DEAURA MEDIA
SYSTEMS AGENCY

The Digital Brain
Starter Kit

What it is, why you need one and exactly
what to put inside, step by step.

YOUR BUSINESS, WRITTEN DOWN ONCE

Less hustle, more systems.

FIRST THINGS FIRST

What Is a *Digital Brain*

The simplest way to explain it

A digital brain is one place where everything about your business lives. Your offers, your clients, your processes, your ideas, your brand voice and everything you have learned along the way.

Instead of all that living in your head, scattered across notes apps, old emails and random documents, it lives in one organised, connected home. You can find anything in seconds, and so can your team and your AI tools.

IN PLAIN WORDS

Your digital brain is the instruction manual for your business. Written once, used every day, by you, your team and your AI.

If it only lives in your head, your business can only run when you are in the room.

THE WHY

Why You *Need One*

What changes once your business has a memory

01

You stop being the bottleneck

→ When everything is written down, people stop needing to ask you how things work

→ Holidays and sick days stop being scary

02

Your AI finally knows your business

→ Claude and other AI tools can read your digital brain, so answers sound like you and use your real offers and processes

→ No more explaining your business from scratch in every chat

03

Onboarding takes hours, not weeks

→ New team members, assistants or contractors read it and get up to speed on their own

04

You make better decisions

→ Your history, results and lessons are all in one place, so you can see what worked and do more of it

WHAT GOES INSIDE

The *Ingredients*

My personal favourites, the notes that earn their place

Your story and brand

Who you are, who you help, your mission, your values and your tone of voice, including the words you never use.

Your offers

Every offer, what is included, prices, timelines and who it is for.

Your clients

One folder per client, with an overview note, their files and the important history.

Your processes

Step-by-step guides for everything you do more than once. More on these next.

Your proof

Testimonials, results, case studies and press, ready whenever you need them.

Your learning

Notes from books, courses and videos, so what you learn turns into how you work.

Write down what you would tell a brilliant new hire on day one.

THE SECRET WEAPON

All About *SOPs*

Standard operating procedures, explained simply

An SOP is simply a written recipe for a task you do more than once. Onboarding a client, publishing a blog post, sending an invoice, preparing for a call. If you have done it twice, it deserves a recipe.

SOP

What a good SOP includes

→ A clear name, like How we onboard a new client

→ When to use it and who does it

→ The steps in order, short and specific

→ The tools, templates and links needed

→ What done looks like, so anyone can check the result

Keep them short. A one-page SOP that gets used beats a perfect manual nobody opens.

MY FAVOURITE TRICK

When you build something for the second time, write the SOP while you do it. I keep a note called Repeatable Processes for exactly this.

SOPS, PART TWO

SOPs Worth Writing *First*

Start with the tasks you repeat most

Client onboarding

From signed contract to welcome email, access and kick-off call.

Sales calls

How you prepare, the questions you ask and what you send afterwards.

Content

From idea to published post, including where things are saved.

Payments

Invoices, reminders and what happens if a payment fails.

Client offboarding

Handover, a review request and a referral invitation.

