

FREE SETUP GUIDE

How to Set Up an AI Email System for Your Kitchen Studio

From Forge Systems

How I got here

I started using ChatGPT the same way most people do. Write something, paste it in, ask it to make it better, read the result, rewrite parts of it, paste it back. It was faster than doing it alone - but still not as fast as I felt it could be.

Then I found out about ChatGPT Projects.

That changed everything.

A regular ChatGPT conversation has no memory of your business. You could have had a hundred previous conversations with it - none of your business context carries over. You're explaining your studio, your tone, your services from scratch every time. Half the conversation is setup.

A Project is different. You write a set of instructions once - who you are, how you communicate, what your business does, what you want the AI to help with. That gets saved. Every conversation you open inside that project starts with all of it already loaded. The AI already knows your business. You go straight to the actual task.

But it goes further than that. Because every conversation is separate, you can use one chat per client. The AI isn't mixing up context between them. When you open a chat for a new enquiry, it's fresh - but it still knows your business, your tone, your preferences. The briefing is always there. The client-specific conversation is always clean.

That's what makes it different. It's not just a faster way to write. It's the closest thing to a business assistant that actually knows your studio - without hiring anyone.

I started building things with it after that. At my previous job, a custom neon sign company, I built a full reply automation. A client would send an enquiry with dimensions, materials, colours. The system would read all of it, cross-reference it against our product database, work out whether the

project was possible, and generate a detailed first reply. It read images. It used parameter tables. It knew our preferences and pricing logic.

It was impressive. It also made mistakes. Our boss decided to pause it for a while to see whether the close rate was any different without it. Somehow it never got turned back on.

After that I moved on and started my own company - Forge Systems. I was running cold email outreach. I sent out hundreds of emails, mostly written by AI. Nothing came back. I went back through everything, chose the best versions the AI had produced, tried a slightly different angle. Still nothing.

Then I stopped and rewrote them myself. Not from scratch - I used the AI's structure as a base and worked through it until every line sounded like me. That's when things started to move. The first replies came in.

What I realised was that the AI is faster with you than without you - and the closer it gets to your actual voice, the better the result. The day a system can fully learn your voice on its own, without you having to feed it anything - that's when it becomes something else entirely. That's what I'm working towards with Forge Echo, the system I'm building now.

What I'm giving you here is the setup that saved me the most time - built around what ChatGPT Projects can actually do. The one thing it can't do is learn from your previous conversations on its own. That's why this setup includes a workflow where you feed it what it needs to know, and it tells you what's worth keeping. It's not fully automatic. But it works, and it gets better the more you use it.

What you're getting

A ChatGPT or Claude Project built specifically for your kitchen studio's client emails - I do the thinking and the writing, you do one copy-paste. When an enquiry comes in, you paste it into a chat, and you get a draft reply back - in your business's voice, structured the way you'd structure it, ending with a question that moves things forward.

It's a starting point, not a finished reply. You'll read it, adjust what's off, and send it yourself. But you're not starting from nothing. Over time, as you update the instructions with things you've learned, it gets closer to how you'd actually write it.

The setup costs nothing to you - no subscriptions needed beyond a free ChatGPT or Claude account, which you may already have.

A note before you start: I'm giving away what worked for me - something I use myself and that changed how I think about AI entirely. But every business is different. If you try this and it doesn't fit how you work, nothing is lost - if anything, gained. You'll still have a ChatGPT Project set up, which

is useful well beyond emails. I use mine for blog posts, SEO content, and other work that needs to follow a consistent voice and set of rules.

Regular ChatGPT vs a Project - what's the difference

In a regular ChatGPT chat, your business context doesn't carry over between conversations. Each new chat starts without knowing anything about your studio, your services, or how you communicate. You're explaining the same things every time.

In a Project, you write a briefing once. Your business, your communication style, what you want the AI to do. Every chat you open inside that project starts with that briefing already loaded. It already knows your studio.

Think of it like a new assistant who has read your full briefing before their first day. Except unlike a real assistant, this one reads it again at the start of every single conversation. It never forgets what you told it. It never drifts from it.

What you need

- A free ChatGPT account at chatgpt.com, or a free Claude account at claude.ai
 - 2 to 10 minutes of your time
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Step 1 - Create a Project

On ChatGPT:

- 1. Log in at chatgpt.com
- 2. In the left sidebar, look for "Projects" and click it
- 3. Click "New Project"
- 4. Name it something like "Client Emails" or your studio's name

On Claude:

- 1. Log in at claude.ai
- 2. In the left sidebar, click "Projects"

- 3. Click "New Project"
 - 4. Give it a name
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Step 2 - Add your project instructions

This is the step that takes a little thought. You're writing a briefing for your AI - who you are, how you communicate, what you want it to do when a client emails you.

On ChatGPT: Inside your new project, look for a pencil icon or a section called "Add instructions" or "Project instructions" - it's usually on the right side or at the top of the project. Click it and paste in the full text from the next section below.

On Claude: Inside your project, look for "Project instructions" on the right side panel. Click it and paste in the full text from the next section below.

