



The 7-Day Claude Kickstart

Turn [Claude.ai](#) Into Your Smart Assistant (No Tech Skills Needed)

A practical guide for creators, solo business owners and knowledge workers who want Claude to save them 3–5 hours a week

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Welcome: What You'll Learn in 7 Days

If you just opened Claude for the first time, you might be wondering *what to even type*. Most people start with something basic like "write an email" or "explain this topic." That works — but it barely scratches the surface of what Claude can actually do for you.

Over the next 7 days, you'll learn how to use [Claude.ai](#) as a practical assistant for writing, planning, thinking through complex problems, and automating recurring work tasks. You don't need technical skills, coding knowledge, or a paid account to get value from this guide.

What Claude is Good At

- **Writing faster:** emails, posts, reports, outlines, rewrites — all in your voice
- **Reasoning through problems:** decisions, planning, structuring messy information
- **Explaining things simply:** learning new topics, summarizing documents, teaching concepts
- **Organizing information:** turning transcripts into action items, extracting insights from text

Your 7-Day Journey

1. **Day 1:** Learn the "golden prompt" pattern that unlocks better responses
2. **Day 2:** Write emails, posts and content 3× faster
3. **Day 3:** Use Claude as your personal tutor for any topic
4. **Day 4:** Plan projects and brainstorm with structure
5. **Day 5:** Work with documents, transcripts, and messy content
6. **Day 6:** Design one repeatable workflow for your business
7. **Day 7:** Understand safety, limits and what to do next

Getting Started (2 Minutes)



1. Go to claude.ai and create a free account (or log in)
2. You'll see a simple chat interface — this is where the magic happens
3. Start with this first prompt to understand what Claude can help you with:

Your First Prompt (copy and paste this):

I'm working on [describe your role and current project in 2–3 sentences]. I'm new to Claude. For the next 7 days, I want you to act as my AI assistant and help me use you well. What are 5 concrete ways you can help me this week?

Claude will respond with personalized suggestions based on your context. This is how you start building a working relationship with AI.

Day 1: Talk to Claude (The Golden Prompt Pattern)

Goal: Learn how to structure prompts that get you exactly what you need

Most people treat Claude like a search engine: they type a vague question and hope for the best. But Claude responds much better when you treat it like a smart collaborator who needs a clear brief[3][4].

The Golden Prompt Framework

Every strong prompt has five elements. You don't need all five every time, but knowing this pattern helps you get better results faster:

Element	What It Means
Role	Who should Claude act as? (e.g., "You are my marketing assistant" or "Act as a project planner")
Context	What's the situation? (1–3 sentences about your project, audience, constraints)
Task	What exactly do you need? (Be specific: "Draft an email" vs "Write something")
Format	How should Claude present the answer? (bullets, table, outline, 3 paragraphs, etc.)
Constraints	What are the rules? (tone, length, audience, things to avoid) *BONUS: Ask Claude "Ask me questions until you are 95% sure you can complete the task successfully". Put this in your Custom Instructions in your Profile so you don't have to repeat this in every chat.



Table 1: The Five Elements of Effective Prompts

Example: From Vague to Structured

Vague prompt:

Help me with a newsletter

Structured prompt using the golden framework:

You are my email marketing assistant. Context: I run a small coaching business and send a weekly newsletter to 500 subscribers interested in productivity and AI tools. Task: Draft a 200-word newsletter introducing a new free resource (a Claude prompt guide). Format: Subject line + 3 short paragraphs. Constraints: Friendly and conversational tone, avoid hype, include one clear call-to-action button.

See the difference? The second prompt gives Claude everything it needs to produce something you can actually use[3][4][5].

Three Copy-Paste Starter Prompts

Prompt 1: Email Draft

You are my communication assistant. Context: [describe who you're writing to and why]. Task: Draft an email that [state the goal]. Format: Subject line + 3–4 paragraphs. Constraints: [tone: professional/friendly/direct], keep it under 150 words, avoid corporate jargon.

