AI CENTRAL

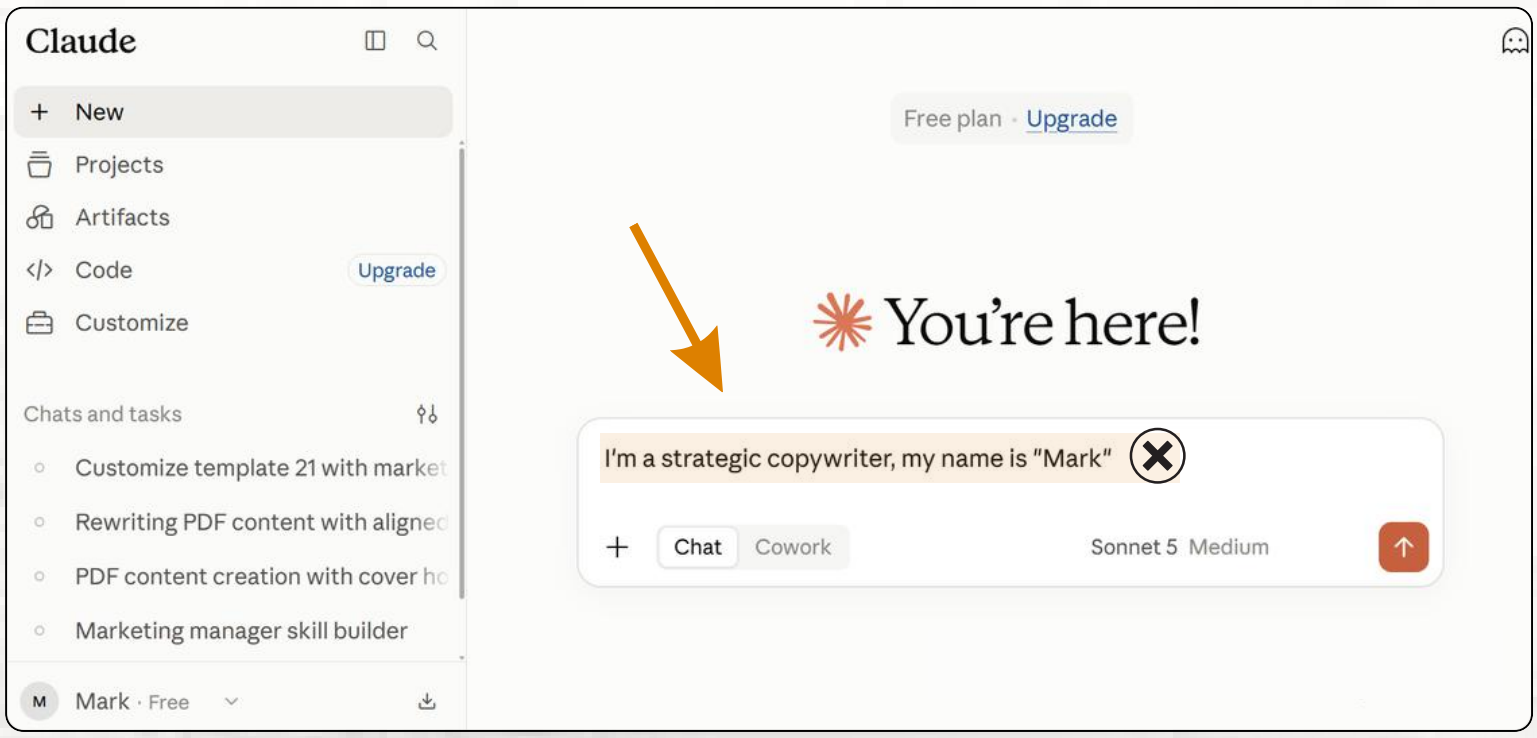
How Pros Set Up Claude Projects

Save hours of re-typing content



Every new Claude chat, you start from zero

- Every new chat, you re-explain:
  - Who you are
  - How you write
  - What you're working on

