

# CLAUDE.MD

CLAUDE .md is the most important file in Claude.

This is exactly how Boris Cherny sets his up:

- CLAUDE .md is one text file. - It sits in your project folder. - Claude reads it before every reply.

Without one, Claude has no idea who you are.

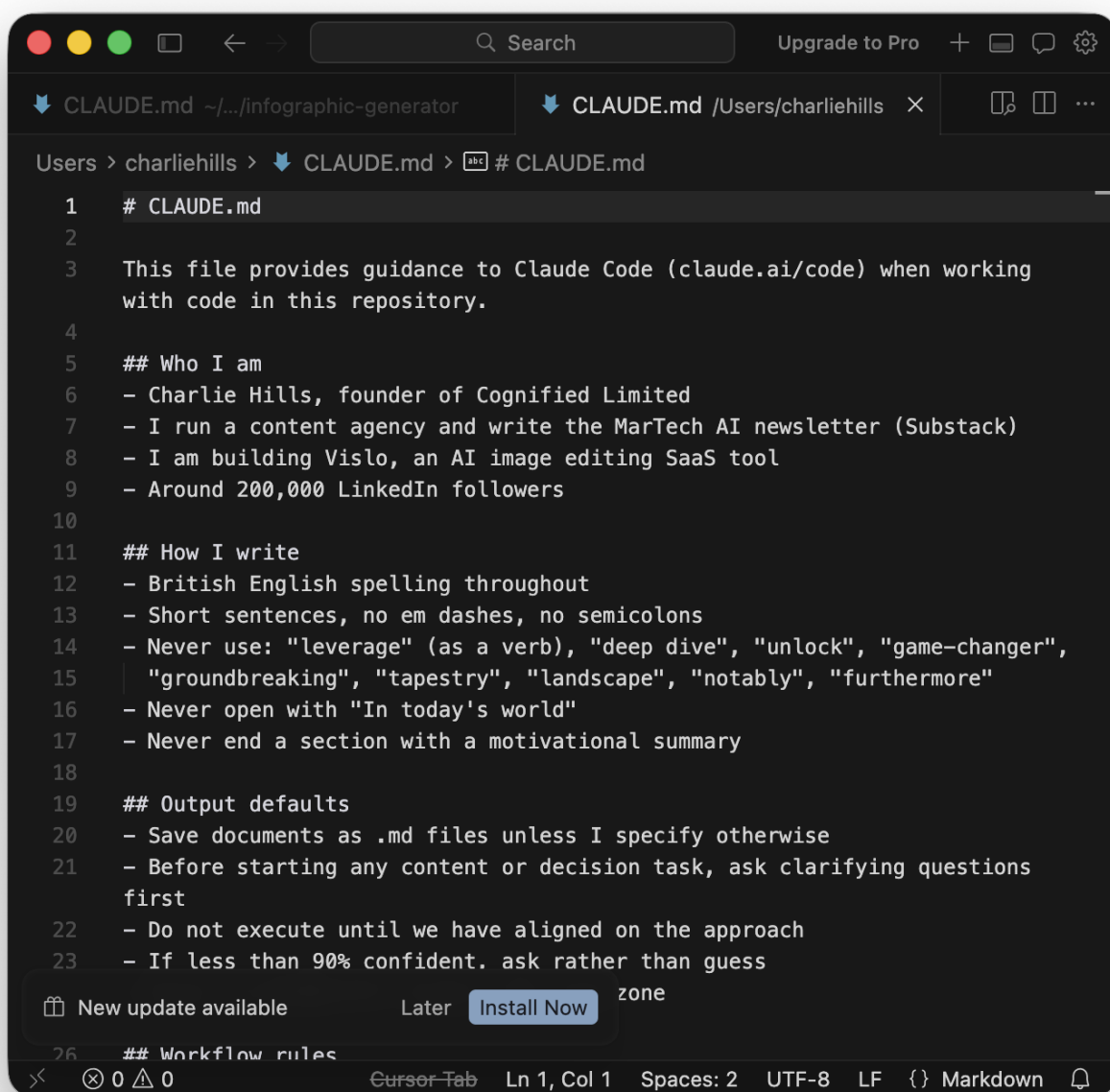
Boris's version is the infographic below. Save it as your starting template.

3 steps to install yours:

1. Create the CLAUDE .md file. 2. Paste in Boris's rules from below. 3. Tell Claude to update it as you work.

It builds itself from there.

[tutorial](#)



```
1 # CLAUDE.md
2
3 This file provides guidance to Claude Code (claude.ai/code) when working
4 with code in this repository.
5
6 ## Who I am
7 - Charlie Hills, founder of Cognified Limited
8 - I run a content agency and write the MarTech AI newsletter (Substack)
9 - I am building Vislo, an AI image editing SaaS tool
10 - Around 200,000 LinkedIn followers
11
12 ## How I write
13 - British English spelling throughout
14 - Short sentences, no em dashes, no semicolons
15 - Never use: "leverage" (as a verb), "deep dive", "unlock", "game-changer",
16   "groundbreaking", "tapestry", "landscape", "notably", "furthermore"
17 - Never open with "In today's world"
18 - Never end a section with a motivational summary
19
20 ## Output defaults
21 - Save documents as .md files unless I specify otherwise
22 - Before starting any content or decision task, ask clarifying questions
23   first
24 - Do not execute until we have aligned on the approach
25 - If less than 90% confident. ask rather than guess
26
27 ## Workflow rules
```

New update available Later Install Now zone

Cursor Tab Ln 1, Col 1 Spaces: 2 UTF-8 LF {} Markdown

From:

<https://wiki.fortier-family.com/> - Warnaud's Wiki

Permanent link:

<https://wiki.fortier-family.com/ai/claude/claude.md>

Last update: **2026/09/20 13:15**