Prompt 2: Content Outline

You are my content strategist. Context: I'm creating [type of content] for [audience] about [topic]. Task: Create a detailed outline with 5 main sections, each with 3 supporting points. Format: Hierarchical outline with brief descriptions for each point. Constraints: Make it actionable and focused on practical takeaways.

Prompt 3: Decision Helper

You are my strategic thinking partner. Context: I'm deciding between [Option A] and [Option B] for [situation]. Task: Help me think through this decision by asking me 5 clarifying questions first, then create a pros/cons comparison table. Format: Questions first, then a table comparing both options across 5 criteria. Constraints: Be objective, focus on business impact and feasibility.

Day 1 Exercise

Take one vague prompt you might normally use and rewrite it using the golden framework. Try both versions in Claude and compare the results.

Before: _____

After (with Role, Context, Task, Format, Constraints):



Day 2: Write Faster (Emails, Posts, and Content)

Goal: Use Claude to draft and rewrite content in half the time

Writing takes time. First drafts are hard. Rewrites are tedious. Claude can handle the heavy lifting so you can focus on the thinking, strategy, and final polish.

Three Common Writing Use Cases

Use Case 1: Draft From Scratch

When to use: You know what you want to say but staring at a blank page is draining.

The Prompt Pattern:

You are my [type] writer. Context: [who is this for and why]. Task: Write a [format] about [topic] that [achieves this goal]. Format: [structure]. Constraints: [tone, length, things to include/avoid].

Real Example:

You are my LinkedIn content writer. Context: I'm a business coach launching a new AI productivity workshop. Task: Write a LinkedIn post announcing the workshop and inviting people to sign up. Format: Hook + 3 bullets on what they'll learn + call-to-action. Constraints: Conversational and enthusiastic tone, 120 words max, avoid salesy language.

Use Case 2: Rewrite in Your Voice

When to use: Claude's first draft is good but doesn't sound like you.

The secret here is **few-shot learning**—giving Claude 1–2 examples of your actual writing so it can match your style.

The Prompt Pattern:

Here are two examples of my writing style:

[Paste example 1]

[Paste example 2]

Now rewrite the following draft to match my voice and tone:

[Paste the text you want rewritten]

This works for emails, social posts, blog intros, sales pages—anything where voice matters.

Use Case 3: Repurpose Content

When to use: You have one piece of content and want to turn it into multiple formats (email → social posts, blog → newsletter, meeting notes → summary).

Real Example:

You are my content repurposing assistant. Here is a blog post I wrote:



[Paste blog post]

Task: Turn this into 5 different LinkedIn posts (one per key idea), each 80–100 words. Format: Each post should have a hook, 2–3 sentences expanding the idea, and a question to drive engagement. Constraints: Keep the conversational tone, avoid repeating phrases across posts.

Claude Writing Prompt Menu (Fill-in-the-Blanks)

Writing Task	Prompt Template
Professional email	"Draft a [tone] email to [recipient] about [topic]. Keep it under [X] words. Include [specific element]."
Social media post	"Write a [platform] post about [topic] for [audience]. Format: [structure]. Tone: [style]. Max [X] words."
Sales copy	"Write [sales asset] for [product/service]. Audience: [description]. Focus on [benefit]. Include social proof and clear CTA."
Blog intro	"Write a compelling 3-paragraph intro for a blog post titled '[title]'. Hook the reader with [angle], preview the value."
Product description	"Write a [length] product description for [item]. Highlight [3 features/benefits]. Tone: [style]. Include [formatting]."

Table 2: Quick Writing Prompt Templates

Day 2 Exercise

Pick one writing task you do weekly (email, social post, report intro, etc.) and use Claude to draft it. Then refine the output by giving Claude feedback:

This is close, but can you: [make specific changes you want]

Claude responds well to iterative feedback—think of it as collaborative editing.

Day 3: Learn Anything with Claude

Goal: Use Claude as your personal tutor and explainer

One of Claude's superpowers is breaking down complex topics into simple, practical language. Whether you're learning a new tool, understanding industry concepts, or preparing for a conversation, Claude can tutor you.

