Save it to memory and give me a downloadable PDF.

Version 2: Business

This version focuses specifically on your business. It's meant for entrepreneurs, founders, and business owners who want AI to understand their company deeply. Use this when you have a separate AI workspace for business tasks.

BUSINESS MASTER PROMPT BUILDER

You're going to help me build a
Business Master Prompt: one file that
captures everything about my company
so any AI model can help me make
better business decisions. Make this
a guided walkthrough.

First, tell me to turn on voice mode.

Then ask me 10 rounds of 10 questions
each covering: my business model,
revenue, customers, team, competitors,
tech stack, marketing channels, sales
process, biggest challenges, growth
goals, brand voice, target audience,
pricing strategy, and key metrics I
track. Confirm assumptions you can
already infer.

Encourage me to context dump on every
answer. I should talk for as long as
I want. Rambling is good. Stories are
good. The more raw detail, the better.
Push me if I give short answers.

After all rounds, generate ONE
Business Master Prompt organized into
sections (Company Overview, Customers,
Team, Product, Marketing, Sales,
Financials, Goals, Brand Voice).
Save it and give me a PDF.

Version 3: Corporate / Team

This version is for companies that want every employee to have a standardized master prompt. It focuses on role-specific information, company standards, and how the AI should interact with each team member. This is the one where you can get serious ROI across an entire organization.

CORPORATE MASTER PROMPT BUILDER

You're going to help me build a
Corporate Master Prompt for [ROLE]

at [COMPANY]. This prompt will be given to every person in this role so AI tools understand how to help them specifically.

First, ask me 10 rounds of questions covering: the role's responsibilities, daily tasks, tools used, KPIs, common requests to AI, preferred output formats, company writing standards, compliance rules, brand guidelines, escalation procedures, approval chains, and typical deliverables.

Then generate ONE Corporate Master Prompt organized into sections (Role Overview, Daily Responsibilities, Tools and Systems, Output Standards, Brand and Compliance Rules, Common Tasks, Escalation Protocol). Make it specific enough that any AI would understand exactly how to assist someone in this role.

Give me a downloadable PDF titled "[Company] - [Role] Master Prompt"

Why Every Company Needs This

If you manage a team, here's what's probably happening right now. Half your team is using AI. The other half isn't. The ones who are using it get wildly different quality depending on how they prompt. Nobody has consistent outputs. And nobody's AI knows anything about your company's brand voice, compliance rules, or customer base.

A corporate master prompt program fixes all of that. You create role-specific master prompts for every position in your org, and suddenly everyone's AI outputs are on-brand, consistent, and actually useful.

Role	What Their Master Prompt Should Include
Sales Reps	Pitch deck standards, CRM fields, objection handling style, pricing rules, prospect personas
Customer Support	Tone guidelines, escalation rules, product FAQ, refund policies, ticket categories
Marketing	Brand voice doc, campaign templates, target audience profiles, approval chains, content calendar
Engineers	Code standards, PR review rules, deployment process, architecture docs, naming conventions
Executives	Strategic priorities, board reporting format, financial targets, stakeholder communication style
HR / People Ops	Policy docs, hiring criteria, onboarding checklists, benefits details, compliance rules

THE MATH ON THIS

If you have 50 employees using AI and each one saves 15 minutes per day because their master prompt eliminates re-explaining context, that's 12.5 hours saved per day across the company. Over a year, that's roughly 3,000 hours. At an average loaded cost of \$50/hour, you just created \$150,000 in value from a document that takes a few hours to build per role.

FOR MANAGERS AND FOUNDERS

Pick one role on your team. Build the corporate master prompt for that role using the prompt above. Test it for a week. Then roll it out to the rest of the team. The difference in output quality will sell the program for you.

Where to Store Your Master Prompt

You've built the master prompt. Now where does it go? Each AI tool has different ways to make your master prompt persistent so you don't have to upload it every time.

Tool	Where to Store It	How It Works
ChatGPT	Projects	Create a Project, upload the PDF as a file. Every conversation in that Project automatically uses it.
ChatGPT	Custom Instructions	Copy the key parts into Settings > Personalization > Custom Instructions. Limited space but always active.
ChatGPT	Memory	The builder prompt saves it to memory automatically. Persists across all conversations.
Claude	Project Knowledge	Create a Project, add the PDF to Project Knowledge. Every conversation in that Project uses it.
Claude	Custom Skill	Turn your master prompt into a custom skill. It applies to every session automatically.
Gemini	Gems	Create a custom Gem with your master prompt as the system instructions.
Any AI	Upload the PDF	Just drag and drop the PDF file at the start of any conversation. Works everywhere.