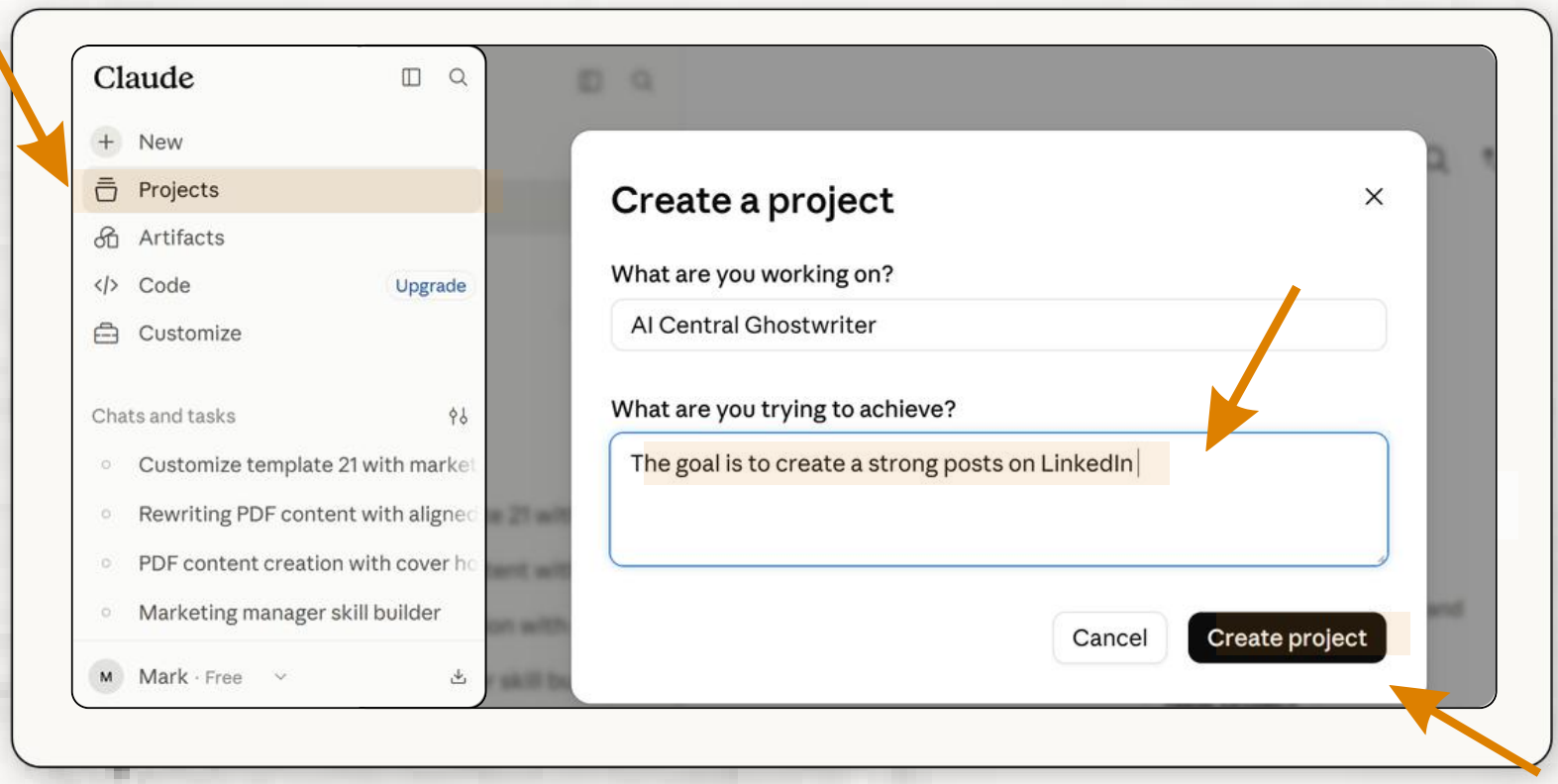


That wastes a lot of time,
let's fix it with Projects

1 Create the Workspace

- The full process for a strong Claude workspace, **here's how :**

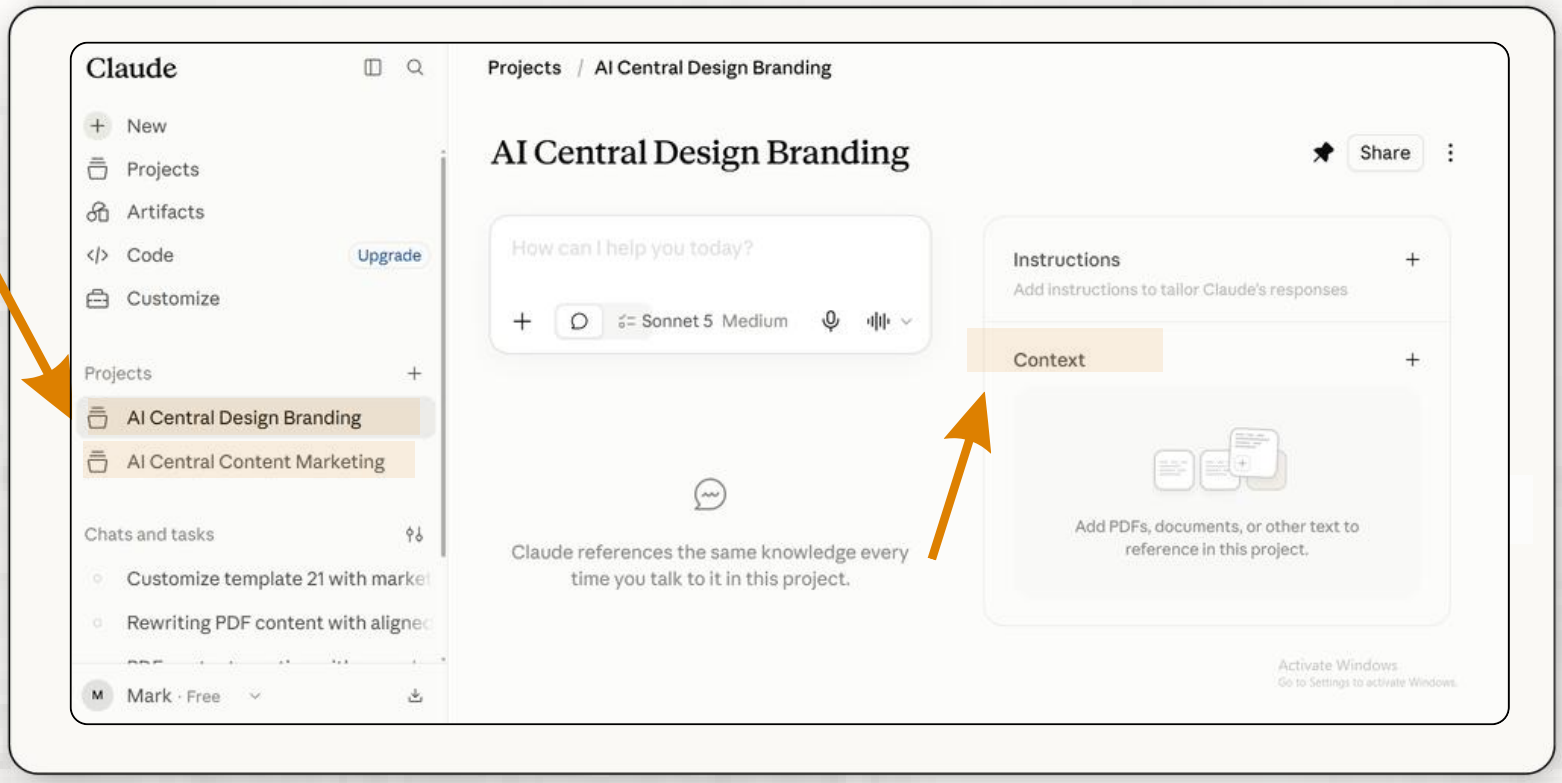
1. Log in to Claude.ai
2. Click New Project in the sidebar