The instructions - paste this in, then fill in the sections marked with [brackets]

You don't need to read all of this word by word before pasting. Each section has a clear name. If you want to change something, find the section and change it there.

One section you cannot skip: [QUESTIONS TO ASK]. If you leave it blank, the AI won't know what to do next after acknowledging the enquiry. Everything else can be adjusted later.

[BUSINESS]

Studio name: [Your kitchen studio name]

Location: [Your city and country]

What makes us different: [e.g. We specialise in bespoke handmade kitchens. / We're known for fast turnaround without cutting corners. / We only work with sustainable materials. Write 1-2 lines on what sets your studio apart from others.]

Services: [e.g. Kitchen design and installation, full project management, showroom consultations]

My name: [Your first name]

[TONE]

Write like a real person, not a business. Short sentences. No wasted words.

Always acknowledge what the client wrote - show you read it, but do not repeat their message back to them or list their specifications. A natural acknowledgment is enough.

Be helpful and warm, no matter how the client writes to us.

Avoid using these phrases as filler - only use them if they fit naturally in the sentence:

"I hope this message finds you well", "please don't hesitate to reach out", "I'd be delighted to assist", "as per your request", "certainly", "absolutely".

Write how a normal person writes a professional email. Not stiff. Not corporate.

[YOUR JOB]

When I paste a client enquiry:

1. Acknowledge what they've written naturally - show you read it without repeating it back to them
2. Answer or address what they've asked
3. End with one question that moves the conversation forward - choose the most relevant one from [QUESTIONS TO ASK]. If their message is very short and unclear, you can ask two questions.
4. Do not try to close the deal. Your job is to keep the conversation going and make the client feel heard.
5. Do not make up information I haven't given you. If something is missing, write [placeholder] so I can fill it in before sending.

[QUESTIONS TO ASK]

These are the questions I use to move an enquiry forward. Choose the most relevant one based on what the client wrote. This section is the most important one to fill in - without it, the AI doesn't know what direction to take the conversation.

[Replace these examples with your own:

- Is this a new build or are you renovating an existing kitchen?
- Do you have a rough budget in mind?
- What's your timeline looking like?
- Have you had a chance to visit our showroom yet?
- Is there a particular style you have in mind?]

[FORMAT]

Put the finished draft reply inside a code block like this, so I can copy it in one click:

[draft reply here]

If you have any notes for me - something that's unclear, something you couldn't answer - write them above the code block, not inside it.

[LEARNING]

After I send my reply to the client, I may paste back what I actually wrote. When I do:

1. Compare my version to the draft you suggested
2. If my version shows something new - a phrase, a pattern, a way I structure things - that isn't in these instructions yet, suggest 1-2 short lines that could be added to capture it
3. Put your suggestion in a copyable box like this:

[suggested addition here]

4. If there's nothing new to learn, just say: "Nothing new to add."

The learning section above is what makes this get better over time. These instructions don't know your voice yet - they're a starting point. The more you paste back your actual replies, the more it learns what's specific to how you write. It's manual, but it works.

The one frustration with this setup is that you have to manually feed it what it learns. It doesn't watch your conversations. It doesn't update itself.

If you want a system that does this automatically - that reads your sent replies, learns your voice, and updates itself - that's what I'm building with Forge Echo. Reply to this email if you want to know when it's ready.

Step 3 - Fill in your details

Go through the [brackets] and replace each one with your actual information:

- **[BUSINESS]** - your studio name, location, services, and what makes you different
 - **[TONE]** - already written. Add anything specific to how you communicate if you have it.
 - **[QUESTIONS TO ASK]** - replace the examples with your real questions. Don't skip this.
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Step 4 - Test it (*optional*)

If you want to check it before using it on a real client, open a new chat inside your project and paste this:

Hi, I've been thinking about redoing our kitchen. Could you give me a rough idea of pricing and how long the process usually takes?

Read what comes back and adjust the instructions if something's off. But you can also skip this and go straight to using it with real enquiries - that's where you'll learn the most anyway.

Step 5 - Day to day

When an enquiry comes in:

- 1. Open your project
 - 2. Start a new chat - one per client keeps things clean
 - 3. Paste their message
 - 4. Read the draft
 - 5. Adjust anything that's off, then send it yourself
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Step 6 - Teaching it your voice

After you send your actual reply to the client, come back to the same chat:

- 1. Paste in exactly what you wrote and sent
- 2. The AI will compare it to what it suggested and tell you if there's anything worth keeping
- 3. If it gives you a suggestion in a copyable box, copy it and paste it at the bottom of your project instructions, below everything else
- 4. If it says "nothing new to add" - move on

Do this consistently and the drafts will get closer to how you actually write.

One last thing

What you're putting in now is a starting point. It gets better the more specific you make it. If it keeps using a phrase you'd never say, add a line to [TONE] that rules it out. If a question keeps coming up that isn't covered, add it to [QUESTIONS TO ASK].

Good luck with it.

Jacob

Forge Systems

If you get stuck at any point, reply to this email and I'll help you through it.