



AI WRITING PARTNER

Build a Personal Writing Room in Claude

A practical playbook for using Claude as an interviewer, editor, challenger, and thought partner — while keeping your ideas and voice unmistakably yours.

The goal is not to have Claude write for you.

The goal is to build a better writing process with Claude beside you.

1. Start With the Right Mental Model

A good Claude setup is not a magic prompt and it is not a shortcut around thinking. Think of Claude as a small editorial team you can call on at different moments in the writing process.

- **Interviewer:** helps you discover what you actually think before you draft.
- **Editor:** diagnoses what is working, what is weak, and what needs more depth.
- **Challenger:** pressure-tests your reasoning and surfaces counterarguments.
- **Structure Editor:** looks at the architecture of the piece before touching sentences.
- **Voice Checker:** flags where the draft stops sounding like you.
- **Cutter:** helps you tighten without sanding off your personality.
- **Research Partner:** uses web search to identify questions, evidence, and sources that need verification.

CORE RULE: Diagnose before rewriting. Ask questions before filling gaps. Never invent experiences, opinions, facts, or anecdotes for the writer.

2. One Feature, Two Jobs: Claude Projects

Claude doesn't split "custom GPT" from "project" the way some other tools do — everything lives inside Claude Projects, which combines custom instructions, uploaded knowledge, and grouped conversation history in one place. You can still use that single feature for two different jobs, and they work especially well together.

Approach	Best for	Example
Reusable Writing Partner Project	A standing writing partner with consistent behavior and reference material you reach for across many pieces.	Your personal editor/interviewer that you use for every piece you write.
Dedicated Body-of-Work Project	An ongoing body of work with its own chats, files, and context.	A book, newsletter series, keynote, article series, or client-specific content.

Simple recommendation: build one reusable Writing Partner project, then create separate projects for major bodies of work when you want the surrounding source material and chats kept together.

3. Build Your Writing Partner Project

In Claude, click “Projects” in the left sidebar, then “+ New Project.” Then build it in four parts:

- **Name it.** Choose something intuitive: Tori's Writing Room, My Writing Partner, Editorial Room, etc.
- **Describe its job.** Example: A thoughtful writing partner that helps me develop, challenge, structure, and edit my own writing while preserving my voice.
- **Add the custom instructions.** Open “Set project instructions” and paste the master instructions in the next section.
- **Add project knowledge.** Upload a small, high-quality set of writing samples and supporting context. On paid plans, Claude automatically expands to RAG mode if your knowledge grows past a single context window, so you don't need to worry about hitting a hard ceiling.

What to upload

- 3–5 writing samples that genuinely sound like you. Quality matters more than quantity.
- A short bio or background document if your work frequently draws on your professional experience.
- Audience notes: who you usually write for and what matters to them.
- A simple voice guide, if you have one: tone, vocabulary, rhythm, humor, phrases you use, and phrases you dislike.
- Optional: examples of pieces you admire, clearly labeled as inspiration rather than samples of your own voice.

Do not upload confidential client information, private personal information, or copyrighted material you do not have permission to use.

Tip: chats inside a project don't automatically share context with each other — only the project's custom instructions and project knowledge are always in view. If a past conversation produced something worth

keeping (a finished voice guide, a strong outline), save it into project knowledge rather than assuming Claude will recall the chat it came from.

4. Copy/Paste Master Instructions

Paste this into the project's "Set project instructions" field, then personalize anything in brackets.

You are my writing partner, editor, interviewer, and thinking partner.

Your primary role is NOT to write for me. Your role is to help me become a stronger writer and thinker while preserving my ideas, experiences, opinions, language patterns, and voice.

HOW TO WORK WITH ME

- Ask questions before filling gaps with assumptions.
- When I bring you an idea that is not yet formed, interview me before drafting. Ask one useful question at a time when that will produce better thinking.
- When reviewing my writing, diagnose before rewriting. Tell me what is working, what is unclear, what feels generic, what needs evidence, and what deserves more depth.
- Challenge weak reasoning respectfully. Surface assumptions, counterarguments, missing context, and places where I have not earned a conclusion.
- Preserve my natural voice. Use my uploaded writing samples as evidence of my normal tone, rhythm, vocabulary, sentence patterns, level of formality, and use of humor.
- Flag places where my writing becomes overly polished, generic, repetitive, corporate, or unlike my established voice.
- Do not invent personal experiences, opinions, quotes, facts, examples, sources, or anecdotes on my behalf.
- Do not automatically rewrite a passage simply because I ask for feedback. Explain the issue first and wait for me to ask for a rewrite unless I explicitly request one.
- If I ask you to rewrite, preserve the meaning and voice rather than replacing my perspective with yours.
- Distinguish between facts that are supplied by me, facts you know with confidence, and claims that should be researched or verified.
- When research is involved and web search is available, identify what needs verification and cite reliable sources.
- Prefer clarity and specificity over inflated language, clichés, buzzwords, and unnecessary polish.

MY WRITING CONTEXT

- Primary audience: [add audience]
- Typical formats: [articles / LinkedIn / book / newsletter / speeches / other]
- Desired tone: [add tone]

- What I want readers to feel/do: [add]
- Things that do NOT sound like me: [add]
- Phrases/styles I want avoided: [add]

DEFAULT PROCESS

When appropriate, guide me through:

Idea → Interview → Thesis → Structure → Draft → Challenge → Edit → Voice Check → Final Polish.

If I have not told you what kind of help I want, ask me what role would be most useful before proceeding.

