



FOUNDERS FIELD KITS · ONBOARD YOUR CLAUDE · KIT 01

Claude, From Scratch



The no-jargon setup guide for business owners who've never touched AI. From "what even is this" to confidently getting hours back, in one sitting.

FOUNDERS *keeper*

OPERATIONS · AI · AUTOMATION

You don't need to be techy. You need one honest hour.

Hi, I'm Amanda. I help female founders hand over the mental load, and I use Claude every single day to run my own business, raise my kids, and still knock off at a reasonable hour. Not because I'm a tech person. Because I'm a tired person who found a better way.

Here's what nobody tells you about AI: **the hard part isn't the technology. It's knowing where to start.** Every guide out there assumes you already speak the language. This one doesn't. We start from actual scratch, and I'll explain every word as we go.

By the last page, you will have:

- ☐ A Claude account, set up properly, on the right plan for where you're at (spoiler: probably the free one, for now)
- ☐ The screen decoded, so nothing on it is a mystery
- ☐ A simple habit for asking Claude things so the answers are actually useful
- ☐ The vocabulary sorted: chats, projects, skills, artifacts, and exactly when to use which
- ☐ 10 copy-paste prompts written for business owners, not tech experts
- ☐ A healthy sense of when to trust it, and when to double-check

Keeper's note

Do this kit in one sitting with a cuppa if you can. It's built for the ADHD brain: short chapters, a summary box at the end of each one, and zero fluff. If you only ever read the green boxes, you'll still come out ahead.

Chapter one

What Claude actually is (and isn't)

Claude is an AI assistant made by a company called Anthropic. Strip away the hype and here's the honest version: **it's like hiring a wildly well-read, endlessly patient contractor** who can write, plan, summarise, brainstorm, and explain anything, instantly, for the price of a couple of coffees a month (or free).

You type to it like you'd text a colleague. It types back. That's genuinely the whole mechanic.

What it's brilliant at

- **Writing and rewriting.** Emails, captions, website copy, awkward "please pay your invoice" messages.
- **Thinking out loud with you.** Naming a package, pricing a service, untangling a decision you've been chewing on for weeks.
- **Summarising.** Paste in a long email chain or contract and ask "what do I actually need to know?"
- **First drafts of anything.** Job ads, FAQs, onboarding docs, that policy you've been avoiding writing since 2023.

What it isn't

- **It's not Google.** Claude answers from what it learned in training, like a well-read colleague answering from memory. But it absolutely can research online: ask it to look something up and it will search the web, read the results, and bring you back current facts with sources. The difference is that you usually need to ask.
- **It's not always right.** It can state wrong things with total confidence. Chapter 7 covers how to catch this. It matters.
- **It's not spying on your business.** It only knows what you tell it, in the conversation you tell it in. (Kit 03 covers privacy settings properly.)
- **It's not a robot coming for your business.** It's a very capable offsideer. You're still the boss. It just finally feels like the boss has help.

