

## CLAUDE COWORK

# Project Structure Guide

*Set up your workspace. Keep it that way.*

Three role-specific workspace structures for non-technical professionals setting up Claude Cowork for the first time — or resetting a workspace that has grown without a plan.

01 Fractional Consultant

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02 Marketing Leader

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03 CEO / Founder

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— BEFORE YOU START

# How to use this guide

Each section contains three things you need to set up a working, durable workspace — or reset one that's outgrown its structure.

## 01

### The full folder tree

Copy this exactly when setting up your workspace. The structure is intentional — resist the urge to rename or reorganise until you've used it.

## 02

### A folder reference table

What each folder is for and what belongs inside it. Read this once, return to it when you're unsure where something lives.

## 03

### A starter kit checklist

What to create before your first session. Work through this in order — the context files have a sequence for a reason.

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— UNIVERSAL RULES

## Core principles that apply to all three structures

### ✓ Never delete

Put "move to archive/, never delete" in your global instructions. This is non-negotiable. Archive keeps your history intact for retrospectives and re-use.

### ✓ Always load context first

Start every session by pointing Cowork to your context/ folder. Without it, Cowork is working blind — you'll get generic output, not tailored work.

### ✓ One folder = one scope

Each client, campaign, or project gets its own subfolder with its own FOLDER-INSTRUCTIONS.md. No cross-contamination between scopes.

### ✓ Name files consistently

Use YYYY-MM-DD-description for all outputs Cowork creates. Chronological file order is more useful than you expect when you're months in.

# 01

## ROLE STRUCTURE

### Fractional Consultant

Designed for consultants running multiple clients simultaneously – a mix of retainer and project-based engagements. The structure keeps client work cleanly separated while giving you one place for your own content, proposals, and ops.

#### FOLDER TREE

COPY THIS EXACTLY

```

Cowork-Workspace/
├─ context/
│  ├─ about-me.md      - who you are, expertise, ICP
│  ├─ brand-voice.md   - your tone, writing style, positioning
│  └─ working-style.md - output structure, formats, rules
├─ clients/
│  ├─ [client-name-retainer]/
│  │  ├─ FOLDER-INSTRUCTIONS.md
│  │  ├─ inbox/
│  │  ├─ outputs/
│  │  ├─ processed/
│  │  └─ reference/
│  └─ [client-name-project]/
│     ├─ FOLDER-INSTRUCTIONS.md
│     ├─ inbox/
│     ├─ outputs/
│     ├─ processed/
│     └─ reference/
├─ proposals/
│  ├─ drafts/
│  └─ sent/
├─ content/
│  ├─ linkedin/
│  ├─ newsletters/
│  └─ thought-leadership/
├─ research/
├─ admin/
│  ├─ invoicing/
│  └─ scheduling/
└─ archive/

```

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— WHAT EACH FOLDER IS FOR

## Folder reference

FOLDER	WHAT IT'S FOR
<b>context/</b>	Briefing documents Cowork reads at the start of every session. Your identity, voice, and working preferences live here.
<i>about-me.md</i>	Who you are, your ICP, current clients. Write it as if briefing a new team member.
<i>brand-voice.md</i>	Your tone, writing style, phrases you use and avoid. Used any time Cowork produces client-facing content.
<i>working-style.md</i>	Output rules: file formats, naming conventions, what to do when a task is ambiguous.
<b>clients/</b>	One subfolder per client. Retainer and project clients share the same internal structure.
<i>FOLDER-INSTRUCTIONS.md</i>	Client context: name, industry, key contacts, tone guidance, constraints. Point to this every session.
<i>inbox/</i>	Drop source files here — briefs, transcripts, raw notes. Cowork processes from here.
<i>outputs/</i>	All files Cowork creates for this client.
<i>processed/</i>	Source files move here once Cowork has finished. Keeps inbox clean.
<i>reference/</i>	Read-only. Brand guidelines, prior work Cowork should draw on but not modify.
<b>proposals/</b>	All proposals regardless of client. Drafts in progress and sent versions separated.
<b>content/</b>	Your own content — LinkedIn, newsletters, articles. Separate from client work.
<b>research/</b>	Flat folder. Articles, reports, competitor intel referenced across client work.
<b>admin/</b>	Invoicing templates, scheduling docs, SOW templates.
<b>archive/</b>	Completed work. Nothing is deleted — it moves here.

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— BEFORE YOUR FIRST SESSION

## Starter kit

Work through this in order. Each file builds on the last — `context/` is the foundation everything else depends on.

