H HIGH ARC MEDIA

THE AI AGENT STARTER KIT

THE 5 FILES EVERY BUSINESS MUST GIVE THEIR AI AGENT.

An AI agent is a version of Claude, Codex, or Cursor you have taught to know your business. The difference between a chatbot and a teammate is these five files. Set them up once, and every chat starts already knowing your brand, your customers, and your priorities.

100% FREE · NO FLUFF

START HERE

Why most people's AI stays a toy.

They open a fresh chat, paste a little context, get a decent answer, and start over tomorrow. The agent never learns the business, so it never compounds.

The fix is not a better prompt. It is giving your agent a permanent foundation it reads before every job. That foundation is five files. Build them once and you stop re-explaining yourself, your agent stops asking and starts acting, and every future chat picks up where the last one left off.

This kit walks you through all five, in order, with a copy-paste starter for each. Do them top to bottom. If you only have ten minutes, do File 1, because everything else builds on it.

THE FIVE, AT A GLANCE

- **1. About Me Skill** — who you are, what you sell, what matters. Your agent reads it first.
- **2. Brand Skill** — how you talk and the rules you follow, so everything sounds like you.
- **3. Skill Library** — reusable instructions that teach it specific jobs.
- **4. MCP Servers** — the connections that let it read your tools and take action.
- **5. Dashboard** — the state file that closes the loop so it compounds day over day.

FILE 01

About Me Skill.

What it is. The file that tells your agent who you are, what you sell, and what matters most, so it stops asking and starts acting.

Why it is first. Every other file leans on this one. Without it, your agent guesses. With it, the first message of every chat already knows your business cold.

COPY-PASTE STARTER — PASTE INTO A FILE NAMED ABOUT-ME AND FILL THE BRACKETS

```
# About Me

I am [name], founder of [company] in [city].
We help [who] get [result] through [what you do].

## What we sell
- [offer 1] — [price or range]
- [offer 2] — [price or range]
Primary engine: [the one that pays the bills].

## Who we serve
[Ideal customer, the industries you focus on, who to say no to.]

## How I want you to work
- Default to [the priority that wins when you have to choose].
- Be direct and terse. No filler.
- When unsure, ask one sharp question, then act.
- Never invent stats, names, or numbers I did not give you.
```

FILE 02

Brand Skill.

What it is. How you talk, what you stand for, and the rules your agent follows, so everything it writes sounds like you and not like a robot.

Why it matters. A capable agent with no voice produces generic content you have to rewrite. Give it your voice once and it writes in it forever.

COPY-PASTE STARTER — PASTE INTO A FILE NAMED BRAND

```
# Brand

Name: [brand]    Tagline: [one line]
We stand for: [the belief behind the business].

## Voice
Sound like: [3 words, e.g. direct, warm, confident].
Never sound like: [3 words, e.g. hypey, stiff, salesy].

## Hard rules
- No em-dashes. Use commas or periods.
- No filler words: leverage, elevate, robust, seamless.
- Write the way I talk, short sentences, plain words.

## Look (if it makes visuals)
Primary color: [#hex]   Accent: [#hex]
Fonts: [heading] / [body]
Logo: always use the real file, never recreate it.
```

FILE 03

Skill Library.

What it is. Reusable instructions that teach your agent specific jobs, so it does the work the same good way every time instead of just answering questions.

Why it matters. A skill is a recipe. Write the job down once, and your agent runs it on demand, the same way you would, without you re-explaining the steps.

COPY-PASTE STARTER — ONE FILE PER JOB, NAMED FOR THE JOB

```
# Skill: [job, e.g. Write a weekly email]

## When to use
Use when I say "[trigger phrase]".

## Steps
1. Pull [the inputs it needs].
2. Draft using the Brand voice file.
3. Keep it to [length / format].
4. Show me the draft before anything goes out.

## Done looks like
[What a finished, approved result is.]
```

Start with the three jobs you do most. Outreach, content, and follow-up are usually the first three for a small business.

FILE 04

MCP Servers.

What it is. The connections that let your agent read your inbox, calendar, drive, and tools, and actually take action on your behalf instead of just talking about it.

Why it matters. This is the jump from advice to done. Once your agent can see your real email and calendar, it stops guessing and starts handling the work.

START WITH THESE — CONNECT IN YOUR AGENT'S SETTINGS, THEN LIST THEM HERE

```
# MCP Servers (connected)

- Gmail        → read + draft email
- Calendar     → see + book time
- Drive / Docs → read + write files
- [Your CRM]   → leads + deals
- [Your tools] → whatever you live in daily

## Rule of thumb
Connect the tool you check most. That is where
the agent saves you the most time first.
```

Add one connection at a time. Get value from it before you wire the next. A connected inbox alone is usually worth the whole setup.

FILE 05

Dashboard (state file).

What it is. The state file that closes the loop. It holds your current priorities, projects, and status, so your agent knows where things stand the moment a chat opens.

Why it matters. Without it, every chat forgets itself. With it, your agent compounds, picking up Tuesday exactly where Monday ended. This is the file that turns a tool into a teammate.

COPY-PASTE STARTER — PASTE INTO A FILE NAMED DASHBOARD AND UPDATE IT AS YOU GO

```
# Dashboard — updated [date]

## Right now (top 3)
1. [the thing that matters most this week]
2. [...]
3. [...]

## Projects in motion
- [project] — status: [where it is] — next: [step]
- [project] — status: [...] — next: [...]

## Waiting on
- [person / thing] for [what]

## Notes for my agent
[Anything it should remember next time it opens.]
```

SHORTCUT

Lazy mode: let it build the files for you.

Do not want to write all five yourself? Drop this kit into a fresh chat with the prompt below and let your agent interview you and draft them.

PASTE THIS INTO A NEW CHAT

```
Here is the High Arc Media AI Agent Starter Kit. Read all
five files. Then interview me one question at a time to fill
in the brackets for File 1 (About Me) and File 2 (Brand).
When those two are done, draft them as finished files I can
save, then move on to Files 3, 4, and 5. Keep it short and
ask only what you actually need.
```

WANT US TO BUILD THE WHOLE SYSTEM FOR YOU?

This is the same foundation we set up inside High Arc Media to run agents for clients, content, and operations. If you would rather have it done with you, we do that.

BOOK A STRATEGY CALL →