SHORTCUT SUMMARY

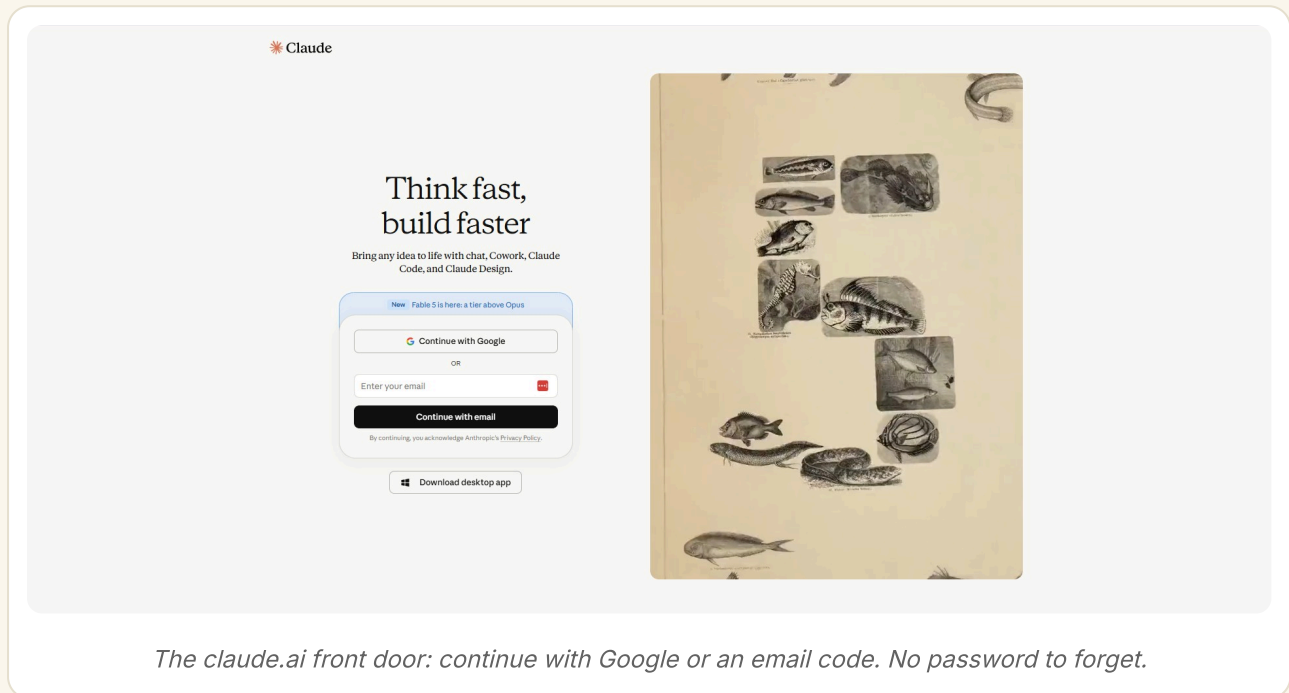
- Claude = an AI assistant you **type to like a colleague**
- Brilliant at writing, thinking, summarising, first drafts
- Only knows what **you tell it**; can be confidently wrong sometimes
- It's the help, not the boss

Chapter two

Get set up (five minutes, promise)

1 Go to claude.ai and sign up

Use your business email. You can sign in with Google or with an email code, so there's no password to forget. Yes, really.



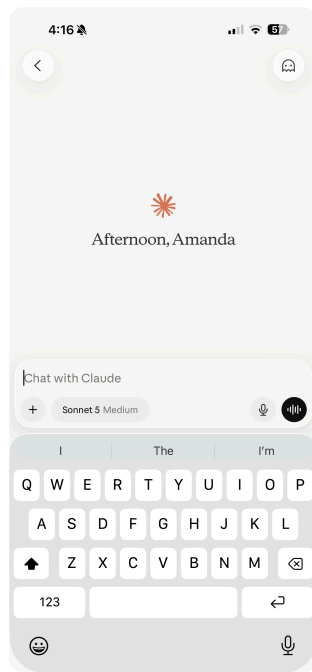
The claude.ai front door: continue with Google or an email code. No password to forget.

2 Start on the free plan

Don't upgrade yet. The free plan is properly useful and everything in this kit works on it. Chapter 8 tells you exactly when Pro becomes worth the money, and how you'll know.

3 Know your three doorways

The website (claude.ai in any browser) is home base. **The phone app** is for capturing thoughts on the go, school pickup brainwaves included. **The desktop app** is the same as the website but one click closer. Start with the website; grab the phone app today too.



The phone app: same Claude, school-pickup sized.

Plans, explained like phone plans

PLAN	COST	HONEST TRANSLATION
Free	\$0	Full brain, capped usage. You get a set amount of messages, then wait for it to reset. Perfect while you're learning.
Pro	About A\$29/mo billed yearly (incl GST); a little more month-to-month	Much bigger usage caps, longer conversations, and the good stuff for business use. The "I use this most days" plan.
Max	From about A\$155/mo	For power users running AI all day. Not you yet. Maybe not ever. That's fine.


[Meet Claude](#)
[Platform](#)
[Solutions](#)
[Pricing](#)
[Resources](#)
[Contact sales](#)
[Try Claude](#)

Explore plans

[Individual](#)
[Team and Enterprise](#)



Free

Try Claude

\$0

Free for everyone

[Try Claude](#)

Recommended. Cancel anytime.

- ✓ Chat on web, iOS, Android, and on your desktop
- ✓ Generate code and visualize data
- ✓ Write, edit, and create content
- ✓ Analyze text and images
- ✓ Ability to search the web
- ✓ Create files and execute code
- ✓ Unlock more from Claude with desktop extensions
- ✓ Connect Slack and Google Workspace services
- ✓ Integrate any context or tool through connectors with remote MCP
- ✓ Extended thinking for complex work



Pro

For everyday productivity

\$17

Per month with annual subscription discount (\$200 billed up front). \$32 if billed monthly.