Use Case 1: Explain It Like I'm Not an Expert



The Prompt Pattern:

Explain [topic] to me like I'm [role or experience level]. Use analogies, avoid jargon, and give me 3 real-world examples.

Real Example:

Explain API integrations to me like I'm a small business owner with no technical background. Use analogies from everyday life, avoid jargon, and give me 3 examples of how APIs help businesses save time.

Claude is excellent at matching explanations to your level of expertise.

Use Case 2: Summarize and Extract Key Points

The Prompt Pattern:

Here is [document/article/transcript]. Task: [what you need extracted]. Format: [how to present it].

Real Example:

Here is a transcript from a 60-minute client meeting:

[Paste transcript]

Task: Extract all action items, decisions made, and open questions. Format: Three sections with bullet points under each. Organize by person responsible where applicable.

This saves hours when you're processing meeting notes, research, or long-form content[9].

Use Case 3: Quiz Yourself to Check Understanding

The Prompt Pattern:

Create a [number]-question quiz with answers to test my understanding of [topic or document]. Include a mix of recall, application, and scenario-based questions.

Real Example:

I just read this article about prompt engineering:

[Paste article]

Create a 10-question quiz with answers to test my understanding. Include 5 recall questions (definitions, key concepts) and 5 application questions (how would you use this in X situation).

This turns passive reading into active learning.

Use Case 4: Build a Learning Plan

The Prompt Pattern:

I want to learn [topic] over [timeframe]. I currently [describe your skill level]. Create a step-by-step learning plan with weekly goals, 3 actions per week, and recommended resources for each phase.



Real Example:

I want to learn email marketing automation over 30 days. I currently send manual newsletters to 300 subscribers but have never used automation tools. Create a 4-week learning plan with weekly goals, 3 specific actions per week, and types of resources to look for (courses, tools, templates).

Three Learning Prompts You Can Use Today

Prompt 1: Simplify the Complex

Explain [complex topic] to me in 3 levels: first like I'm 10 years old, then like I'm a college student, then like I'm a professional in the field. Use analogies for each level.

Prompt 2: Compare and Contrast

I'm confused about the difference between [concept A] and [concept B]. Create a comparison table showing: definition, use cases, pros/cons, and when to choose each.

Prompt 3: Real-World Application

I understand the theory of [topic], but I don't know how to apply it. Give me 5 specific, actionable ways I can use this in [my role/business/context] this week.

Day 3 Exercise

Pick one topic you've been meaning to learn (a tool, a concept, an industry trend). Use Claude to:

1. Explain it in simple terms
2. Give you 3 real examples
3. Create 5 quiz questions to test your understanding

Day 4: Planning and Ideastorming with Structure

Goal: Use Claude to think through projects, generate ideas, and organize next steps

Claude excels at helping you move from "I need to do something" to "Here's exactly what I'm doing and when".

Use Case 1: Project Planning

The Prompt Pattern:

Act as my project planner. I want to [describe goal]. Ask me 5 clarifying questions about scope, timeline, resources, and constraints. Then draft a simple project plan with phases, key tasks, and rough timeline.



Real Example:

Act as my project planner. I want to launch a 90-minute online workshop on using AI for content creation. Ask me 5 clarifying questions about audience, format, pricing, and resources. Then draft a 4-phase project plan (design, build, market, launch) with key tasks and a 6-week timeline.

This gives you a structured starting point rather than trying to hold the whole project in your head.

Use Case 2: Ideastorming with Filtering

The Prompt Pattern:

Ideastorm [number] ideas for [goal/topic]. Then organize them into a table with columns: Idea, Difficulty (Low/Medium/High), Time to Implement, Potential Impact. Sort by "quick wins" first.

Real Example:

Ideastorm 20 lead magnet ideas for my AI coaching business (audience: non-technical small business owners). Then organize into a table: Idea, Difficulty, Time to Create, Appeal to Audience. Highlight the top 5 quick wins.

This takes raw brainstorming and turns it into prioritized action[2][11].

