StefnuljaAI

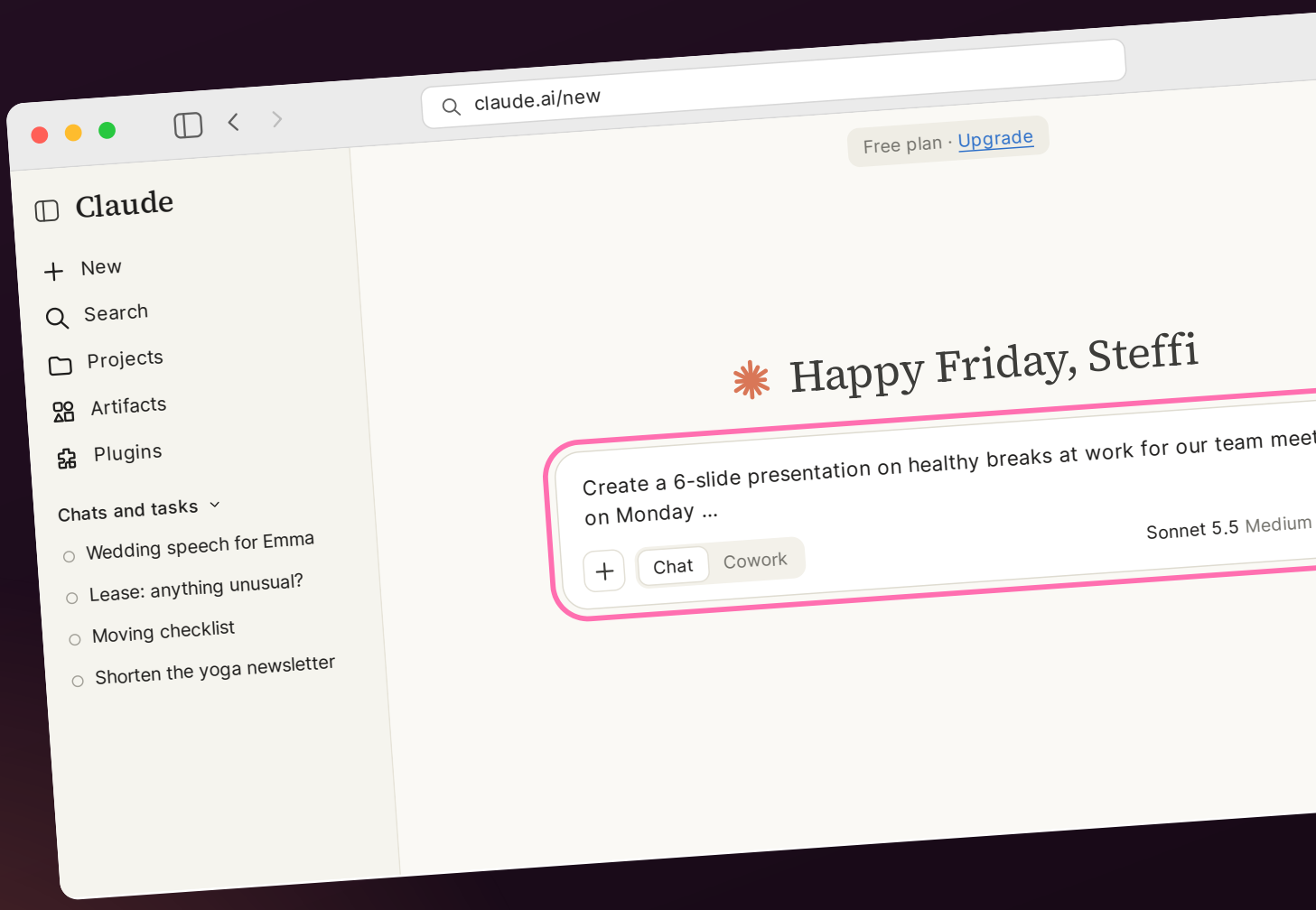
FREE

YOUR HANDBOOK FOR GETTING STARTED

Claude Cookbook

Step by step from your first click to your own projects: account, interface, the prompt formula, artifacts, privacy settings and 25 ready-to-use recipes.

14 chapters | 25 recipes | 19 annotated screens | 7 -day checklist | Made for beginners



Steffi · Stefnulja AI Consulting
stefnulja.com

NOVEMBER 2026
ENGLISH EDITION

BEFORE YOU BEGIN

00 Contents, and how to use this cookbook

This cookbook is for you if you have never used Claude, or only tried it a few times. You don't need any background knowledge. Read it front to back, or jump straight to what you need right now.

1 **Before you start: what is AI, and what is Claude?**
The essentials in one minute, no jargon

2 **What Claude is great for**
12 examples from everyday life and work, showing Claude's strengths

3 **Free or paid?**
Free, Pro, Max and Ultra compared, plus: what does "usage limit" mean?

