

GETTING STARTED

How to Talk to Claude

Claude is a lot like having a very smart, very patient assistant who knows a little about nearly everything. The catch? You have to tell it what you need — and the more clearly you say it, the better the result. Here's the good news: there's no secret code. These five tips will get you 90% of the way there.

1 Tell it who you are and what you do

Claude doesn't know your business unless you say so. A quick line of context at the start of any conversation makes every answer more useful — and more on-target for your situation.

■ *Instead of:*

"Write me an email."

■ *Try saying:*

"I run a charter fishing business in Swansboro, NC. Write a friendly follow-up email to a customer who booked a trip last month but hasn't confirmed their deposit yet."

2 Say what you want the result to look like

Claude can write in almost any style or format — but it needs you to ask. Short or long, formal or friendly, list or paragraph. Tell it what the finished thing should look like.

■ *Instead of:*

"Write a job posting for a dishwasher."

■ *Try saying:*

"Write a short, friendly job posting for a part-time dishwasher at a casual seafood restaurant. Keep it under 150 words. Mention that hours are evenings and weekends."

3

If you don't love the answer, just say so

You don't have to start over. Treat it like a back-and-forth. Tell Claude what you liked, what you didn't, and what to change. It will adjust — usually in one or two rounds.

■ *Instead of:*

"[Stares at the answer and gives up.]"

■ *Try saying:*

"That's good, but make it a little warmer and less formal. And cut it down — it's a bit long."

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Give it examples of what you like

If you have a past email, a review response, or even a text message you're proud of, paste it in and say "write something like this." Claude is great at matching a tone it can see.

■ *Instead of:*

"Write a Google review response."

■ *Try saying:*

"Here's a review response I wrote that I like: [paste it]. Write five more in the same tone for these other reviews: [paste reviews]."

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Ask one thing at a time

Claude can handle complex requests, but if you're just getting started, keeping each ask simple makes it easier to see what's working. You can always build from there.

■ *Instead of:*

"Write me a menu description, a Facebook post about it, and a thank-you email for customers who try the new dish."

■ *Try saying:*

"Write a one-paragraph menu description for our new soft-shell crab sandwich. Keep it under 60 words, and make it sound like something you'd see at a good beach shack."

QUICK CHEAT SHEET

A shorter answer	<i>"Make that shorter."</i>
A different tone	<i>"Make it sound more friendly / professional / casual."</i>
A list instead of text	<i>"Give me that as a bullet list."</i>
A fresh start	<i>"Let's try a different approach."</i>
To reuse a format	<i>"Use the same format as last time."</i>

Ready to put this into practice?

I'll sit with you, walk through your specific tasks, and show you exactly how to use Claude for your business — in plain English, at your pace. No tech knowledge needed.

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First conversation is free. No commitment, no contract.