3. Name it specifically, i.e."[Brand] Ghostwriter" or "Strategic Marketer"



A dedicated folder **for one job**

Pro Tip For Better Context

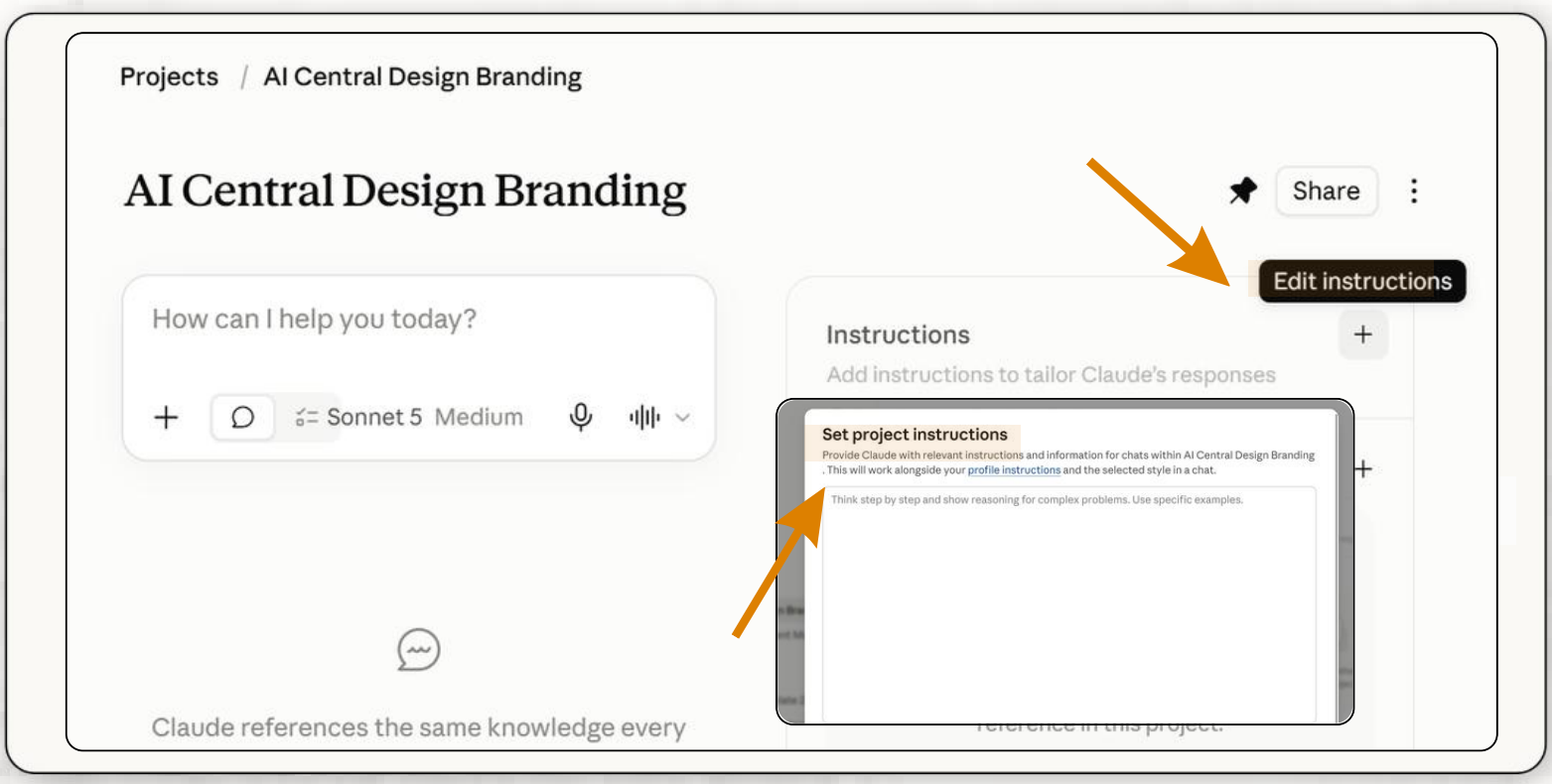
- Don't build one mega project
- Keep separate workspaces for different clients or content types
- **Why:** avoids context bleed between unrelated work