Use Case 3: Backwards Planning (Start From the End)

The Prompt Pattern:

I want to achieve [specific goal] by [date]. Work backwards to create a week-by-week plan with milestones and key tasks. Identify any potential bottlenecks or dependencies.

Real Example:

I want to launch a new service package by April 15, 2026. Today is March 4. Work backwards to create a week-by-week plan including: offer design, pricing, sales page, email sequence, and soft launch. Flag any dependencies or high-risk tasks.

Use Case 4: Decision-Making Framework

The Prompt Pattern:

I'm deciding between [Option A] and [Option B] for [context]. Help me think through this using these criteria: [list 4–6 criteria that matter to you]. Present your analysis in a comparison table, then give a recommendation with reasoning.

Real Example:

I'm deciding between building my own website or hiring a designer. Budget is \$2K, timeline is 4 weeks, and I need it to convert visitors into email subscribers. Criteria: cost, time investment, quality, flexibility for future changes, learning value, speed to launch. Create a comparison table, then recommend an approach with reasoning.

The Claude Planning Canvas (Worksheet)



Use this template before you ask Claude to plan anything:

Goal: What do I want to achieve?

Constraints: What are my limits (time, money, skills, resources)?

Assets I Already Have: What can I reuse or leverage?

Audience/Stakeholders: Who is this for?

Success Criteria: How will I know it worked?

Now paste this into Claude with the planning prompt template.

Day 4 Exercise

Pick one upcoming project (launch, content series, client deliverable, event). Use Claude to:

1. Ask clarifying questions
 2. Draft a phased plan
 3. Identify the top 3 quick wins
-

Day 5: Working with Documents and Messy Content

Goal: Turn transcripts, notes and long documents into structured, usable outputs

You don't need to read or manually organize everything. Claude can process messy content and extract exactly what you need.

Use Case 1: Meeting Notes → Action Items

The Prompt Pattern:

Here is a transcript from [meeting type]:



[Paste transcript]

Task: Turn this into 3 sections: Summary (10 bullets), Decisions Made, Next Steps (organized by person). Format: Clear headings with bullets under each.

This turns 45 minutes of rambling conversation into a 1-page action document.

Use Case 2: Long Article → Multiple Formats

The Prompt Pattern:

Here is an article I wrote:

[Paste article]

Task: Repurpose this into:

- 1. A LinkedIn post (100 words, hook + key insight + CTA)*
- 2. A tweet thread (5 tweets, each under 280 characters)*
- 3. An email teaser (3 sentences + "read more" link)*

Format: Present each version in separate sections with clear labels.

This is how you maximize the value of every piece of content you create.

Use Case 3: Messy Notes → Clean Outline

The Prompt Pattern:

Here are my rough brainstorming notes on [topic]:

[Paste messy notes]

Task: Organize these into a logical outline with 5 main sections, each with 3–5 sub-points. Remove duplicates, group related ideas, and fill small gaps where needed.

Claude is excellent at finding structure in chaos.

Use Case 4: Document Summary for Different Audiences

The Prompt Pattern:

Here is a [report/proposal/document]:

[Paste document]

Task: Create 3 versions of a summary:

- 1. Executive summary (3 bullets, business impact focus)*
- 2. Team summary (1 paragraph, actions and next steps)*
- 3. Client-friendly summary (plain language, benefits focus, 5 sentences)*

Three Document-Processing Prompts



Prompt 1: Extract and Organize

Here is [document type]. Extract all [specific elements: quotes, statistics, action items, key claims]. Present them in a numbered list with context for each.

Prompt 2: Simplify for Non-Experts

Here is a technical document. Rewrite it for [audience] in plain language. Replace jargon with simple terms, use analogies, and focus on practical takeaways.

Prompt 3: Create a FAQ

Here is [document/article/service description]. Create a 10-question FAQ that addresses common questions a [target audience] would have. Include clear, concise answers for each.

Day 5 Exercise

Find one messy document, transcript, or set of notes you've been avoiding. Use Claude to:

1. Summarize the key points
 2. Extract action items or next steps
 3. Reformat into a clean, usable structure
-

Day 6: Design Your First Personal Workflow

Goal: Turn one recurring task into a repeatable Claude workflow

This is where Claude goes from "helpful assistant" to "system that saves you hours every week".