### CREATE THESE FILES FIRST

- ✓ **`context/about-me.md`** — Write it as a briefing document, not a bio. Include your ICP, current clients, and areas of focus. Be specific about what you do and don't take on.
- ✓ **`context/brand-voice.md`** — Include real examples of your writing style. Paste in a LinkedIn post or proposal excerpt you're proud of. Let Cowork learn from your actual voice.
- ✓ **`context/working-style.md`** — Specify file formats, naming rules, what "done" means. Include what to do when instructions are unclear.
- ✓ **One client subfolder + `FOLDER-INSTRUCTIONS.md`** — Start with your most active client. Write the `FOLDER-INSTRUCTIONS.md` as a detailed brief: objective, tone, constraints, what Cowork is allowed to produce.
- ✓ **Set global instructions in Cowork** — Load `context/`, never delete, outputs go to the relevant client/outputs/.

# 02

## ROLE STRUCTURE

### Marketing Leader

Designed for a senior marketer managing campaigns, content production, agencies, and reporting — often simultaneously. The structure separates strategic work from campaign execution and keeps high-volume content production from creating noise in the workspace.

#### FOLDER TREE

COPY THIS EXACTLY

```

Cowork-Workspace/
├── context/
│   ├── about-me.md      - your role, the business, your remit
│   ├── brand-voice.md   - brand tone, messaging pillars, what to avoid
│   ├── working-style.md - output preferences, approval flows, formats
│   └── audience.md      - ICP, segments, buyer personas, key insights
├── strategy/
│   ├── annual-plan/
│   ├── positioning/
│   ├── competitive/
│   └── go-to-market/
├── campaigns/
│   ├── campaign-name-1/
│   │   ├── FOLDER-INSTRUCTIONS.md
│   │   ├── brief/
│   │   ├── assets/
│   │   ├── outputs/
│   │   └── results/
│   ├── campaign-name-2/
│   │   ├── FOLDER-INSTRUCTIONS.md
│   │   ├── brief/
│   │   ├── assets/
│   │   ├── outputs/
│   │   └── results/
│   └── [add a subfolder per campaign]
├── content/
│   ├── inbox/
│   ├── linkedin/
│   ├── email/
│   ├── blog/
│   └── processed/
├── agencies-and-vendors/
│   └── [vendor-name]/
│       ├── briefs/
│       └── deliverables/
├── reporting/
│   ├── monthly/
│   └── dashboards/
└── research/

```

```
| admin/  
| archive/
```

— WHAT EACH FOLDER IS FOR

## Folder reference

FOLDER	WHAT IT'S FOR
<b>context/</b>	Includes a fourth file — audience.md — that most other roles don't need. This is the source of truth for who marketing is targeting.
<i>about-me.md</i>	Your role, the business, your remit and budget ownership, team structure, and what you're accountable for.
<i>brand-voice.md</i>	Brand tone, messaging pillars, approved terminology. Should match or link to official brand guidelines.
<i>working-style.md</i>	Approval flows, draft vs final handling, file naming conventions.
<i>audience.md</i>	ICP, buyer personas, segment priorities, key pain points. The single most important context file — Cowork draws on this for all content and campaign work.
<b>strategy/</b>	Long-horizon documents. Not campaign-specific. Annual plans, positioning, competitive analysis. Read often, updated infrequently.
<b>campaigns/</b>	One subfolder per campaign. Name sequentially. Each is self-contained with its own brief, assets, outputs, and results.
<i>FOLDER-INSTRUCTIONS.md</i>	Campaign context: objective, target segment, channels, dates, what Cowork should and shouldn't produce.
<i>results/</i>	Post-campaign data and learnings. Kept with the campaign for easy retrospective access.
<b>content/</b>	High-volume production across channels. <i>inbox/</i> is the drop zone — raw ideas, transcripts. <i>processed/</i> holds sources after Cowork has worked on them.
<b>agencies-and-vendors/</b>	One subfolder per agency. Keeps briefs and deliverables together so Cowork can reference prior work when preparing new briefs.
<b>reporting/</b>	Monthly reports and dashboard exports. Separate so Cowork can synthesise reporting without touching live campaign work.
<b>archive/</b>	Completed campaigns and content. Nothing deleted.



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— BEFORE YOUR FIRST SESSION

## Starter kit

*audience.md* is the highest-leverage context file for a marketing leader. Start there — everything else depends on being clear about who you're talking to.

