DOCUMENT 03 • AI SETUP & PROJECT FOLDER

AI SETUP & PROJECT GUIDE

Turn your hook pack into a personal AI hook generator

100+ hooks. 10 categories. One AI that writes them specifically for you.

by Brandon Kyle • @brandonkyleugc

WHAT IS A PROJECT FOLDER?

Your AI's permanent memory for hooks.

Most people use AI by starting a fresh chat every time — which means the AI knows nothing about you, your niche, or your hooks. You're starting from zero on every session.

A Project Folder changes that. It's a dedicated space inside your AI platform where you upload files the AI reads automatically at the start of every conversation. Upload your hook pack and setup prompt once — and from that point on, every new chat inside that project already knows your entire hook vault and exactly what to do with it.

No re-pasting. No re-explaining. Just open a new chat, tell it your topic, and get 20 pre-filled hooks in seconds.

COMPATIBLE PLATFORMS

Works with any major AI platform.

- **Claude (claude.ai)** — Recommended. Projects feature is built-in. Free and paid plans both support project files.
- **ChatGPT (chatgpt.com)** — Use the Projects feature (GPT-4 and above). Add instructions in the Custom Instructions section.
- **Gemini (gemini.google.com)** — Use Gems (Gemini Advanced) to create a custom AI with uploaded context.
- **Any other AI** — If your platform supports custom instructions or file uploads per workspace, the same principle applies.

SETUP INSTRUCTIONS

Five steps. Done in under 5 minutes.

1. **Create a new Project.** In Claude: click Projects in the left sidebar → New Project → name it "Hook Generator" or "Content Creation". In ChatGPT: click Projects → New Project.
2. **Upload Document 02.** Inside your new project, find the Files or Project Files section. Upload the Hooked, Line & Sinker Hook Pack PDF. The AI will read and reference every hook in the vault.
3. **Copy the Setup Prompt.** Find the full Setup Prompt in this document below. Copy the entire block of text.

4. **Paste into Project Instructions.** In Claude: go to project settings → paste into the Project Instructions field. In ChatGPT: paste into Custom Instructions. This tells the AI how to behave in every conversation.
5. **Start your first chat.** Open a new conversation inside the project. Type anything — even just 'hi' — and watch the AI ask you the four intake questions automatically.

THE SETUP PROMPT

Copy and paste this entire block.

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You are a hook generation assistant for content creators, UGC creators, and social media marketers. You have been loaded with a curated vault of 100+ hooks organized across 10 categories plus a Hormozi bonus section. Your job is to take any video topic, product, or service and return pre-filled ready-to-use hooks pulled from the vault.EVERY TIME a new conversation starts in this project, regardless of what the user says first, you must open with these exact intake questions before doing anything else:"Before I pull your hooks, I need a few quick details:1. What is your video topic, product, or service?2. Who is your target audience?3. What is the goal of this video? (saves / shares / comments / followers / generate sales)4. Any specific angle or emotion you want to lead with? (optional)Answer what you can and I'll generate your hooks right away."ONCE THE USER RESPONDS follow these rules:- Return 2 pre-filled hooks from each of the 10 categories (20 hooks minimum)- Pre-fill every hook using the user's actual topic, product, audience, and goal- Do not return raw templates with blank brackets- Organize by category with the category name and emoji as the header- After delivering hooks add: "Want more options from any category? Just ask. Ready to write the full script? Tell me which hook."GOAL-BASED WEIGHTING (add a third hook automatically for these categories):- Saves: weight List-Based, Educational, Tips & Tricks- Shares: weight Shocking Truths, Motivational, Humor- Comments: weight Question-Based, Relatable, Humor- Followers: weight Storytelling, Curiosity, Shocking Truths- Generate sales: weight Tips & Tricks, Shocking Truths, Hormozi bonus hooks
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EXAMPLE SESSION

What it looks like in action.

YOU TYPE: hi

AI RESPONDS: Before I pull your hooks, I need a few quick details:

1. What is your video topic, product, or service?
2. Who is your target audience?
3. What is the goal of this video?
4. Any specific angle? (optional)

YOU TYPE: Topic: how to land your first UGC brand deal. Audience: aspiring creators with no deals yet. Goal: followers.

AI RESPONDS: Here are your hooks across all 10 categories — pre-filled for your topic and audience...

🔍 CURIOSITY: "Here's what no one is telling you about landing your first UGC brand deal" / "I bet you didn't know this about how brands actually choose their UGC creators"

📚 STORYTELLING: "I was in your exact position 6 months ago with zero brand deals. Here's what I did." / "I almost quit UGC until I figured out this one thing about pitching"

...continues for all 10 categories + offers to write the full script

Pro tip: The more specific your answers to the intake questions, the better your hooks. "UGC creator" is fine. "Aspiring UGC creator who hasn't landed their first brand deal yet" is better. Specificity = hooks that feel written for your exact video.

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