

Stop Claude Code From Forgetting You

Your 4-Phase Folder Setup Blueprint

01

Phase 1: The Global Brain (~/.claude/)

Claude reads your ~/.claude/ folder before every single session. This is your one global brain — it shapes Claude's behavior across every project you touch. Inside lives CLAUDE.md, settings.json, memory/, and docs/.

💡 QUICK TIPS

- CLAUDE.md = your personality, tone, rules, and stack — all in one file
- Claude reads this FIRST, every session, automatically

02

Phase 2: What Goes in CLAUDE.md

Your CLAUDE.md is the personality profile Claude loads before it does anything. Pack it with your tone of voice, your tech stack, your working rules, and your mindset. The more specific, the better.

💡 QUICK TIPS

- Your Tone 🗣️ — how you want Claude to communicate
- Your Stack ⚙️ — tools like Claude Code, Antigravity, Airtable
- Your Rules 📄 + Your Mindset 🧠 — decision-making constraints

Phase 3: Two Brands, Zero Bleed

Running multiple brands or clients? Each one gets its own project folder with its own `.claude/` directory inside. That means separate CLAUDE.md files, separate settings, separate context — they never mix. Here's exactly what that looks like:

CLAUDE CODE - DUAL BRAND ARCHITECTURE

Two Brands. One Mind. Zero Bleed.

Organized structure for InnerZenHaven & NessAlazne

● Global (loads everywhere)
● InnerZenHaven only
● NessAlazne only

GLOBAL IDENTITY `~/ .claude/` *loads in every session*

CLAUDE.md

Who you are as Ness — your core values, communication style, automation, first mindset, preferred stack.

settings.json

Global permissions, denied files (like email, calendar models, git authentication settings).

~/ .claude.json

MCP connections shared across both brands — gmail, Calendar, Airtable.

commands/

User startups, /user/commit-msg — personal shortcuts inside in any project.

agents/

Global specialist agents — e.g. a content strategist agent both brands can track.

project folders — each brand is an isolated brain

InnerZenHaven
`~/Desktop/InnerZenHaven/ .claude/`

CLAUDE.MD — PROJECT BRAIN

Brand Context
Wellness, business, coaching tone, health disclosures always included, no tech jargon.

File Map
Where content, automations, and assets live for this brand.

COMMANDS/ — SHORTCUTS

- /wellness-post**
Drafts Instagram/Pinterest wellness content in brand voice.
- /future-email**
Crafted warm, empathetic email sequences for subscribers.
- /content-plan**
Weekly wellness content calendar using brand topics.

RULES/ — ALWAYS-ON STANDARDS

tone: nurturing always: health disclaimer
avoid: tech jargon voice: calm, educational
CTA: community-first

AGENTS/ — SPECIALIST ROLES

- wellness-writer.md**
Empathetic content creation — wellness, wellness topics, audience pain points.

SKILLS/ — ON-DEMAND SOPs

- repurpose-content.md**
Repurpose content into multiple social platform snippets.

NessAlazne
`~/Desktop/NessAlazne/ .claude/`

CLAUDE.MD — PROJECT BRAIN

Brand Context
Vibe coding, startups, builder tone, Claude Code + Antigravity stack, systems, first thinking.

File Map + Products
Vibe Coding Mastery, AI Social Hub ecosystem, Groove platform paths.

COMMANDS/ — SHORTCUTS

- /vibe-hook**
Generates TikTok/YouTube hooks + script for vibe coding content.
- /system-drop**
Crafts weekly system release announcement for Vibe Coding Mastery members.
- /sales-email**
Crafts onboarding email for my founding member offer.

RULES/ — ALWAYS-ON STANDARDS

tone: bold, direct stack: Claude Code + Antigravity
avoid: fluff always: actionable output
CTA: \$97 founding price

AGENTS/ — SPECIALIST ROLES

- system-architect.md**
Designs end-to-end AI automation systems using full tech stack.
- content-strategist.md**
TikTok + YouTube Research — hooks, scripts, repurposing across platforms.

SKILLS/ — ON-DEMAND SOPs

- build-automation.md**
Step-by-step SOP: ideas → build → document → deploy a system ship.
- content-repurpose.md**
1 demo → 10 TikToks + YouTube + LinkedIn + Threads + Pinterest.

each .claude/ only loads inside its own folder — wellness context never bleeds into vibe coding sessions, and vice versa

CLAUDE.md Priority Rule

Global `~/ .claude/CLAUDE.md` = who Ness is.

Project `CLAUDE.md` = how this brand works.

Project always overrides global for brand-specific context.

settings.json Each Brand

Add deny rules for .env and secrets per project.

NessAlazne: allow Bash for Antigravity + Claude Code CLIs.

InnerZenHaven: restrict to content tasks only.

MCP Per Brand

Create `mcp.json` per project folder.

NessAlazne: Airtable, Make, NIN, ElevenLabs.

InnerZenHaven: Calendar, Gmail, wellness content tools.

🔦 QUICK TIPS

- 🌿 InnerZenHaven/ → `.claude/` (health & wellness voice)
- ⚡ NessAlazne/ → `.claude/` (vibe coding & AI Systems)

Phase 4: One Brand = One Folder (The Fix)

The #1 mistake is creating a new folder for every task — Claude starts fresh each time with zero context. The fix is simple: one permanent folder per brand. All your work for that brand lives there, and Claude always has full context.

💡 QUICK TIPS

- ❌ task_1/, task_2/, task_3/ → ZERO CONTEXT each time
- ✅ One brand folder → Claude remembers everything

Ready to go deeper?

This blueprint is just the start. In Vibe Coding Mastery, you get the full system for building AI workflows that actually know who you are.

[Join Vibe Coding Mastery →](#)

<https://digi curatoragency.com/vibe-coding-mastery>