



UNLEASH YOUR IDEAS

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The Claude Quick-Start Guide

Set up your AI the right way and learn to
use it on purpose, with me.

DEE WILLIAMS · ABOUT 15 MINUTES TO SET UP

START HERE

In Fifteen Minutes, You Will Know How to Use AI for Real

This is one of your three gifts for showing up to the live training, and its whole job is simple: to get you actually using AI, the right way, with me. Not someday. Today. By the time you reach the last page, you will have used it on purpose, with a method you can repeat for the rest of your life.

We do this on Claude. Almost everyone teaches ChatGPT, so almost everyone ends up in the same shallow place. Claude lets you save your preferences and build organized projects, which is the part that turns AI from a toy into a tool. If you already use ChatGPT, you are welcome here. The method is the same, and most of these steps have a ChatGPT equivalent.

BY THE END OF THIS GUIDE, YOU WILL HAVE

- ✓ AI set up the right way and ready to work with you.
- ✓ A reusable method that makes every answer sharper.
- ✓ Your first real project, built and organized.
- ✓ Your first real result, run on purpose, not by luck.

THE METHOD

Meet MASTER It

Master Intentional Thinking

Every prompt in this guide uses one simple shape. It is how you talk to AI on purpose instead of typing on autopilot. You open with a greeting, like you would with a person, then build six parts that spell MASTER. The whole method is MASTER It.

First, open with a greeting, the way you would talk to a person.

- M Mode** what kind of work: think, find, make, sort, talk, do, delegate.
- A Affirm** who it should be (“you are...”).
- S Situation** the context it needs.
- T Task** the work you want done; give it the task, or ask AI to figure it out.
- E End result** the end goal you want back: what it is, the format, and the tone.
- R Reason** why it matters.

THE MODE IS THE MOVE NOBODY ELSE TEACHES

Naming the kind of work stops AI from rushing to do something when the real job is to think. You will see this exact shape on every prompt from here, starting with the very next one.

STEP ONE

Get Your Profile

You are not handing over personal information here. You are teaching your AI how to help you, so share only what you are comfortable sharing. Run this in Claude (or ChatGPT). Two parts.

PART A · THE INTERVIEW THAT WRITES YOUR ABOUT ME

GREETING

Hey, excited about the work we're about to do!

MODE

This is a talk and find thread. Interview me, do not answer yet.

AFFIRM

You are my personal profile interviewer. Warm, patient, one question at a time.

SITUATION

You do not know me yet. Only ask for what helps you help me.

TASK

Ask who I am, what I do, what I'm working on, my goals, how I like to be spoken to, and what I care about. Follow up if short.

END RESULT

After about eight questions, write a clean About Me, to me as "You are...", with short headers, ready to paste into any AI.

REASON

I want a great working relationship with AI, and this is what I am willing to share.

PART B · HAVE THE AI SUGGEST YOUR PARTNER

Next, help me choose my AI partner. Use the About Me you just wrote.

First ask me one question: should my partner focus on my life, my career, or my business? Then name the partner and write short instructions for how it should act, as "You are my...", ready to paste.

Keystone: your About Me becomes your Situation in every future prompt. Run it once; it pays you back forever.

STEP TWO

Give Claude a Home and a Brain

Now you give your profile a place to live, so Claude knows you on every single chat without you ever pasting it again.

1 Go to claude.ai and make a free account.

Email or Google. The free plan is plenty to start.

2 Open Settings, then find Profile.

Click your name in the corner, then Settings.

3 Paste your About Me into personalization.

This is the box where Claude stores what to remember about you.

4 Save. Claude now uses it everywhere.

Every new chat starts already understanding how to help you.

WHY THIS MATTERS

Most people retype who they are on every chat, or never tell the AI at all. One paste, one time, and that problem is gone for good. This is the difference between a stranger and an assistant who already gets how to work with you.

On ChatGPT, this same box lives under Settings, then Personalization.

STEP THREE

Main Chat vs a Project

Claude has two kinds of space, and knowing the difference is the whole game. You do not need the technical words. Just feel it as two rooms.

MAIN CHAT

The open room.
Claude knows you from your profile, but forgets the details of past conversations. Best for quick, one-off questions.

A PROJECT

A room with a purpose and a memory. It keeps your context, so every chat starts already knowing the background. Best for ongoing work.

THE WHOLE IDEA

Main chat is where you talk. A project is where you build something that lasts. First a quick try, then you build one.

FIRST, A QUICK WIN

Try It in Main Chat First

Before you build anything, feel it work. Most people would just type “tell me about X.” Instead, use MASTER It on something small and everyday. Run this in main chat right now.

YOU TYPE (a small, everyday MASTER It prompt)

GREETING

Hey, quick one.

MODE

This is a find and make thread.

AFFIRM

You are my clear-thinking helper. Keep it simple and kind.

SITUATION

There is a message I have been putting off sending: [what it is].

TASK

Help me say it in three short, honest sentences.

END RESULT

Give me two versions I can choose from.

REASON

I want this handled today without overthinking it.

That is the whole skill, in miniature.

Now let's give your AI a real home so it remembers all of this.

STEP FOUR

Build Your First Project: Life

Now you give that partner a home. A project is a room with a memory, so everything inside it starts already knowing you.

1 In Claude, create a new Project. Name it Life.

2 Open it and find Instructions, not files.

You do not need to upload any files yet.

3 Paste in who you are and who the AI is to you.

That is the partner your interview suggested in Part B. Edit it to taste.

4 Done. The room now knows you and knows its job.

CAREER AND BUSINESS ARE JUST “NOW DO THE SAME”

Once Life is built, the other two rooms are the exact same steps.

Same method, new room. That is the whole system.

STEP FIVE

Drive It

Open your Life project and run a real prompt with MASTER It, the method you already know. Most people type “what should I focus on this week?” Here is that same ask, done on purpose:

YOU TYPE (run this inside your Life project)

GREETING

Hey, ready to get clear on this week.

MODE

This is a thinking thread. Help me prioritize before I plan.

AFFIRM

You are my Life Strategist. Direct and practical.
Do not just agree with me.

SITUATION

Here is everything on my plate this week: [paste your list].

TASK

Sort it into Today, This Week, and Later. Flag what I can drop.

END RESULT

Give me the single most important thing to start with,
in a short, encouraging note.

REASON

I want my time going to what moves my life, not what is loudest.

It comes back sharp, because the room already knows you. That is the click.

Save what works. Drop a winning prompt into a note or your project instructions, and reuse it.

STAY-TO-THE-END BONUS: LET CLAUDE WRITE YOUR PROMPTS

Not sure how to ask? Ask for the ask: “I want to [what you want].
Ask me anything you need, then write me the best MASTER It prompt for it, and run it.”

THAT IS THE SKILL

You Did It. Now Do It Twice More.

Look at what you just did. You wrote your profile, gave your AI a home, built a real project, and drove it to a result, all on purpose, using MASTER It. That is the skill almost nobody has. You have it now.

You built the Life room. The next move is simple: do the exact same steps for Career and for Business. Same method, new room, pointed at the part of your life you most want to change.

YOUR FREE LIVE TRAINING

Come Do This With Me, Live.

You set AI up. On the free training we point it at your real work and build the thing you actually came for, together, in real time.

unleashyourideas.com/webinar

Free to join. Bring your Work and Bottleneck Audit.



SCAN TO REGISTER