

The Second *Brain*.

What it is, what it does, and how a small studio runs on one.

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A folder of text files, and an assistant that keeps it true.

A second brain is a folder of plain text files that holds everything a business knows: clients, decisions, processes, people. An AI assistant reads and writes those files directly, so every conversation starts already knowing the business. The notes are the memory. The assistant is the part that acts on them.

THE FOUR LAYERS · ONLY ONE OF THEM IS HARD

01 The vault

A folder of markdown files. Opens in anything, outlives any company. Obsidian is the window, not the thing.

02 The rules file THE PRODUCT

One document the assistant reads before every conversation: who you are, how the business works, what it must never do. Months of catching it being wrong and writing down why.

03 The agent

An AI that lives inside the folder and can actually write to it. Most setups stop one step before here.

04 The connections

Calendar, inbox, tasks, design files. Everyone wants to start here. Add them last, one at a time.

WHAT IT IS NOT

Not a note-taking method. PARA and Building a Second Brain are about where a human files things. This is about giving a machine something to read.

Not a chatbot with a longer memory. A chat history is a transcript. This is a record that gets maintained, cross-linked and corrected.

Not a wiki. A wiki knows things. It cannot do anything. The half people skip is the half that acts.

Four things that change once it runs.

Nothing gets re-explained

Every conversation starts already knowing the clients, the decisions and the history. The twenty minutes of reconstruction before the work is gone.

The record keeps itself

A voice note after a call updates the meeting note, the client note, the task card and the log. Nobody says “now go update the other four places.”

Decisions keep their reasons

A decision log holds every real call and what was rejected. “What was I thinking” has an answer instead of an archaeology project.

The day starts already planned

One command reads the calendar, both task lists and the inbox, then writes a ranked plan with one rock. A quiet inbox produces nothing at all.

A WORKING DAY ON IT

7:04	Start day. Calendar, both task systems, inbox and goals read; a ranked plan written to the top of today's note.
9:30	Client call. A two-minute voice note, then “ingest this.” Five surfaces update.
11:00	Real work, with the brief already in the prompt because it is already in the folder.
2:45	School pickup. One hour-long job handed off that needs nobody in the room.
FRIDAY	Weekly review: one synthesis note and three questions. The answers go back into the rules file.

WANT ONE FOR YOUR BUSINESS?

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