What is a Claude Workflow?

A workflow is a task you do regularly (weekly, monthly, per client, per project) that follows a predictable pattern. Instead of starting from scratch every time, you create a **master prompt** that walks Claude through the steps.

Examples of workflow-ready tasks:

- Weekly content planning (brainstorm → prioritize → draft outline)
- Client onboarding (gather info → create checklist → draft welcome email)
- Repurposing content (long-form → social posts + email + slides)
- Project kickoff (clarify scope → create brief → draft timeline)
- Report generation (data → insights → formatted summary)

The 4-Step Workflow Design Process



Step 1: Pick One Recurring Task

Choose something you do at least monthly that takes 30–90 minutes.

Your task: _____

Step 2: Map the Steps

Break the task into 4–8 clear steps. For each step, note:

- What input is needed
- What operation Claude should perform
- What output you want

Example: Content Repurposing Workflow

Step	Input	Operation	Output
1	Long article	Extract 5 key ideas	Bulleted list
2	Key ideas	Turn into LinkedIn posts	5 posts, 100 words each
3	Key ideas	Create tweet thread	5-tweet thread
4	Article	Write email teaser	3 sentences + CTA

Table 3: Workflow Mapping Example

Map your workflow here:

Step	Input	Operation	Output
1			
2			
3			
4			

Step 3: Write the Master Prompt

Turn your workflow map into one comprehensive prompt Claude can execute.

Template:

You are my [role]. I need you to execute this [X]-step workflow:

Context: *[Describe the situation, audience, constraints]*

Inputs: *[What you're providing]*



Workflow:

Step 1: [Operation + desired output format]

Step 2: [Operation + desired output format]

Step 3: [Operation + desired output format]

[Continue for all steps]

Final Output: [How everything should be presented]

[Paste your inputs here]

Real Example: Weekly Content Planner

You are my content strategist. I need you to execute this 4-step content planning workflow:

Context: I create content for small business owners learning AI. I post 3x per week on LinkedIn, send one newsletter, and publish one blog post.

Inputs: One long-form blog post

Workflow:

Step 1: Read the blog post and extract 5 key ideas (1 sentence each)

Step 2: Turn each idea into a standalone LinkedIn post (hook + 2–3 sentences + question, 100 words max)

Step 3: Create a 5-tweet thread (each tweet under 280 characters, numbered)

Step 4: Write a 3-sentence newsletter teaser with "Read more" CTA

Final Output: Present each section with clear headings (Key Ideas, LinkedIn Posts, Tweet Thread, Newsletter Teaser)

[Blog post content pasted here]

Step 4: Save and Reuse

Store your master prompt in:

- A Notion doc labeled "Claude Workflows"
- A text file on your desktop
- Claude Projects (if you have a paid account, you can save custom instructions)

Every time you need to run the workflow*: Paste the prompt + new inputs.

*(Claude Cowork capable of automatic schedules.)

Day 6 Exercise

Create your first workflow:

1. Pick one recurring task
2. Map it using the table template
3. Write the master prompt
4. Test it with real inputs and refine



Day 7: Safety, Limits, and What's Next

Goal: Understand when and how to trust Claude, and where to go from here

Claude is powerful, but it's not perfect. Knowing its limits helps you use it responsibly and effectively.

What Claude is Great At

- Writing, editing and rewriting in various tones and formats
- Reasoning through complex, multi-step problems
- Structuring messy information into organized outputs
- Explaining concepts in plain language
- Brainstorming, planning, and decision frameworks
- Processing text: summarizing, extracting, repurposing

Where Claude Has Limits

- **Factual accuracy:** Claude can be confident but wrong, especially with numbers, dates, statistics, or recent events. Always verify facts, financial data, legal advice, and medical information.
- **Real-time information:** Claude's training data has a cutoff date. It doesn't browse the web or know what happened yesterday (unless you paste that information).
- **Reasoning under uncertainty:** When Claude doesn't know something, it may guess rather than say "I don't know." You can reduce this by adding to your prompts: "If you're unsure, say so explicitly. Do not guess."
- **Sensitive information:** Don't paste highly confidential business secrets, personal health records, or private financial details. Treat Claude like a public assistant, not a vault..
- **Final decision-making:** Claude can help you think, but it shouldn't make decisions for you. Use it as input, not authority.