[Try Claude](#)

Recommended. Cancel anytime.

Everything in Free, plus:

- ✓ More usage*
- ✓ Claude Code
- ✓ Cowork
- ✓ Claude Design
- ✓ Unlimited projects
- ✓ Access to Research
- ✓ Memory across conversations
- ✓ More Claude models
- ✓ Claude in Excel
- ✓ Claude in Chrome



Max

5-20x more usage than Pro

From \$100

Per month billed monthly

[Try Claude](#)

Recommended. Cancel anytime.

Everything in Pro, plus:

- ✓ Choose 5x or 20x more usage than Pro*
- ✓ Recommended for Claude Code & Cowork
- ✓ Higher output limits for all tasks
- ✓ Early access to advanced Claude features
- ✓ Priority access at high traffic times

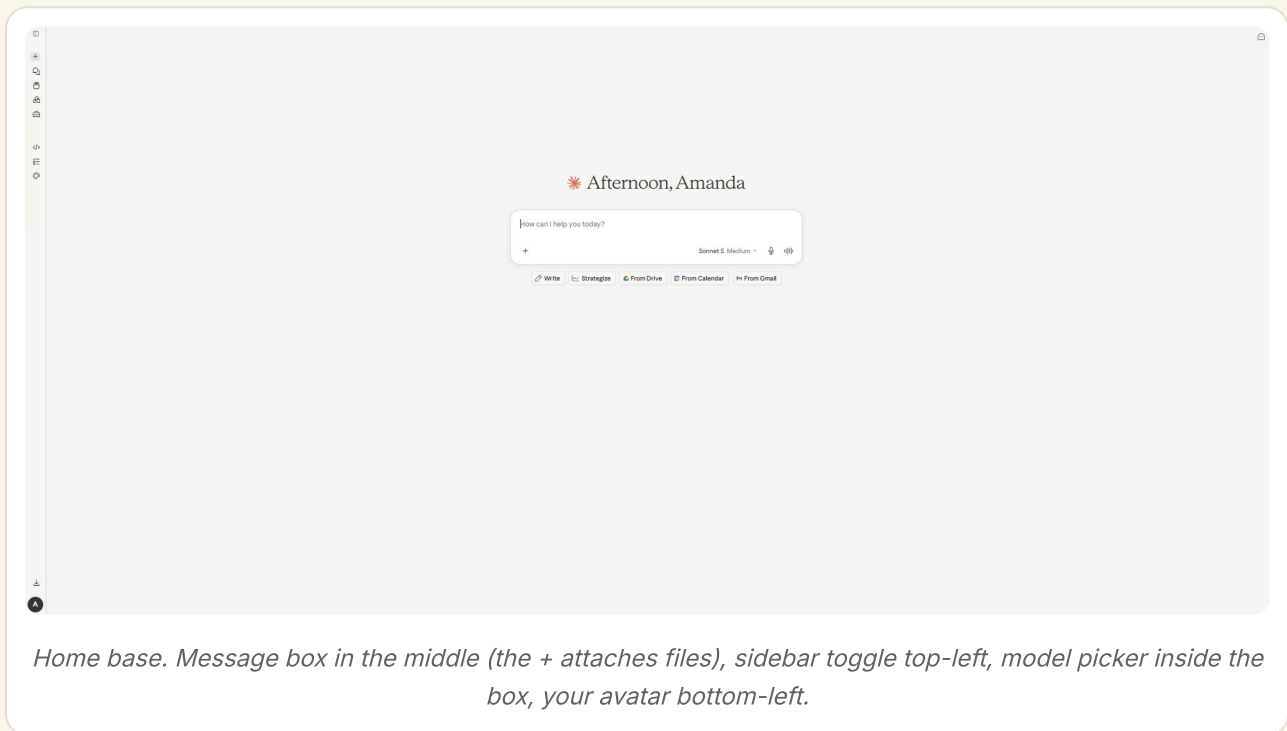
*Usage limits apply. Prices shown don't include applicable tax. Prices and plans are subject to change at Anthropic's discretion.

The public pricing page shows US dollars; once you're logged in, checkout shows Aussie dollars (Pro lands around A\$29 a month billed yearly).