ChatGPT Projects: The Best Option

STEP 1: Create a Project

In ChatGPT, click the Projects icon in the sidebar and create a new project. Name it something like 'Personal AI' or 'Work Assistant.' This is where your master prompt will live.

STEP 2: Upload Your PDF

Click the paperclip icon or drag your master prompt PDF into the Project files. ChatGPT will index it and use it as context for every conversation you start inside that project.

STEP 3: Add Project Instructions

In the Project settings, you can also add written instructions. This is a good place to put the most important preferences that you want applied to every single response.

PROJECT INSTRUCTIONS EXAMPLE

```
Always reference my master prompt PDF
before responding. Write in my voice
(direct, casual, no corporate jargon).
Keep responses under 300 words unless
I ask for something longer. Use bullet
points sparingly. Never start a response
with 'Great question' or 'Absolutely.'
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Claude: Projects and Custom Skills

In Claude, you can create a Project and add your master prompt PDF to the Project Knowledge section. Every conversation in that project will reference it. You can also turn your master prompt into a custom skill, which means Claude has your context in every single session automatically, no uploading required.

TIP

The portability factor is huge. Save your master prompt PDF somewhere easy to access, like your desktop or a cloud folder. When you switch AI tools or try a new one, just upload it. Instant context, zero re-work.

What You Can Do With It

Once your master prompt is set up, here's what changes. These aren't theoretical use cases. These are things that immediately get better.

Use Case	Without Master Prompt	With Master Prompt
Write an email	Generic, formal tone that sounds nothing like you	Matches your exact writing style and voice
Plan your week	Template schedule that doesn't fit your life	Accounts for your kids, meetings, energy levels
Draft a proposal	Boilerplate language, wrong industry terms	Uses your company's terminology and standards
Get career advice	Generic tips from the internet	Specific advice based on your role, goals, and industry
Create content	Sounds like every other AI-generated post	Sounds like something you would actually write
Build a budget	Template that doesn't know your income or expenses	Based on your actual financial situation and goals
Prep for a meeting	Generic talking points	Based on your role, your relationships, your priorities
Learn something new	Textbook explanation	Explained at your level in your preferred style

Copy-Paste Prompts That Get Way Better

WEEKLY PLANNING (WITH MASTER PROMPT)

Based on everything you know about me, plan my week. Account for my work schedule, family commitments, energy patterns, and current priorities. Build an hour-by-hour schedule for Monday through Friday that actually fits my life.

EMAIL DRAFTING

Draft an email to [person] about [topic]. Use my writing style. Keep it the length I typically write. Match the tone I'd use with this person.

CONTENT CREATION

Write a LinkedIn post about [topic] in my voice. Use the way I normally write on social media. Make it sound like me, not like AI.

DECISION MAKING

I need to decide between [option A] and [option B]. Based on what you know about my priorities, goals, risk tolerance, and current situation, walk me through this decision the way I think through things.

Advanced Setups

Multiple Master Prompts

You don't have to use the same master prompt everywhere. Power users often create multiple versions for different contexts.

Master Prompt	Where to Use It	What It Focuses On
Personal	Default ChatGPT Project	Full life context: work, family, goals, style
Work Only	Company AI workspace	Professional context only, no personal details
Creative	Writing or content tools	Voice, writing style, brand guidelines, audience
Health	Health and fitness AI	Fitness level, diet, injuries, goals, schedule
Finance	Financial planning tools	Income, expenses, debts, goals, risk tolerance
Parenting	Family planning AI	Kids' ages, school, activities, parenting style

TIP

Start with one. Your personal master prompt covers the most ground and gives you the biggest improvement across all your AI conversations. Only create specialized versions once you're using AI heavily in a specific domain.

Keeping It Updated

Your master prompt isn't a set-it-and-forget-it document. As your life and work change, so should your master prompt. Here are easy ways to keep it current.

QUARTERLY UPDATE PROMPT

Review my master prompt and ask me 10 questions about what's changed in my life and work since we last updated it. Then regenerate the master prompt with the updated information and give me a new PDF.

AUTO-UPDATE PROMPT