2 Set Project Instructions

- Tell Claude who you are once, **here's how:**

1. Click Edit instructions in the right panel
2. Write your role, tone, and what to avoid



Claude will **move with your direction**

Example Instruction

- Write like a senior branding consultant: evidence-backed, confident, no agency buzzwords ("elevate", "narrative", "brand DNA", "synergy")



That one line **replaces 10 prompts a day**

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The Claude Bundle

FROM BEGINNER TO PRO

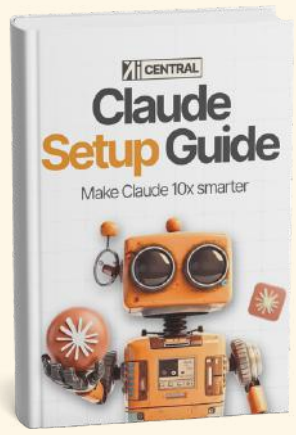
Beginner

SEE ALL >>>

Claude Setup Guide

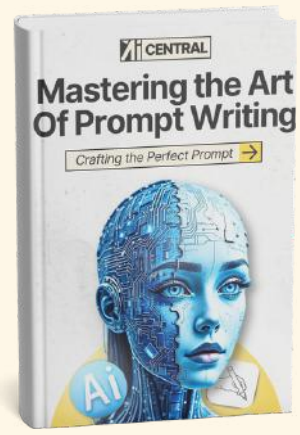
(Make Claude 10x Smarter)

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How to Write The Perfect Prompts

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Intermediate

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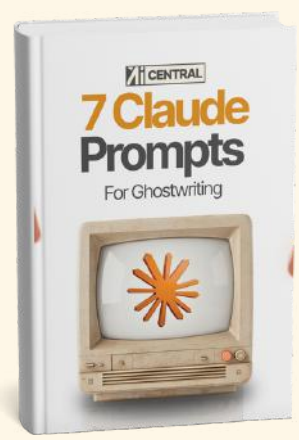
The ULTIMATE Claude Prompt Framework

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7 Claude Prompts For Ghostwriting

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Advanced

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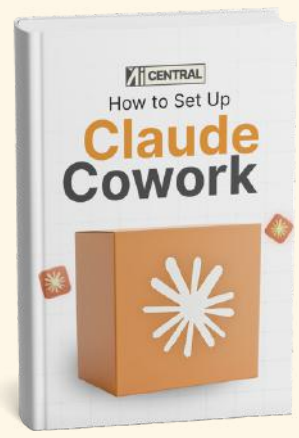
7 Claude Features Pros Never Skip