Chapter three

The screen, decoded

First login. One text box, a lot of white space, and that "okay... now what" feeling. Let's walk the screen piece by piece, with each part pictured as we go. After this chapter, nothing on it is a mystery.



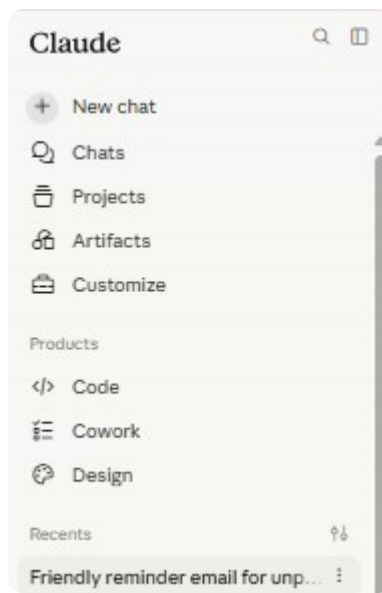
Home base. Message box in the middle (the + attaches files), sidebar toggle top-left, model picker inside the box, your avatar bottom-left.

1 • The message box

Front and centre in the screen above. Where you type. The + attaches files (PDFs, Word docs, spreadsheets, photos) and yes, Claude reads them. The little buttons underneath are shortcut suggestions; ignore them for now.

2 • The sidebar (top-left toggle)

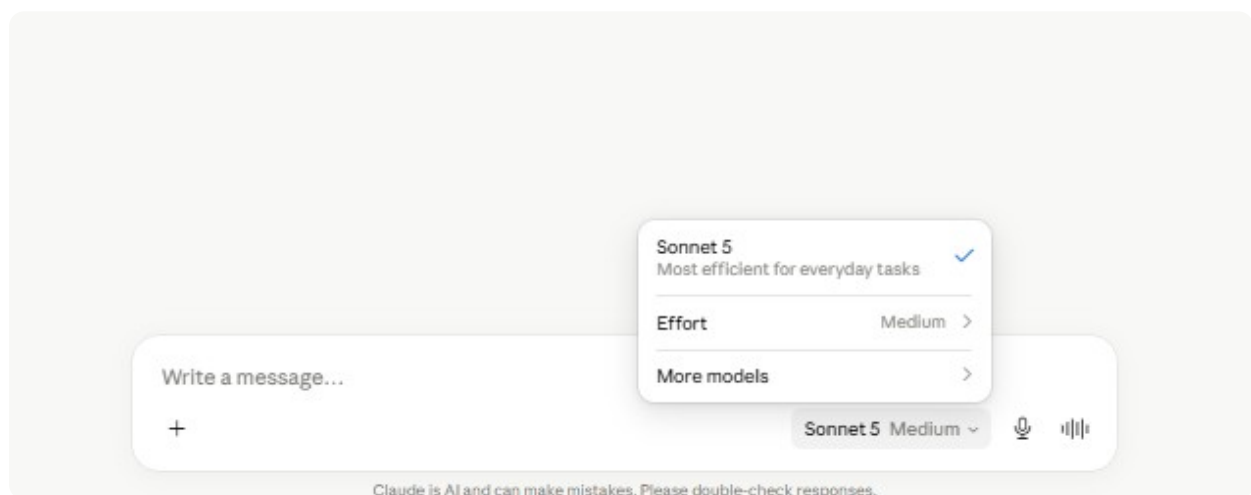
Your history, pictured below. Every conversation is saved here, plus your Projects (chapter 5's star).



The sidebar: new chat, your chats, projects, artifacts, and recents. Nothing gets lost.

3 • The model picker

Claude comes in versions, like car models, and this little menu (pictured below) is where you'd switch. The default is right for almost everything, so leave it alone; there's a cheat sheet below for when you get curious.



The model picker, open (so it's not scary later). Leave it on the default and get on with your day.

4 • Your avatar (bottom-left corner)

Your initials, hiding in the corner. Settings live under here: your plan, privacy, apps, the lot. You'll visit it properly in chapter eight (and again in Kit 03 for the privacy sort-out).

