

IRONWOOD AIR COMPANY

Built Like the Desert Builds Things: To Last

Core Identity Kit, Cover Letter and Usage Guide

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What This Is

This package is the single source of truth for who Ironwood Air is, who it serves, how it talks, and what it sells. It replaces having to re-explain the business from scratch to a new hire, a freelancer, or an AI tool every time one comes on board. In total, you're receiving one polished Word document you read, and one plain-text AI Context file you paste directly into any AI tool, plus a few short copy-paste banks inside the main document.

Why It Exists

- **Onboarding speed.** A new technician, a marketing freelancer, or a virtual assistant can get up to speed on Ironwood's story, pricing, and voice in one sitting instead of a dozen scattered conversations.
- **Tone consistency across every AI tool you touch.** Whether that's a website chatbot, a GoHighLevel Conversation AI, or ChatGPT for drafting a social post, everything pulls from the same one file.
- **Consistency as you grow.** As Ironwood adds technicians or expands service areas, this kit is the anchor that keeps messaging consistent instead of drifting.
- **No more reconstructing from memory.** When someone asks what Ironwood actually says about financing, or what the Comfort Club includes, the answer lives in one place instead of in Mari's head.

What's Included

File	What It Is	Who Uses It
Ironwood_Air_Core_Identity_Kit.docx	The main kit: audience personas, brand voice, company facts, pricing, and the full marketing toolkit	Anyone on the team, read once and referenced often
Ironwood_Air_AI_Context.md	One consolidated file with company facts, voice, pricing rules, personas and funnel, objections, and escalation rules	Any AI tool: Claude, ChatGPT, a website chatbot, or a GoHighLevel knowledge base

Each Toolkit Piece, What It's For and Where to Use It

The main kit's Section 5 contains four distinct, ready-to-use pieces. The AI Context file lives as its own standalone file (listed above) because it's meant to be pasted straight into an AI tool's system prompt or knowledge base. The other three live inside the main document, boxed and ready to copy.

Piece	What It's For	Where You'd Use It
AI Context File	Everything an AI needs to write, speak, or answer as Ironwood Air — company facts, voice, pricing, personas, objections, escalation	Claude Projects, ChatGPT Custom GPT instructions, a website chatbot, or a GoHighLevel knowledge base
Elevator Pitch Bank	A one-sentence, three-sentence, and thirty-second spoken pitch	Networking events, quick email intros, voicemail scripts
Bio Bank	A one-line, short, and long bio for Mari Ortega	Email signature, website team page, speaker introductions, press mentions
Objection & FAQ Quick Reference	A scannable table of every real question and objection, with response direction	Sales scripts, chatbot scripts, training a new hire fast

How to Use the AI Context File

Copy the whole file and paste or attach it wherever the AI tool takes context — a chat, a Claude Project's files, a Custom GPT's files, a GoHighLevel knowledge-base field. That's the entire instruction, and it's the same one everywhere this file goes. No need to pick a section, pull pieces out, or set anything up first. For GoHighLevel specifically: paste the whole file into the sub-account's knowledge base field, same as anywhere else.

Keeping It Current

- **Update triggers.** Any change to pricing, the Comfort Club plans, service areas, or team size should trigger an update to the AI Context file. An AI tool quoting an outdated price is worse than an AI tool with no pricing information at all.
- **If the voice evolves.** Update the Brand Voice and Pricing Rules sections of Ironwood_Air_AI_Context.md first — that's what every downstream tool draws from.
- **Who owns updates.** Decide who on the team is responsible for requesting and confirming kit updates before pricing or policy changes go live, so nothing gets updated in the field before it's updated here.

If you're not sure where something belongs, the What's Included table above is always the first place to look.