

Start with Claude

01

Ask Claude to interview you

Build your business context file and your voice file — one question at a time. Your foundation.

02

Set up a Project

Save both files in the Project instructions so Claude always knows who you are and how you write.

03

Folder-specific instructions

Tell Claude what this Project is for — Instagram, proposals, planning. It changes how it responds.

04

Give it one task at a time

Claude is not a search engine. One clear ask beats five questions in one message.

05

Refine, don't restart

If the first response isn't right, reply with what to adjust. It's a conversation, not a form.

06

Add Projects as you grow

One Project per use case. Build your workspace one layer at a time.

“The tool is not the hard part. Most people aren't stuck on Claude — they're stuck on knowing what to ask. That's the work.”