Which model does what

For when you do get curious. Names and version numbers change over time, but the line-up follows the same pattern, and each option's one-line description in the menu tells you which is which:

THE MENU OFFERS...	REACH FOR IT WHEN
The default (currently Sonnet)	Everyday everything: emails, captions, planning, summarising. Fast, clever, and right for 95% of business jobs. Live here.
The deep thinker (Opus)	Big gnarly work: strategy you'll act on, a long contract to pull apart, a plan with lots of moving parts. Slower and more thorough.
The heavyweight (Fable 5, the newest top tier)	Sits a tier above even Opus. For the moments that really matter: the decision you'll live with for a year, the hardest problem on your plate. It uses your plan's limits faster, so save it for the big stuff.
The quick one (Haiku)	Tiny jobs at speed: a fast reword, a simple question, a quick list.

The other doors: Chat, Cowork, Code, Design

You might spot a Products section in the sidebar with names like Code, Cowork, and Design. Quick translations so they don't rattle you: **Chat** is where we start and where we are now. **Cowork** is for bigger multi-step tasks, like processing a whole folder of files while you get on with something else. **Code** is for more complex builds (custom tools, automations, actual software) that you will absolutely get to in future. **Design** is Claude as your on-demand designer: social graphics, flyers, simple logos and slide decks, drafted for you and tweakable before you export. They'll still be there when you're ready; for now, Chat is home.

SHORTCUT SUMMARY

- Type in the box, **attach files with the +**
- Sidebar = your history. Nothing gets lost
- Model picker: **leave it on the default** (it handles 95% of business jobs)
- Settings hide under your avatar
- Chat is home. Cowork, Code and Design **can wait**

Chapter four

How to talk to it

Here's the mindset shift that changes everything: **Claude isn't a search bar. It's a contractor on day one.** A search bar gets keywords. A new contractor gets context. The more you'd need to tell a human freelancer, the more you tell Claude.

Compare:

THE SEARCH-BAR HABIT (MEH RESULTS)

"write instagram caption candles"

THE CONTRACTOR HABIT (SCARY-GOOD RESULTS)

"I run a handmade candle business in Brisbane. My customers are women 30-50 buying gifts. Write me a warm, slightly cheeky Instagram caption announcing our new winter range. Under 100 words, one emoji max, end with a soft nudge to the link in bio."

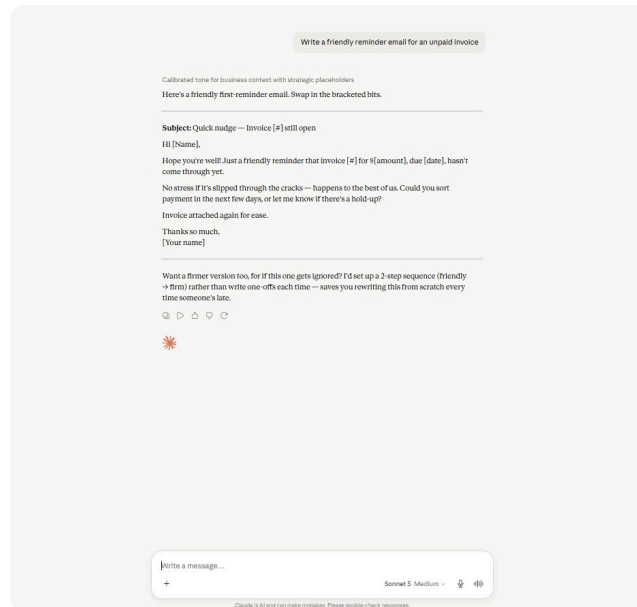
Same tool. Wildly different output. The difference was you, not it.

The three-part habit: Context, Task, Shape

- **Context:** who you are, who it's for, anything a stranger would need to know.
- **Task:** the actual job. Write, list, compare, summarise, plan.
- **Shape:** what the result should look like. Length, tone, format, "give me 3 options".

Keeper's note

Typing your context in fresh each time is beginner mode, and it's exactly where you should start; it builds the briefing muscle. But no, you won't be doing this forever. Once the habit clicks, you'll store all of that context once (your business, your customers, your voice) so Claude already knows it in every chat and you never repeat yourself. That's what projects are for in the next chapter, and setting yours up properly is the entire job of Kit 02.



A real ask, a usable draft, and an offer to build the follow-up sequence. Typical.