From now on, whenever I mention something new about my life, job, goals, or preferences in our conversations, add it to your memory and flag it for the next master prompt

update.

The Master Prompt for Specific Tools

Some AI tools let you go even further. Here are advanced setups for the tools that support deeper customization.

CHATGPT: CUSTOM GPT

Build a custom GPT with your master

prompt baked in

Go to: ChatGPT > Explore GPTs > Create

Paste your master prompt into the Instructions field. Name it 'My AI' or whatever you want. Now you have a custom GPT that always knows who you are, no project or upload needed.

CLAUDE: CUSTOM SKILL

Turn your master prompt into a skill

In Claude (desktop app), go to:
Settings > Capabilities > Skills

Create a new skill and paste your master prompt content as the skill instructions. Set it to trigger on every conversation. Now Claude always has your context automatically, no project or upload needed.

Common Mistakes

Mistake	Why It's a Problem	What to Do Instead
Being too vague	Saying 'I work in tech' gives the AI almost nothing to work with	Say 'I'm a product manager at a 200-person fintech startup building B2B payment tools'
Skipping the voice section	This is the section that makes AI outputs actually sound like you	Spend extra time on how you write, talk, and communicate
Including sensitive data	Passwords, SSNs, and account numbers don't belong here	Keep it to preferences, context, and personality, not credentials
Making it too long	A 50-page master prompt buries the important stuff	Aim for 3 to 8 pages. Dense and organized is better than long and rambling.
Never updating it	Your master prompt from 6 months ago doesn't know you got promoted	Do a quarterly review. Run the update prompt above.
Only using it in one tool	You're leaving value on the table everywhere else	Upload it to every AI tool you use. It's portable for a reason.
Rushing through the questions	Quick, vague answers produce a generic master prompt	Block 2 to 4 hours. Use voice mode. Context dump like crazy on every answer.

Bonus Prompts

Test Your Master Prompt

Once you've built your master prompt, use these prompts to verify it's actually working.

THE MIRROR TEST

Based on everything you know about me, describe me in 3 paragraphs. Include my job, how I communicate, what I care about, and what makes me different from someone with a similar job. Then tell me what's still missing that you'd want to know.

THE VOICE TEST

Write a 4-sentence email from me to my boss about pushing a deadline back by one week. Write it exactly how I would write it. Don't tell me the email first, just write it as me.

THE ADVICE TEST

I'm considering leaving my job for a competitor. Based on what you know about my career goals, financial situation, family, and risk tolerance, give me your honest advice. Don't be generic. Be specific to my situation.

Share With a Friend

HELP A FRIEND BUILD THEIRS

I want to help someone build their own master prompt. Walk me through the process I should guide them through, and give me a version of the master prompt builder that I

can send them with instructions.

Build a Team Master Prompt Library

TEAM ROLLOUT

I want to create master prompts for every role on my team. Here are the roles: [list roles]. For each role, generate a customized version of the master prompt builder that asks the right questions for that specific role. Include company-wide standards that should be in every prompt.

Quick Reference

Setup Checklist

Step	Action	Time
1	Open ChatGPT or Claude	1 min
2	Paste the builder prompt	1 min
3	Turn on voice mode or WisprFlow	2 min
4	Context dump through 100 questions across 10 rounds	2-4 hours
5	Answer follow-up clarifying questions	10-20 min
6	Download your master prompt PDF	1 min
7	Upload to your primary AI tool's Project	2 min
8	Upload to all other AI tools you use	5 min
9	Run the mirror test to verify quality	5 min
10	Schedule a quarterly update reminder	1 min

Where to Put It

If You Use...	Put It Here
ChatGPT	Projects > New Project > Upload PDF as file
Claude	Projects > New Project > Add to Project Knowledge
Gemini	Create a Gem with the content as system instructions
Perplexity	Upload the PDF at the start of a conversation
Any tool	Drag and drop the PDF into the chat window

START RIGHT NOW

Don't bookmark this guide and forget about it. Open ChatGPT right now, paste the builder prompt from page 3, turn on voice mode, and start talking. Context dump everything. In a few hours, you'll have a master prompt that makes every AI conversation you have from now on dramatically better.

Want More AI Tips Like This?

I post daily AI content, tool breakdowns, and prompts that actually help you get more done. Follow me for the latest.

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