

# Universal Agent Persona — Quick-Start Guide

Generate a production-ready system prompt for Claude, OpenAI, Gemini, Mistral, or any LLM — in under 60 seconds. This guide follows the same flow as the instructional video.

## What you'll learn

- Open the wizard and enter your business context
- Pick the right AI platform for your stack
- Choose a persona (sales coach, code reviewer, support, etc.)
- Check out and receive a tuned config file
- Drop it into Claude Code, Cursor, ChatGPT, or Gemini CLI
- Ship a custom agent that speaks like a senior pro on day one

## Step 1 — Open the wizard

Go to [geniebot.store](https://geniebot.store) and click **Start**. The 4-step wizard launches in-page; no signup is required to begin.

- Tip: bookmark [geniebot.store/watch](https://geniebot.store/watch) to rewatch the demo any time.

## Step 2 — Drop in your business info

Tell the agent who you are. The more specific you are about audience, tone, and product, the sharper the resulting persona.

- Business name and industry
- Primary audience (who the AI is talking to)
- Brand voice (formal, witty, technical, friendly...)
- 1–3 must-do behaviors and any guardrails

## Step 3 — Pick your AI platform

Choose the LLM you actually ship on. The master prompt is tuned to that provider's strengths and export format.

- Anthropic Claude — **CLAUDE.md**
- OpenAI / ChatGPT Custom GPT — **system\_prompt.txt**

- Google Gemini / Gemini CLI — **GEMINI.md**
- Mistral, Llama, or any custom LLM — portable Markdown

## Step 4 — Choose your persona

Pick a role and watch the prompt take shape. Common picks:

- Sales coach — live deal coaching, objection handling
- Customer success ninja — retention, expansion, churn-saves
- Code reviewer — security, performance, idiomatic patterns
- Support agent — tone-perfect replies grounded in your docs
- Custom — describe the role in plain English

## Step 5 — Pick your tier & check out

Three tiers, all one-time payments. You'll be redirected to Stripe and back. Your session id is stored locally so you can re-download.

- **Starter** — **\$29** · 1 persona, basic working rules
- **Pro** — **\$99** · richer prompt, tools, examples, evals
- **Agency** — **\$299** · multi-persona pack + advanced playbooks

## Step 6 — Drop it into your tool

After payment, your tuned config file lands in the output screen. Click **Download** or copy the contents.

## Drop-in: where the file goes

Most users just put the file next to their project. Quick reference:

### Claude Code — place CLAUDE.md at the repo root

```
# in your project root mv ~/Downloads/CLAUDE.md ./CLAUDE.md
```

### Cursor — paste as a project rule or .cursorrules

```
# at repo root mv ~/Downloads/CLAUDE.md ../.cursorrules
```

### ChatGPT Custom GPT — paste into the “Instructions” field

Open [chat.openai.com/gpts/editor](https://chat.openai.com/gpts/editor) -> Configure -> Instructions

### Gemini CLI — place GEMINI.md at the project root

```
mv ~/Downloads/GEMINI.md ./GEMINI.md # the CLI auto-loads it next run
```

## Verifying it worked

- Ask: “What do you optimize for, and who are you talking to?” — the agent should answer in your brand voice.
- Ask: “What can’t you do?” — it should cite the guardrails you set.
- Throw a real task at it — a discovery call summary, a code diff, a support reply. Compare to your senior teammate’s output.

## Lost your file? Use Recover.

Visit [geniebot.store/recover](https://geniebot.store/recover), sign in with the email you paid with, and your file is reissued. You only need to do this once per device.

**Ship now** →

Open [geniebot.store](https://geniebot.store) and your custom agent is live in under a minute.  
Need the demo? Visit [geniebot.store/watch](https://geniebot.store/watch).