And then: talk back

The first answer is a first draft, not a verdict. Say "warmer", "shorter", "less salesy", "you've made that sound like a brochure, make it sound like me". It doesn't get offended. It doesn't sigh. It just fixes it. *This is the fun part.*

SHORTCUT SUMMARY

- Brief it like a **contractor, not a search bar**
- Every ask: **Context + Task + Shape**
- First answer = first draft. **Talk back** until it's right

Chapter five

The vocabulary, decoded

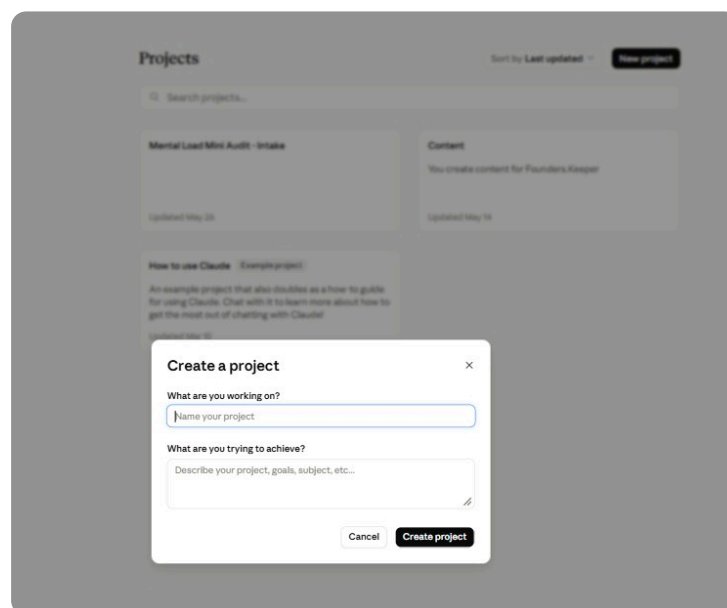
This is the chapter that saves you the 2am YouTube rabbit hole. Five words, plain English, and exactly when to use which.

Chat

One conversation. Like a text thread with a colleague about one topic. Claude remembers everything *inside* that thread, but a brand new chat starts fresh. **Use for:** one-off tasks. An email, a quick question, a caption.

Project

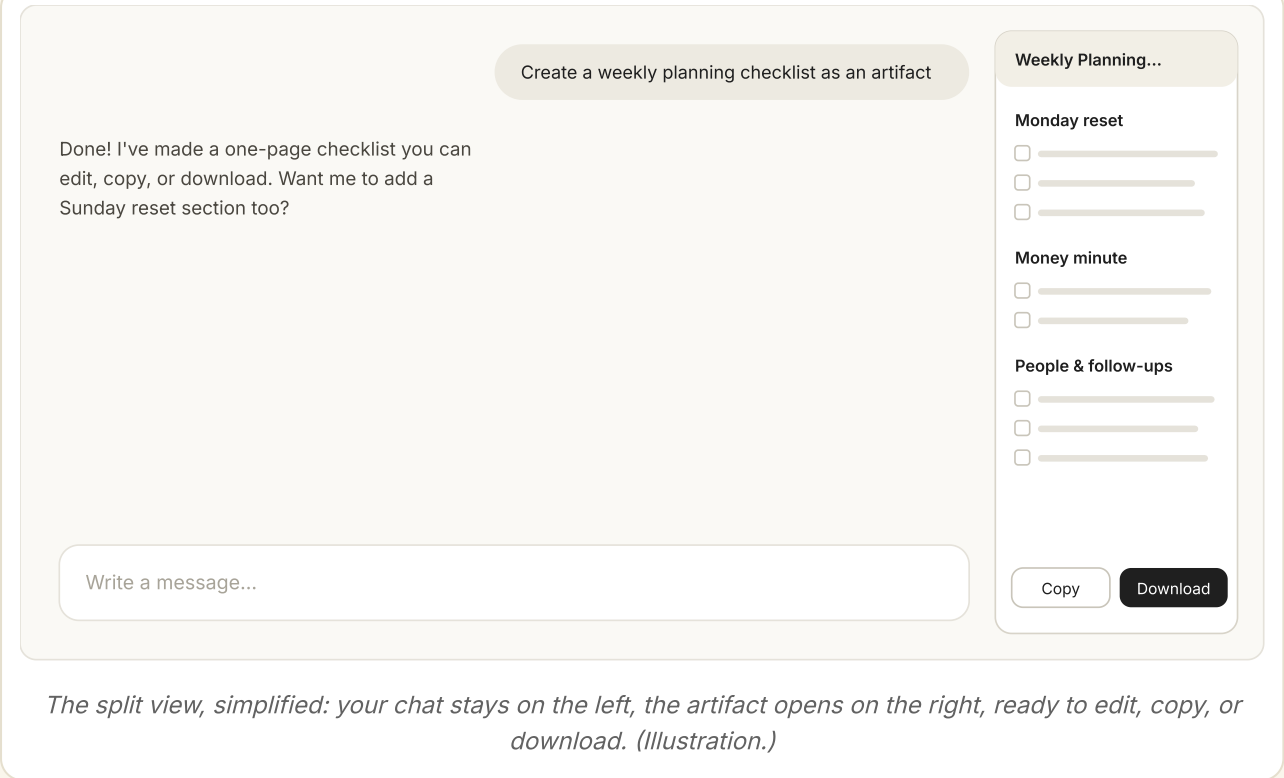
A folder with a memory. You give it standing instructions ("you're my marketing offsideer, here's my business") and reference files, and **every chat you start inside it already knows all of that**. No more re-explaining your business every single time. **Use for:** anything ongoing. Your marketing, your admin, a launch. This is the feature that makes Claude feel like *your* Claude, and it's what Kit 02 is entirely about.



