



Your first useful result with AI

Practical AI for your business · 1 / 2 · Your company brain

A company brain is a folder of business notes the AI can read and update with you. Follow these steps, then build something useful on the other side.

☐ 1. Get ready

Install the desktop app, sign in with your ChatGPT account and select Codex. [Desktop setup](#)

Check the [current plans and limits](#) to choose what fits your use.

You can type or speak to the AI. When something is unclear, ask: "Explain that more simply and give me just the next step."

☐ 2. Connect Chrome and try it on a real website

In the desktop app, open Settings → Computer Use → Chrome. Follow the plugin prompts, click Install and add the ChatGPT browser extension. Return to settings: Chrome should now show Manage. [Browser setup](#)

Open your business website in that Chrome profile. In your Codex chat, type @ and select Chrome. Send the website address and ask: "Open this page in Chrome. What do we offer and who is it for? Suggest three ways to make the homepage clearer."

Check: the answer refers to details on your page. No website yet? Try a business website you know.

☐ 3. Create your company-brain folder

Create a folder called company-brain on your computer. Open it as a project in Codex and start a chat there. Send this request:

"Set up my company brain with these plain-text files: company.md for my offer and customers, brand.md for my colour and writing style, goals.md for my goals, and actions.md for my decisions and next steps. Leave unknown details empty."

Then send: "Create AGENTS.md with these instructions: Before each task, read these files. Ask about missing facts. Save only information and decisions I confirm. Keep suggestions separate. Update the relevant files after our work and preserve earlier decisions."

Check: open the folder. The five files should be there. You can read them yourself.

☐ 4. Tell it about your business and brand

"Ask me one question at a time about my offer, customers, brand colour and preferred writing style. Help me choose a colour if I do not have one. Show me your summary, then save the details I confirm in company.md and brand.md."

Check: open both files. Correct any detail that does not sound like your business.

☐ 5. Save one useful goal

"Help me choose one goal for the next 30 days. Ask what result I want and how much time I can spend. Agree a deadline and a way to measure success with me, then save it in goals.md."

Examples: get three sales calls, publish a new offer, or save two hours of admin each week.

Check: the goal describes a result you can actually measure.

☐ 6. Ask what to do next

"Read my company brain. What should I do next to reach my goal? Ask about missing facts. Suggest three actions, explain their effort and trade-offs, and recommend one. Wait for my choice."

Choose an action. Then say: "Save my decision, the reason and an agreed due date in actions.md."

Check: you have one concrete next action, chosen by you.

☐ 7. Start a new chat and pick up your work

Start a new chat in the same project. Ask: "Read my company brain. What is my goal, what did I decide, and what is my next action? Show me the files you used."

Tell it what you have done. Ask it to update actions.md with your progress.

Check: it uses the saved facts without you repeating them. If it misses something, ask it to open the relevant file.



Build a page for your business

Practical AI for your business · 2 / 2 · Try one step at a time

Stay in your company-brain project. Use the saved business details in each task below. The final two examples are optional extras.

☐ 1. Create a landing page

A landing page explains one offer and gives visitors one next step. Ask:

“Read my company brain and build a simple landing page for my offer. Ask which offer and where the contact or booking button should lead. Use my brand colour and writing style. Show me a phone and desktop preview before publishing.”

Check: the offer is clear, the colour is right and the button opens your real contact or booking destination.

☐ 2. Find hosting and publish

Hosting puts your page online. Ask: “Where can I host this page? Ask what website or hosting I already have. Compare two easy options, check current costs and business-use rules, then recommend one.”

After choosing: “Guide me through publishing, one step at a time. Tell me when to sign in or act myself. Save the live address and update instructions in my company brain.”

Check: open the public link on your phone and test the button.

☐ 3. Ask for a simple SEO audit

SEO helps search engines and customers understand your page. Send the live address and ask:

“Review this page for people looking for my offer. Check the title, main heading, offer, links and phone layout. Give me three clear improvements. Explain what you checked and what you could not verify.”

Check: choose one improvement, review the change, then publish it.

☐ 4. Set up Google Search Console

Search Console shows how Google sees your site. Open [Search Console](#) and sign in. You need access to manage your website. Ask:

“Help me add my website and verify ownership using my host’s instructions, one step at a time. Then inspect my page address and explain its status simply.”

Check: your site is verified. New sites may have no search data yet. Later, ask which searches bring visitors and what to improve. [Setup guide](#)

☐ 5. Optional: save your landing-page method as a skill

A skill is a reusable set of instructions. Ask:

“Use skill-creator to create a skill called my-landing-page for this project. Read my company brain. Follow this structure: headline, customer problem, offer and benefits, real evidence if available, common questions, contact button. Use my brand. Never invent testimonials. Show the draft before publishing.”

Try it in a new chat: “Use my-landing-page for another offer. Ask me which one.” Check that it follows your structure. [Skill guide](#)

☐ 6. Optional: send the next actions to ClickUp

MCP is a standard connection that lets AI use tools in another service. ClickUp can turn your agreed improvements into tasks.

If you use ClickUp, follow its [official connection guide](#) for your AI app. Sign in and choose your workspace. If unavailable, skip this extra.

Ask: “Show my ClickUp Lists without changing anything.” Choose one, then ask: “Draft three tasks from our agreed improvements. Show me the details and ask for due dates before creating them.”

Check: approve the drafts, have the tasks created, then open their links in ClickUp.

Questions? Contact me: [LinkedIn · Thomas Dahlmann](#) | [Instagram · @tda_autor](#)

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