The Safety Checklist

Before you trust Claude's output, ask:

1. **Does this contain facts, numbers, or claims I can verify?** → Double-check them.
2. **Is this financial, legal, or medical advice?** → Consult a professional, not AI.
3. **Am I pasting sensitive or private information?** → Consider whether it's safe to share.



4. **Is Claude making this decision for me, or helping me think?** → You should still own the choice.
5. **Does the output sound confident but feel off?** → Trust your instincts and verify.

Best Practices for Long-Term Success

1. Treat Claude like a collaborator, not a replacement

Use it to draft, structure, brainstorm, and refine — but you bring the judgment, strategy, and voice.

2. Iterate and refine

If Claude's first output isn't quite right, give feedback:
This is close, but can you: [specific change]

Claude responds well to revision requests.

3. Build a library of prompts that work

Save your best prompts in a doc. Over time, you'll have a personal toolkit of workflows.

4. Use Claude Projects for recurring contexts

If you have a paid account, Claude Projects let you set custom instructions and upload reference files so you don't have to repeat context every time.

You're Ready: The 7-Day Checklist

If you can do these 5 things, you're effectively using Claude:

1. Write a structured prompt with role, context, task, format, and constraints
2. Use Claude to draft or rewrite something in half the time it normally takes
3. Turn messy notes or a transcript into organized, actionable content
4. Create one repeatable workflow for a task you do regularly
5. Know when to double-check Claude's output vs when to trust it

What's Next?

Now that you've completed the 7-day kickstart, you have three paths forward:

Path 1: Depth — Pick the one use case that saves you the most time (writing, planning, document processing) and create 5 advanced workflows around it.

Path 2: Breadth — Introduce Claude to one new area of your work each week (sales, marketing, operations, client delivery, learning).

Path 3: Team — Teach these fundamentals to your team or clients using this guide as a template.



Final Thoughts

Claude is not magic. It's a tool that responds to clear instructions, works best with context and gets better the more you understand how to talk to it.

The difference between someone who "tried AI once" and someone who saves 5 hours a week is not technical skill — it's structured thinking. You now have the prompts, frameworks and workflows to use Claude as a real assistant.

The next move is yours. Pick one task, open Claude and start.

Quick Reference: 10 Prompts to Copy and Use Today

1. First-time setup

I'm working on [role + project]. I'm new to Claude. What are 5 concrete ways you can help me this week?

2. Structured email draft

Draft a [tone] email to [recipient] about [topic]. Format: subject + 3 paragraphs. Keep it under 150 words. Tone: [style].

3. Content repurposing

Turn this [content] into: (1) LinkedIn post (100 words), (2) tweet thread (5 tweets), (3) email teaser (3 sentences + CTA).

4. Learn anything

Explain [topic] like I'm [experience level]. Use analogies, avoid jargon, give 3 real-world examples.

5. Meeting notes → action plan

Here's a meeting transcript. Extract: summary (10 bullets), decisions, next steps by person.

6. Brainstorm + prioritize

Brainstorm 20 ideas for [goal]. Organize into table: Idea, Difficulty, Time, Impact. Highlight top 5 quick wins.

7. Project plan

Act as my project planner. I want to [goal]. Ask 5 clarifying questions, then draft a phased plan with timeline.

8. Decision framework

I'm deciding between [A] and [B]. Compare using: [criteria]. Present in table, then recommend with reasoning.

9. Rewrite in my voice

Here are 2 examples of my writing: [examples]. Now rewrite this draft to match my voice: [draft].



10. Workflow master prompt

You are my [role]. Execute this [X]-step workflow: [Step 1, Step 2, Step 3...]. Present output with clear headings.

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