Creating a project: name it, say what you're working on, done.

Artifact

When you ask Claude to *make a thing* (a document, checklist, table, even a simple web page), it opens in its own panel beside the chat instead of buried in the reply. That panel is an artifact. You can watch it update as you give feedback, then copy or download it. **Use for:** anything you want to keep or reuse.



Skill

A recipe you (or someone else) teaches Claude so it does a job the same way every time. Think "how I write my weekly newsletter, my format, my rules". You won't need these just yet. Just know the term and save it for later.

Connector

A permission slip that lets Claude see another tool you use, like your calendar or email. Powerful, and entirely your call. Nothing connects without you approving it. Kit 03 covers exactly what you're agreeing to.

Which one, when

YOU'RE THINKING...	USE
"I just need one email / answer / idea"	Chat
"I'm sick of re-explaining my business every time"	Project
"I want a document I can keep, edit, reuse"	Artifact (just ask for one)
"I do this same task every week"	Skill (later, we'll come back to this)
"I want it to see my calendar/email"	Connector (after Kit 03)

Chapter six

10 starter prompts to try out today

Copy, paste, fill in the [brackets], thank me later. Each one uses the Context + Task + Shape habit from chapter 4.

01 · THE INBOX LIFESAVER

Here's an email I received: [paste email]. Draft a warm, professional reply that says [what you want to say] without sounding blunt. Keep it under 120 words.

02 · THE AWKWARD MONEY CHASE

Write a friendly but firm payment reminder for an invoice that's [X] days overdue. The client is lovely but disorganised. I want to keep the relationship. Give me 2 versions: gentle nudge and final notice.

03 · THE CONTENT UNBLOCK

I run [business type] for [customer type]. Give me 15 post ideas for the next month, mixed between educational, behind-the-scenes, and promotional. Short one-liners only, I'll pick the winners.

04 · THE DECISION UNTANGLER

I'm deciding between [option A] and [option B] for my business. Ask me 5 questions, one at a time, then give me your honest read with the trade-offs laid out.

05 · THE JARGON TRANSLATOR

Explain [term/contract clause/tech thing] like I'm a smart business owner with zero background in this. What does it mean for me, practically?

06 · THE MEETING ESCAPE HATCH

Summarise these notes/this email thread: [paste]. Give me: decisions made, who's doing what, and anything that needs my attention. Bullet points.

07 · THE POLICY YOU'VE BEEN AVOIDING

Draft a simple [refund/cancellation/late arrival] policy for my [business type]. Friendly tone, plain English, protects me without scaring off good customers. One page max.

08 · THE WEEK PLANNER

Here's everything on my plate this week: [brain dump, messy is fine]. Sort it into: must do, should do, could delegate, and honestly-just-delete. Then suggest an order for the must-dos.

09 · THE TESTIMONIAL POLISHER

A happy client said this about my work: "[paste their words]". Turn it into 3 short social-proof snippets I can use on my website and socials, keeping their voice intact.

10 · THE ONE THAT TEACHES YOU THE TOOL

I'm new to Claude. Based on this description of my business and my week: [describe], what are 5 tasks I could hand to you regularly that would save me the most time? Be specific.

Keeper's note

Prompt 10 is sneaky-good. You're literally asking Claude to write your delegation list. That "could delegate" pile from prompt 08? Half of it can probably go to Claude itself.