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How to Set Up Claude Cowork

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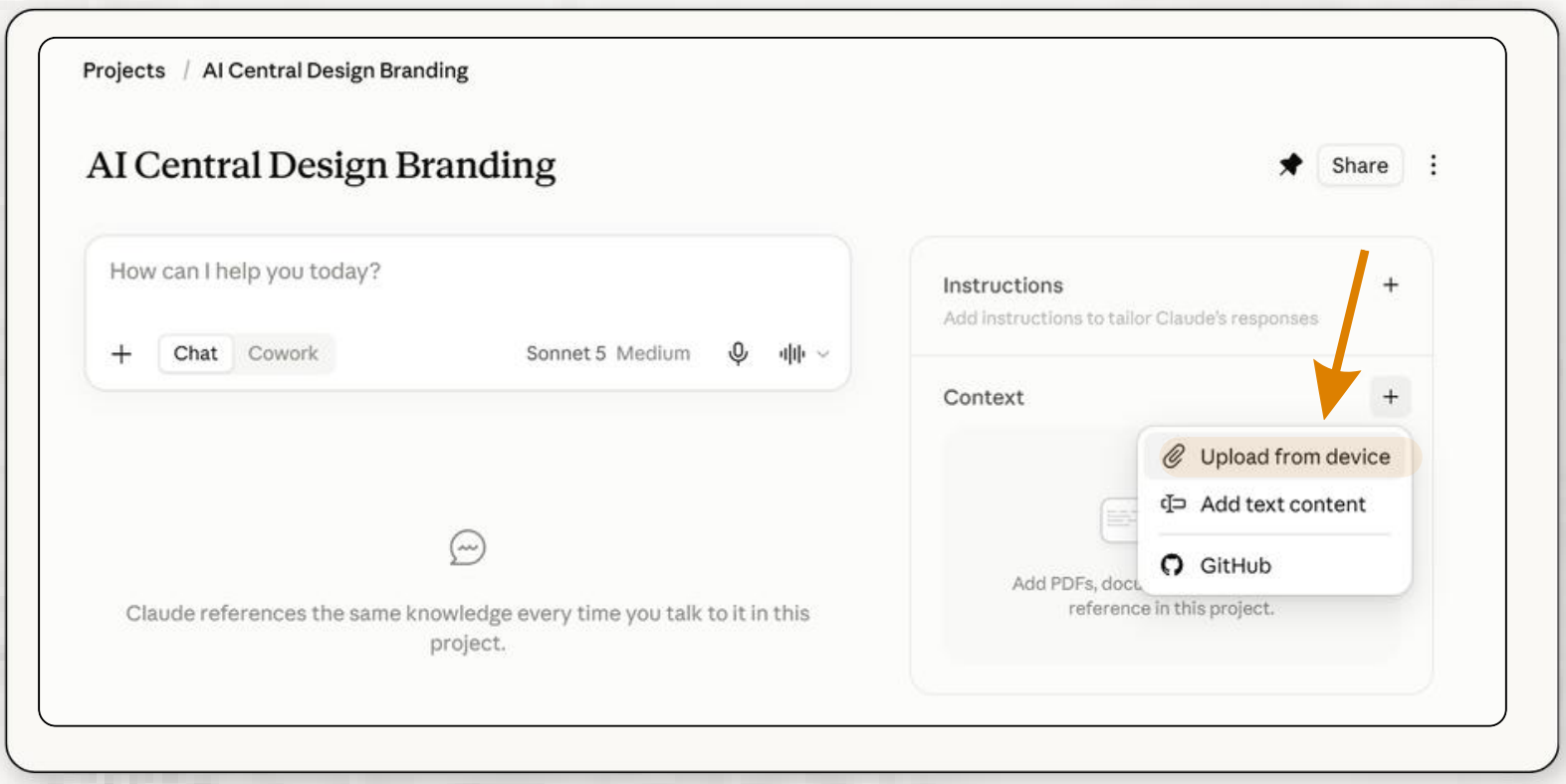
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3 Upload Your Files

