danimart.ai

FREE PROMPT · BRAIN

Build your own content brain

The prompt from the video. Claude learns your story, your niche, your audience, your offer and the way you talk, then turns reels that got 5x their usual views into ideas that start from your story, in your voice, built on something that already worked.

01
Pick where it lives
claude.ai or Claude Code

02
Give it your material
site, reels, offer, story

03
Check your brain
the 5 parts

04
Find 5x outliers
views vs usual views

05
Get your ideas
then feed it weekly

+
Prompts to paste
last page

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STEP 01

Pick where your brain lives

The zip has the same brain in two shapes. Use one:

- **claude.ai (easiest):** create a Project called **Content brain**, open **brain-prompt.txt** and paste everything below the line into the project instructions. Every chat in that project starts from your brain.
- **Claude Code:** copy the **content-brain** folder into your skills folder, make a folder for your content and type **claude** in it.

```
Mac / Linux:  ~/.claude/skills/content-brain
Windows:      C:\Users\YOU\.claude\skills\content-brain
```

Claude Code saves your brain as **BRAIN.md** in your content folder, and the skill includes **outliers.py**, which finds the 5x reels in a CSV for you. Don't have Claude Code? **npm install -g @anthropic-ai/claude-code** (needs Node.js).

STEP 02

Give it your material

Start the chat with **«Build my content brain»**. Claude asks for four things in one message:

- **Your website or bio:** the link or the text.
- **Your own words:** transcripts or captions of 3-10 of your reels. Real text you said or wrote. This is what your voice is built from.
- **Your offer:** what you sell or give away, the price, who it's for.
- **Your story:** 3-5 lines on who you are and why you started. A voice note transcript is perfect.

No transcripts? Instagram shows auto captions on your reels; copy them, or record a 2-minute voice note answering «who are you and why did you start?».

STEP 03

Check your brain: the 5 parts

Claude writes your brain, each part in its own place:

1 · Story
who you are, why you started, and 3-5 moments reels can open with

2 · Niche
the one thing you talk about, its topics, and what to stay away from

3 · Audience
who's watching and what they're stuck on, in their words

4 · Offer
what you sell, for whom, and the next step: a comment word, a link, a DM

5 · Voice
how you actually talk: rhythm, your phrases, words you never use

Why 5?
Voice is the part that stops it sounding like AI

Read it. Anything marked **(guess: confirm)** is Claude being honest about thin data: correct it. Then save the block (Claude Code does it for you as BRAIN.md).

STEP 04

Find outliers: 5x their usual views

A reel with 2M views on an account that always gets 2M teaches you nothing. A reel with 80k on an account that usually gets 10k does: something in it worked. That's an outlier.

- Open 5-10 accounts in your niche, plus your own. Look at the views of their last 10-20 reels and note the usual number (the middle one).
- Write down every reel at **5x or more**: account, link, views, usual views, the first line, what it's about.
- Paste the list, or save it as **reels.csv** in Claude Code and the skill runs outliers.py.

```
account,link,views,usual,hook,topic
@creator,https://instagram.com/reel/...,96000,12000,Stop doing cardio after
kids,myth
```

Claude checks the maths, drops anything under 5x and tells you why each outlier worked: the hook pattern, the format and the promise.

STEP 05

Get your ideas, then feed it every week

You get 10 ideas. Each one takes the shape of an outlier and fills it with your brain: a title, the hook in your words, which outlier it borrows from, which story moment it uses, 3-4 beats and the close with your offer.

- **Shape, not words:** it never copies another creator's script. It reuses what made the reel travel.
- **Only what you can back up:** no invented results. If an idea needs a real test, it tells you.
- **Every week:** bring new outliers and add any line of yours that did well to the Voice part. The brain gets sharper each time.

PROMPTS TO PASTE

Copy, change the brackets, send

From idea to script

```
Turn ideas 1, 3 and 6 into 40-second scripts in my voice.
One idea per sentence. End with: comment [WORD] to get [gift].
```

New week, new outliers

```
Here's my BRAIN and this week's reels. Skip to step 3:
find the 5x outliers and give me 5 ideas.
```

Does this sound like me?

```
Check this script against my Voice part. Rewrite any line
I would never say.
```

REMEMBER

Your voice is the moat. The more of your own words it reads, the less it sounds like AI.

NEXT

Got stuck? Reply to my DM on Instagram @danimart.ai and tell me where.