LET AI HELP

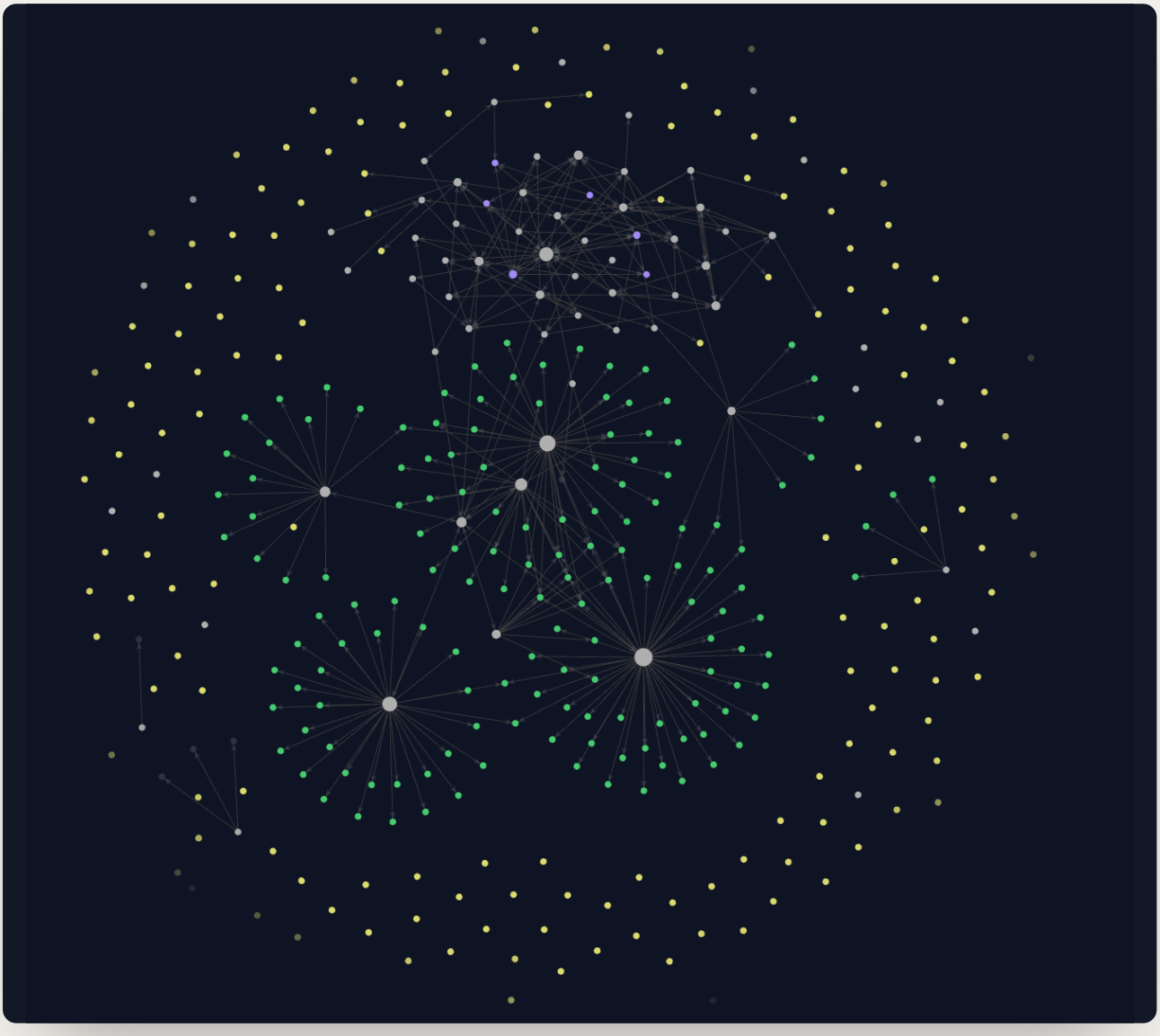
Record yourself doing the task or talk it through, then ask Claude to turn it into a step-by-step SOP. Edit it once and it is done.

WHERE IT LIVES

My Favourite, *Obsidian*

A peek inside my own digital brain

I use Obsidian, a free notes app that saves everything as simple files on my own computer. Notes link to each other, so it feels like a map of my business, and Claude can work right inside it.



The graph view of my own vault. Every dot is a note and every line is a link between them. The more you link, the more useful it gets.

KEEP IT SIMPLE

Start Where *You Are*

You do not need fancy software to begin

Simplest

A folder on your computer, with one subfolder per area and a few documents inside. Honestly, this is enough to start.

Easy to share

Google Drive or Notion, if your team needs to work in it from anywhere.

My favourite

Obsidian, when you want notes that link together, live on your own computer and work beautifully with Claude.

The best digital brain is the one you actually keep updated. Pick the simplest tool you will use every week.

THE MUST-HAVES

The Non-Negotiable *Folders*

Create these, even if they start almost empty

1

Home

→ One page that links to everything else and explains where things live

2

Business

→ Your story, brand voice, offers, prices and team

3

Clients

→ One folder per client, each with an overview note

4

Processes

→ Your SOPs, plus a list of the things you have built more than once

5

Content and proof

→ Posts, ideas, testimonials, case studies and press

6

Library

→ Notes from the books, courses and videos you learn from

7

Inbox

→ Anything new and unsorted goes here. Tidy it once a week

THE MUST-HAVES, PART TWO

Files to Create *This Week*

If you only do one thing after reading this

1

Your About note

→ Who you are, who you help and why. Half a page is plenty

2

Your Brand Voice note

→ Three words for your tone, phrases you love and words you never use

3

Your Offers note

→ Every offer, what is included and the price

4

Your first SOP

→ The task you repeat most, written as a simple recipe

5

A client overview template

→ Contact, goals, files, key dates and notes, ready to copy

WANT TO CHAT FURTHER?

We build digital brains, SOPs and the AI systems that run on them for coaches and consultants. If you would like help setting up yours, let's talk.

BOOK A FREE CALL