### CREATE THESE FILES FIRST

- ✓ **context/audience.md** — Create this first. Define your ICP, buyer personas, segment priorities, and key pain points. Cowork draws on this for all content and campaign work. The more specific, the better.
- ✓ **context/brand-voice.md** — Paste in your actual brand guidelines or tone principles. Include what language to avoid as well as what to use. Link to official guidelines if they exist elsewhere.
- ✓ **context/about-me.md** — Include your remit, team structure, and what you own vs what sits with other functions. Be clear about your budget ownership and approval authority.
- ✓ **context/working-style.md** — Specify approval flows, how Cowork should handle draft vs final content, and file naming conventions. Include what happens when a brief is ambiguous.
- ✓ **One campaign subfolder + FOLDER-INSTRUCTIONS.md** — Start with your most active campaign. Include objective, target segment, channels, key dates, and exactly what Cowork should and shouldn't produce.
- ✓ **Set global instructions in Cowork** — Load context/, never delete, all outputs to campaigns/[name]/outputs/.

## 03

## ROLE STRUCTURE

## CEO / Founder

Designed for a CEO whose core problem is staying across the business without being inside every function. The structure turns Cowork into a briefing engine — feeding it team updates, strategic documents, and decisions so it can surface what matters and draft what needs to go out.

## FOLDER TREE

## COPY THIS EXACTLY

```
Cowork-Workspace/  
├─ context/  
│   ├── about-me.md    ← your role, the business, how you operate  
│   ├── brand-voice.md ← your personal comms tone, exec writing style  
│   ├── working-style.md ← output rules, briefing preferences, decision filters  
│   └─ company-context.md ← business model, team, current priorities  
├─ business-pulse/  
│   ├── inbox/  
│   ├── summaries/  
│   └─ processed/  
├─ strategic-comms/  
│   ├── board-reporting/  
│   ├── investor-updates/  
│   └─ all-hands/  
├─ team/  
│   └─ [direct-report-name]/  
│       ├── briefs/  
│       └─ outputs/  
├─ decisions/  
│   ├── active/  
│   └─ logged/  
├─ content/  
│   ├── linkedin/  
│   └─ thought-leadership/  
├─ research/  
├─ admin/  
└─ archive/
```

— WHAT EACH FOLDER IS FOR

## Folder reference

FOLDER	WHAT IT'S FOR
<b>context/</b>	Includes company-context.md — the fourth file specific to a CEO — which gives Cowork the strategic and structural picture of the business.
<i>about-me.md</i>	Your role, leadership style, what you're personally responsible for, how you prefer to communicate internally vs externally.
<i>brand-voice.md</i>	Your personal exec writing style — not the company brand. How you write board comms vs all-hands vs LinkedIn.
<i>company-context.md</i>	Business model, revenue stage, team structure, current strategic priorities. The single most important context file — update quarterly at minimum.
<b>business-pulse/</b>	The nerve centre. Drop team updates, meeting notes, and financial summaries into inbox/. Cowork synthesises them into exec-ready digests in summaries/.
<b>strategic-comms/</b>	Board reports, investor updates, all-hands materials. Higher-stakes outputs that draw on context/ and business-pulse/ summaries.
<b>team/</b>	One subfolder per direct report. Briefs you issue and outputs they return. Cowork can help you draft briefs, review outputs, and track patterns.
<b>decisions/</b>	active/ holds decisions in progress. logged/ records decisions made, rationale, and outcome. Future-you will be grateful for this folder.
<b>content/</b>	Personal thought leadership. Separate from strategic comms.
<b>research/</b>	Market intelligence, competitor moves, industry reports, trend scans.
<b>admin/</b>	Scheduling, board pack logistics, operational files.
<b>archive/</b>	Everything completed. Nothing deleted.

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**— BEFORE YOUR FIRST SESSION**

## Starter kit

*company-context.md* is the highest-leverage file for a CEO. Without a clear picture of the business, Cowork can't reason about what matters — or what doesn't.

### CREATE THESE FILES FIRST

- ✓ **context/company-context.md** — Create this first. Cover your business model, revenue stage, team structure, current strategic priorities, and what's working vs what's not. Update it quarterly at minimum.
- ✓ **context/about-me.md** — Include your leadership style and communication preferences. Be specific about how long you've been in the role and what you're personally accountable for.
- ✓ **context/brand-voice.md** — Focus on your exec writing style, not the company brand. How do you write internally vs externally? How direct are you in board comms?
- ✓ **context/working-style.md** — Set your output rules and decision filters. Include how long is too long, when to use bullets vs prose, and what ambiguous tasks should default to.
- ✓ **One subfolder in team/** — Start with your most active direct report. Add briefs you've issued and recent outputs so Cowork has prior context to draw on.
- ✓ **Set global instructions in Cowork** — Load context/, never delete, drop team updates into business-pulse/inbox/.

### NEED HELP SETTING THIS UP?

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