Set up my Google Ads brain folder structure. Please do the following:

1. Create a `clients/` folder in this directory
2. Create a `data/` folder in this directory
3. Open my CLAUDE.md file and add this section at the bottom:

Client Management

When I say "Add a new client to the brain", ask me these two questions one at a time:

1. What is the client's name?
2. What is the website URL?

Then create the following folder structure:

```
clients/[client-name]/
├── profile.md
├── product-catalog.md
├── customer-reviews.md
├── competitors.md
├── calls/
└── reports/
```

data/[client-name]/

Use this template for profile.md:

Client: [Name]

Business Basics
- Website: [from answer above]
- Industry:
- Goals:

Products / Services
[To be populated from product-catalog.md — ask Claude to scrape the client's website or provide a
product list]

Customer Reviews
[To be populated from customer-reviews.md — export reviews from your review platform and ask Claude to process them]

Customer Avatar
- Who they are:
- Why they buy:
- Main objections:

Competitive Landscape
[See competitors.md]

Google Ads Account
- Customer ID:
- Monthly budget:
- Campaign overview:
- Primary conversion action:
- KPI targets:
- Conversion tracking:

Performance Context
- What's working:
- What's not working:
- Seasonality / upcoming changes:

Communication
- Main contact:
- Reporting format:
- Sensitivities:

Use this template for competitors.md:

Competitors: [Client Name]

[Competitor Name]
- Website:
- Google Ads messaging:
- Positioning:
- What they do well:
- What they're missing:

When `product-catalog.md` or `customer-reviews.md` exist in a client folder, read them and update the relevant sections in profile.md with a concise summary. Keep the full details in the separate files — profile.md should have the highlights only.

When I say "Update [client]'s profile", re-read their `product-catalog.md` and `customer-reviews.md` and refresh the Products / Services and Customer Reviews sections in profile.md.

1. "Tell me about [client]'s business — what do they sell and who are their customers?"
2. "What's their main goal with Google Ads, and what's their monthly budget?"
3. "Give me a quick overview of the account — what campaigns are running and what are the KPI targets?"

4. "What's working in this account right now? What isn't?"
5. "Who's your main contact at this client, and how do they prefer to receive updates?"
6. "Anything else I should know about this account — seasonality, sensitivities, recent changes?"

After each answer, update the relevant fields in profile.md immediately.
When done, confirm the profile has been saved and show a one-line summary of what was captured.