5. Your Writing Workflow

- **IDEA** → Bring the messy thought. Do not worry about making it sound intelligent yet.
- **INTERVIEW** → Let Claude question you until the real point, tension, story, or argument emerges.
- **THESIS** → Decide what you are actually saying — ideally in one or two sentences.
- **STRUCTURE** → Build the order and logic before polishing sentences.
- **DRAFT** → Write. This can be entirely yours, co-developed from an outline, or section-by-section — an Artifact is a good place to keep a draft evolving so both of you can see the current version.
- **CHALLENGE** → Pressure-test the argument before falling in love with the draft.
- **EDIT** → Strengthen clarity, specificity, flow, evidence, and pacing.
- **VOICE CHECK** → Compare the piece against your real writing patterns.
- **FINAL POLISH** → Tighten only after the thinking, structure, and voice are right.

6. The Prompt Menu

THE INTERVIEWER

I want to write about [topic], but don't write it for me. Interview me first. Ask me one question at a time to uncover what I actually think, what experiences inform my perspective, where I disagree with conventional wisdom, and what I want the reader to take away. Once you have enough material, help me identify the strongest thesis and outline.

THE EDITOR

Read this as a seasoned editor. Preserve my voice and point of view. Don't rewrite it yet. First tell me where the piece is strongest, where you lose me, what feels repetitive, where I'm making an assertion I haven't earned, and what deserves more depth.

THE CHALLENGER

Pressure-test this argument. What would an intelligent reader disagree with? Where am I oversimplifying? What assumptions am I making? What counterargument should I address? Don't change my position just to create balance. Help me make my actual argument stronger.

THE VOICE CHECK

Compare this draft against my uploaded writing samples. Identify specific places where the draft stops sounding like me. Don't rewrite those passages yet. Explain what changed in the voice, rhythm, vocabulary, sentence structure, personality, or level of polish.

THE STRUCTURE EDITOR

Ignore sentence-level writing for now. Evaluate only the architecture of this piece. Does the opening earn attention? Does each section advance the argument? Is anything in the wrong order? Where does momentum slow? Is the ending earned? Recommend structural changes before touching the prose.

THE CUTTER

Help me cut approximately 20% from this without losing my voice, argument, examples, or personality. First show me what you would remove or compress and why. Do not rewrite the entire piece unless I ask.

THE RESEARCH PARTNER

Review this draft for claims that would benefit from evidence, verification, or sourcing. Separate them into: (1) factual claims that should be verified, (2) claims that are clearly my opinion or interpretation, and (3) places where stronger evidence would make the argument more persuasive. Use web search where useful and do not invent citations.

HELP ME GET UNSTUCK

I'm stuck on [describe the problem]. Do not finish the piece for me. Ask me up to five targeted questions that could unlock the next step. Then give me 2–3 possible directions I could take, explaining the tradeoffs of each.

7. Weak Prompt → Better Prompt

WEAK: Make this sound better.

BETTER: Read this as an editor. Tell me what is unclear, generic, repetitive, or weaker than the rest. Preserve my voice. Diagnose first; do not rewrite until I ask.

WEAK: Write me a LinkedIn post about leadership.

BETTER: I have a point of view about [idea]. Interview me to uncover the strongest argument and one concrete example. Then help me outline a LinkedIn post in my voice. Do not draft it until we agree on the thesis.

WEAK: Make this more human.

BETTER: Compare this passage to my writing samples. Identify exactly what feels less like me — word choice, sentence rhythm, formality, clichés, over-polish, or missing personality — and recommend what I should change.

8. Rules of Engagement

- Your thinking stays yours. Claude can help surface, organize, challenge, and sharpen it.
- Give context before asking for output. Audience, purpose, format, and desired outcome matter.
- Use real writing samples to teach voice. ‘Make it human’ is far less useful than evidence of how you actually write.
- Ask for diagnosis before revision. Otherwise Claude tends to over-rewrite.
- Never let Claude manufacture a personal story, quote, experience, or opinion for you.
- Verify facts, statistics, quotations, names, dates, and sources before publishing — especially anything recent, which Claude may need to search for rather than recall.
- Treat Claude's output as a draft or recommendation, not authority.
- If a passage becomes technically perfect but stops sounding like you, it is not finished.

9. Quick-Start Exercise: 20 Minutes

1. Choose one idea you have wanted to write about.
2. Open your Writing Partner project and use THE INTERVIEWER prompt.
3. Answer the questions conversationally. Do not try to sound polished.
4. Ask: ‘Based only on what I have told you, what do you think my strongest thesis is? Give me three options.’
5. Choose or revise the thesis.
6. Ask for a structure only — no prose yet.
7. Write the opening yourself.
8. Run THE EDITOR and then THE VOICE CHECK.
9. Decide what feedback to accept. You are still the editor-in-chief.

10. A Simple Project Setup for Bigger Work

For a book, keynote, newsletter, recurring column, or other substantial body of work, create a dedicated project separate from your reusable Writing Partner. Keep the relevant source material, drafts, research notes, and conversations together there.

- **Project instructions:** describe the purpose, audience, goals, voice, and non-negotiables for that body of work — you can paste in the same master instructions and adjust the bracketed context.
- **Project knowledge:** add only what is relevant to that project.
- **Separate chats by job:** Idea Lab, Research, Interview Room, Draft Review, Final Polish. Give each chat a clear title so the project's chat list stays easy to scan.
- **Carry forward what matters:** since chats don't share context with each other automatically, move anything worth keeping — a locked thesis, a finalized outline — into project knowledge so every future chat can see it.
- Use the same writing principles from this playbook even when the project context changes.

The One Sentence to Remember

Don't start by asking Claude to write. Start by deciding what role you want it to play in your writing process.

Claude can accelerate the process. Your judgment, experience, point of view, and voice are what make the writing worth reading.