

Your first Claude Project.

Stop starting from scratch every time.

WHAT A PROJECT DOES

A Project is a browser workspace where Claude always starts with the same files and instructions. Every chat inside that Project inherits your context automatically.

WHY IT MATTERS

Without Projects, you keep re-explaining who you are, what you're doing, and what "good" looks like. With one well-set-up Project, Claude feels less like a blank chat and more like a teammate who already knows the background.

START WITH ONE WORKFLOW

Don't make a "My Whole Job" Project. Pick one workflow you already do every week:

- Client reports or status updates
- Weekly content or newsletter drafts
- Internal docs, SOPs, or playbooks
- Sales follow-up emails or proposals

"Name the Project after that one workflow, not after yourself."

WHAT TO PUT INSIDE

Keep the first Project small and sharp:

- 2–3 of your best example files
- Short instructions on tone, rules, and goals
- Any templates you already use manually

HOW TO SET IT UP

- 1 Go to claude.ai → Projects → Create Project
- 2 Name it after one workflow (example: "Client Reports")
- 3 Upload 2–3 strong reference files
- 4 Add a short instruction block about how you work
- 5 Start every related chat inside that Project — not from a blank chat

⚠ BIGGEST MISTAKE

Throwing random files into one giant Project and hoping Claude figures it out. Projects work best when each one has a clear job.

Projects don't add more work — they remove the part where you reintroduce yourself to Claude every time.