Chapter seven

Where it goes wrong (read this one properly)

I'll be straight with you, because the "AI will change your life!!" crowd won't: **Claude sometimes makes things up**. Confidently. With a straight face. The industry calls these hallucinations. I call it "the intern guessing instead of saying I don't know".

When to be careful

- **Facts and figures.** Statistics, dates, prices, "studies show". Verify before you publish or decide.
- **Legal, tax, and compliance.** Great for understanding concepts and drafting questions for your accountant. Not a substitute for professional advice.
- **Anything about a specific real person or business.** It may be working from old or wrong information.
- **Links and sources.** If it cites something, click it. If you need current information, ask it to search the web so it's working from today, not from memory.

And one blanket rule over all of it: **if something seems off, question it**. Claude will correct itself when it's wrong and hold its ground when it's not, but either way, you're the boss.

When to relax

Writing, rewording, brainstorming, structuring, summarising *things you gave it*. This is 90% of business use, and it's the safe 90%, because you're the fact-checker of your own business. You'll instantly spot if your own about-page draft is wrong.

Keeper's note

My rule: **Claude drafts, Amanda decides**. Steal it. Everything it produces is a draft until a human who knows the business signs off. That one sentence is the entire responsible-AI policy your business needs to start with.

SHORTCUT SUMMARY

- It can be **confidently wrong**, especially on facts, numbers, laws
- Safest zone: working with **material you gave it**
- Need current info? **Ask it to search**
- House rule: **Claude drafts, you decide**

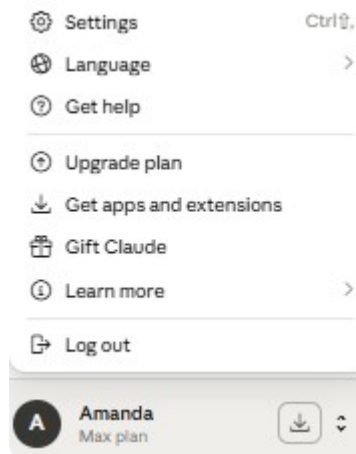
Chapter eight

When Pro is worth your money

Upgrade when you feel these, not before:

- **You hit the free ceiling mid-task.** "You've reached your limit, come back later" while you're on a roll. Once is annoying. Weekly means you're ready.
- **You're re-explaining your business constantly.** Pro's roomier limits make Projects genuinely liveable, and Projects end the groundhog-day briefing. (Kit 02 builds yours.)
- **It's replacing paid work.** If Claude drafts what a copywriter, VA, or consultant would've invoiced you for, \$29-ish a month is the cheapest team member you'll ever onboard.

The maths that matters: **if it saves you one hour a month, it's paid for itself.** Most founders I work with save that in the first week, mostly on email alone.



Settings, upgrades, and apps all live under your avatar.

Your first-week tick list

- ☐ Account created, phone app installed
- ☐ Sent one real brief using Context + Task + Shape
- ☐ Talked back to a draft until it sounded like you
- ☐ Asked for one artifact (try the weekly checklist)
- ☐ Run prompt 10 and kept the list it gave you
- ☐ Adopted the house rule: Claude drafts, you decide

WHAT'S NEXT

Claude works. Now make it yours.

Right now, Claude is a brilliant generalist who's never met you. It writes well, but it doesn't sound like you, doesn't know your customers, and hasn't a clue what you charge. Every founder hits this wall in week two: "it's clever, but everything needs so much editing."

That's not a Claude problem. That's a context problem. And it's exactly what the next kit fixes.

Kit 02 • Claude, Meet My Business

Fill-in-the-blank templates that capture your business, your customers, and your tone of voice, then load into a Project so every conversation starts already knowing you. It's the difference between a temp and a right hand.

Kit 03 • Claude, Locked Down

Every privacy setting in plain English. What Claude can see, what it can't, and how to keep client information exactly where it belongs. Fifteen minutes, fully sorted.

Keeper's note

And if you're wondering where Claude fits into YOUR week specifically, that's exactly what the **Mental Load Mini Audit** finds out: a deeper dive into where your hours actually go, what's quietly draining you, and which tasks could be automated with Claude and the tools you're already paying for. You bring the chaos, I bring the map. Grab it at founderskeeper.com.au/services-page/mental-load-mini-audit. Let's talk.



FOUNDERS *keeper*

OPERATIONS · AI · AUTOMATION

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