- Give Claude your reference material, **here's how:**

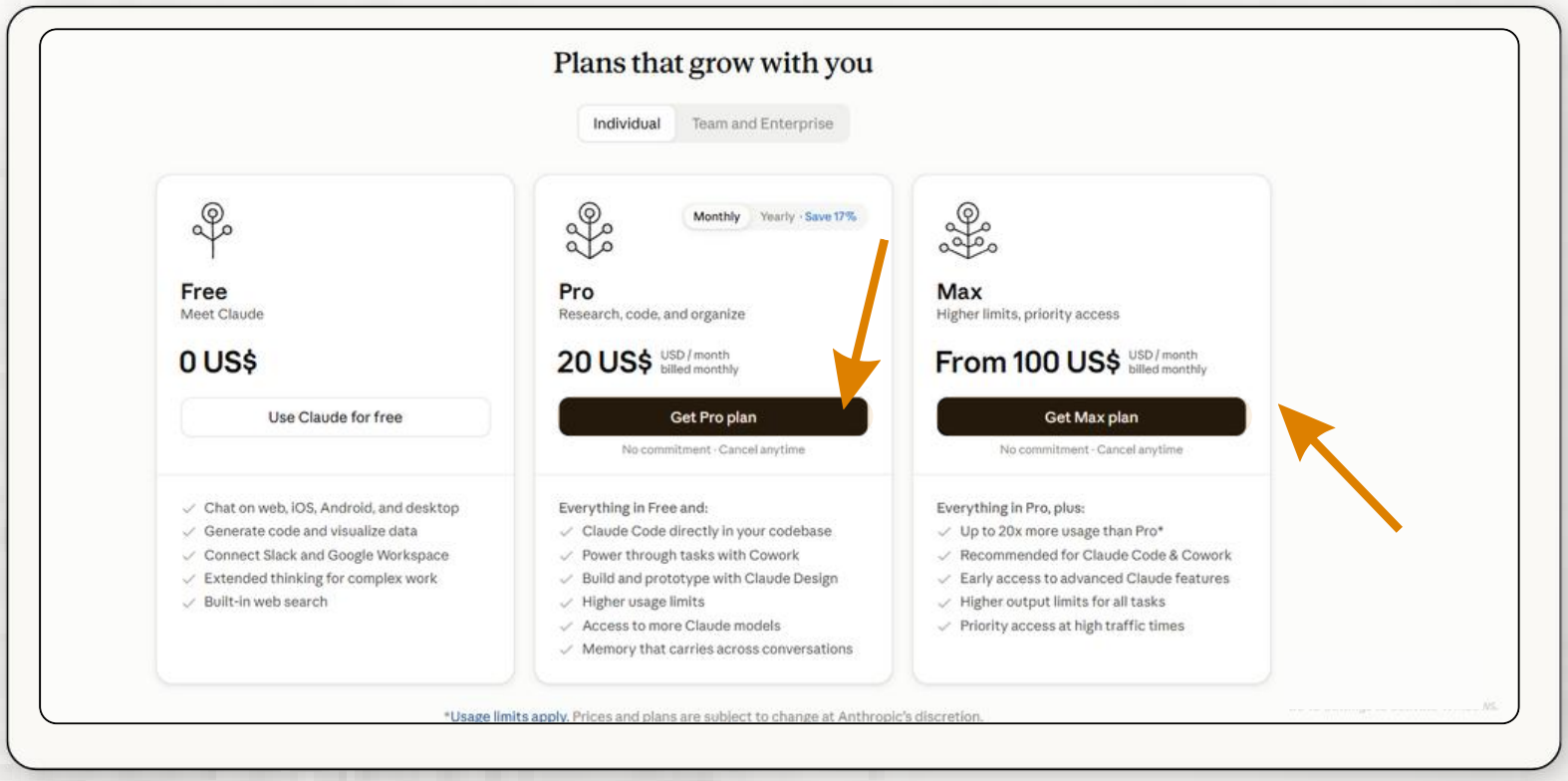
1. Upload PDFs, style guides, spreadsheets, code samples

2. Claude feeds this into every chat inside the project



Pro tip for more limits

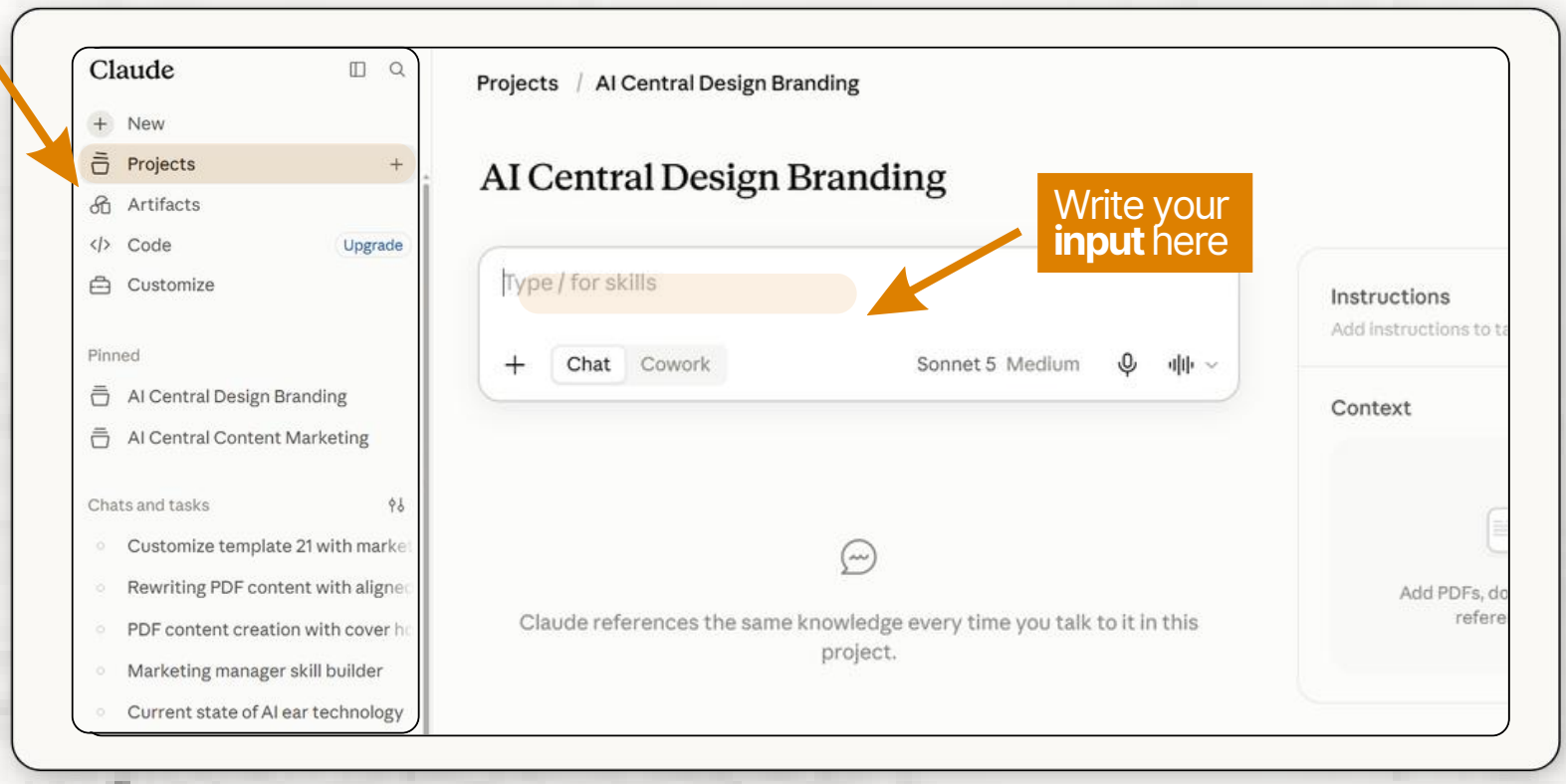
- On paid tiers, Claude scales your uploads using RAG (Retrieval Augmented Generation) when you push context limits
- RAG lets an AI check a trusted source, **like your company's documents**, before answering, so its responses are more accurate and current without retraining the model



