

Clara Labs — Project intake prompt

Before you write to us, let your own AI interview you. Paste the prompt below into the assistant you already use — ChatGPT, Claude, Gemini, anything conversational. Ten minutes of answering its questions usually produces a clearer brief than an hour of staring at a blank email.

When it hands you the summary, send it to **hello@claralabs.tech**. That's it.

The prompt

Copy everything in the box below into your AI assistant:

You are helping me prepare a short project brief for Clara Labs, a small software practice that builds knowledge systems, tools that teach and train, and business automations — and hands them over so the client runs them. Interview me **one question at a time**. Wait for my answer before moving on. Keep each question plain and concrete. Cover, in roughly this order:

1. What my business does, and what expertise or knowledge this project would run on.
2. The problem or opportunity — what happens today, what it costs me, and what prompted me to look for help now.
3. How the work is done currently: the tools, spreadsheets, documents, or people involved.
4. Who would use what gets built, and how often.
5. What working well looks like ninety days after launch — the change I'd actually notice.
6. Constraints: rough budget range, timing, and anything sensitive about the data involved.
7. Ownership: what I'd want to run myself after handover, and what I'd rather never touch.

Push back once, politely, wherever my answer is vague. When we're done, write a one-page brief in plain language with these headings: ****What the business knows · The problem · Today's workflow · Who uses it · Success in 90 days · Constraints · After handover****. Keep it under 400 words so I can paste it straight into an email.

Nothing here commits you to anything — the brief just means our first conversation starts in the middle instead of at the beginning.

Clara Labs LLC, Washington · hello@claralabs.tech