You can **upload a lot** with a $20 plan

4 Start Chats Inside the Project

- The most common mistake users make is starting chats at the claude homepage
- Do this instead for **better results**:
  - Click New Chat from inside the Project window



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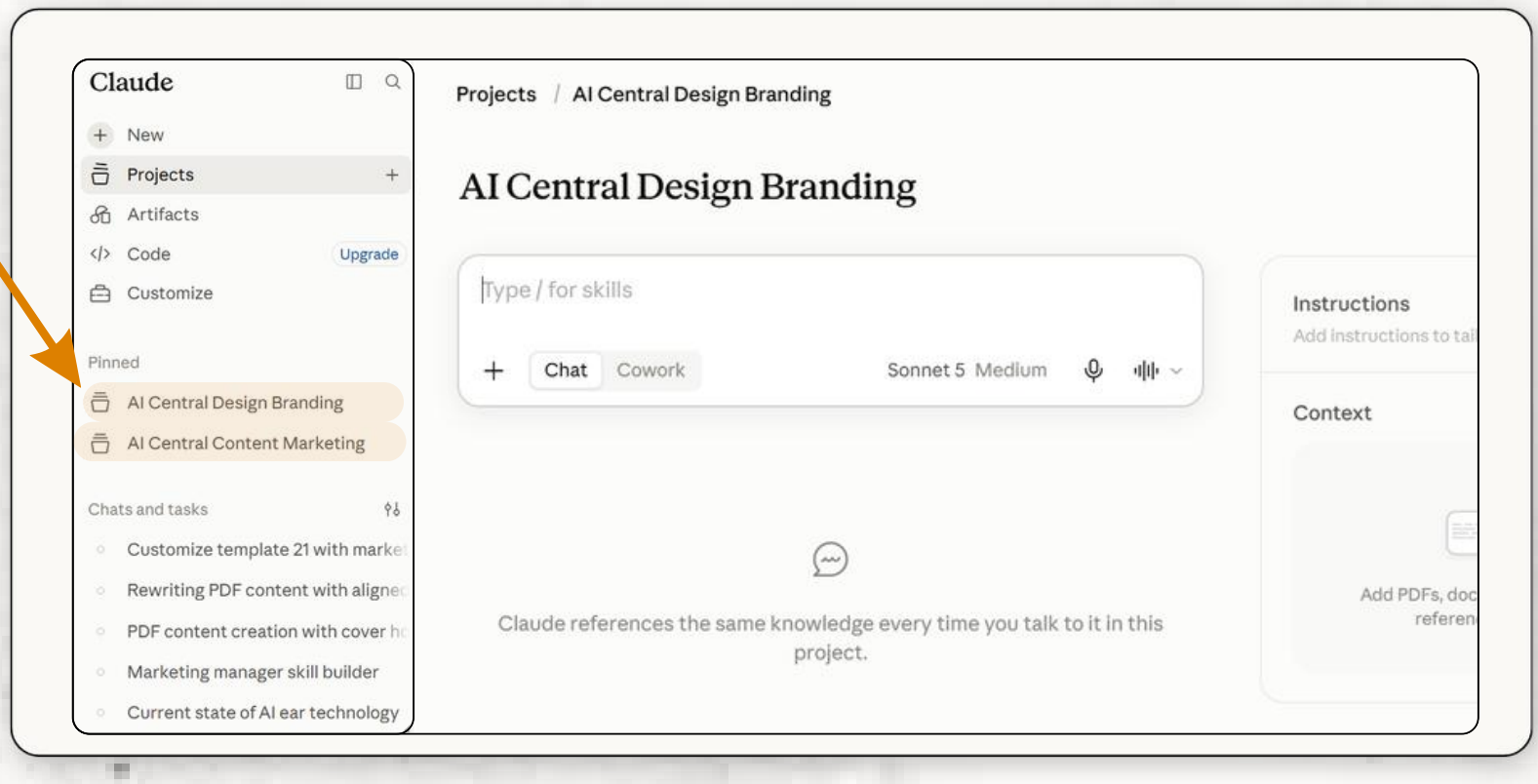
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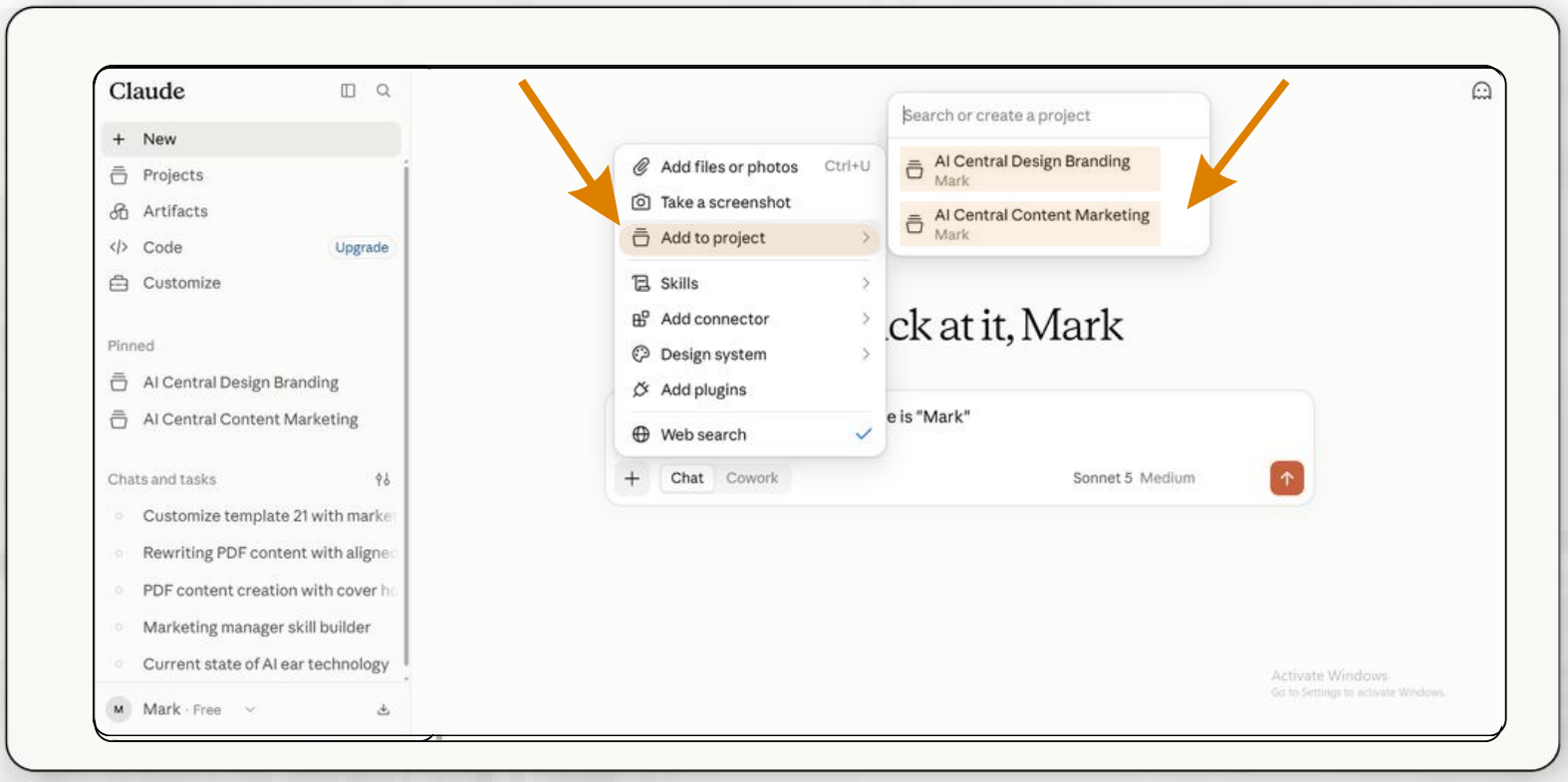
Why It Matters

- Starting inside the Project forces Claude to pull from:
  - Your uploaded knowledge
  - Your custom style guide
  - Your project instructions
- Immediately, **no re-explaining**



5 Consolidate and Clean Up

- Accidentally started a great chat on the main page?
  - Click the menu on the chat, select Add to project



You've got the guide Now put it to work

Don't wait for inspiration

- Open Claude
- Create your workflow
- Get your best results

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