4 **Create your account**
On your computer and your phone, with a phone number and no password

5 **The interface explained**
Every button at a glance

6 **Your first chat**
Follow up, edit, start fresh

7 **The prompt formula**
Five ingredients for great answers, plus a trick that works especially well with Claude

8 **The key features**
Files, web search, models, artifacts, projects, memory, instructions, voice, plugins

9 **Privacy: three settings for your first 15 minutes**
Model training, incognito chats, memory

10 **Claude on your phone and computer**
Apps, desktop app, browser

11 **25 recipes to copy**
Writing, long documents, artifacts, projects and everyday life

12 **The 10 most common beginner mistakes**
And how to avoid them

13 **Checklist: your first week**
Seven days, 15 to 20 minutes each

14 **Quick reference**
Mini glossary and sources

How to read the screens

Pink frame
This is where you click or tap.

Number on the frame
Several spots in one screen. You'll find the numbers again in the text.

Explain …

Prompt box
Type it in or copy it. Replace everything in **[square brackets]**.

GOOD TO KNOW

The screens in this cookbook are recreations: light mode, free plan, English interface, as of November 2026. Claude changes often. If a button looks slightly different or sits somewhere else for you, look for the same word or icon. The way to get there usually stays the same.

CHAPTER 1

01 Before you start: what is AI, and what is Claude?

AI stands for *artificial intelligence*: computer programs that can do things we used to think only people could do, like writing, summarizing or answering questions in plain language.

Claude is a **language model**. It learned how language works from enormous amounts of text. When you write something, it works out the most fitting answer, piece by piece. So it doesn't "know" things the way a person does. It is extremely good at putting things into words. Claude is the name of the assistant. The company behind it is called **Anthropic**.

THE BEST WAY TO THINK ABOUT IT

Claude is like a new colleague you're training. She reads at lightning speed, writes carefully and never gets impatient. But she doesn't know you, your work or your taste yet. The better you brief her, the better her work. And as with any new colleague: you check anything important before it goes out.

Three things to remember

She can be wrong 1

And sound very convincing while she's at it. Experts call this "hallucinating". Double-check numbers, names, laws and health topics yourself.

Web search keeps her current 2

For news, prices and opening hours, let Claude search the web and open the source. Without web search, Claude answers from what it has learned.

You stay responsible 3

Whatever you send or publish is your text. Claude delivers drafts, you make the call.

Claude in one minute

WHAT
An AI assistant you talk to in plain language, by typing or speaking

WHO
Anthropic, an AI company based in San Francisco, founded in 2021

SINCE WHEN
First released on March 14, 2023

WHERE
In your browser at claude.ai, as an app for iPhone and Android, as a desktop app for Mac and Windows

COST
Free to use, with paid plans for more usage (Chapter 3)

MINIMUM AGE
18. Claude is for adults only

WHAT CLAUDE DOES ESPECIALLY WELL

Reading and understanding long texts and documents. Writing carefully and naturally, even in your own voice. Sorting out your thoughts. Saying honestly when something is unclear. And building finished documents, slide decks and small apps right in the chat, called **artifacts** (Chapter 8.4). Claude understands and writes many languages, and the interface is available in 11 of them.

WHAT NOT TO EXPECT

Perfect facts without checking. Legal or medical advice that replaces a professional. Photo-style image generation: Claude creates graphics, slides and designs, but not photos. And unlimited use on the free plan.

CHAPTER 2

02 What Claude is great for: 12 examples from life and work

Claude shines when there's a lot to read, something to word carefully, or a finished result you need. Here are twelve situations where it saves you time right away. For almost every one, Chapter 11 has a ready-made recipe.

In everyday life

1 Making sense of the fine print

Upload a lease and ask: "Which clauses are unusual? What should I clarify before I sign?"

2 Clearing your head

You write down everything on your mind, in any order. Claude sorts it into urgent, important and things that can wait.

3 Letters that get results

An appeal against a decision, a message to your insurer: factual, friendly and clear.

4 Patient explanations

"Explain fractions so I can explain them to my son." And then once more, a different way.

5 The moving checklist

Claude builds you a tick-off list, week by week, as a small app right in the chat.

6 Personal writing

A wedding toast for your best friend, a poem for a 60th birthday, a bedtime story starring your child.

At work

7 80 pages on one page

A long report becomes one page with key points, figures with page numbers and open questions.

8 Slides and documents

Claude creates presentations and documents right in the chat. You export them as PDF or PowerPoint.

9 Writing in your voice

Show three of your own texts. Claude describes your style and writes the fourth so it sounds like you.

10 Honest feedback

"Read my proposal like a critical CEO. Where would you push back?"

11 A project for every topic

Add your documents and instructions once, and every new chat in that project knows where things stand.

12 Passing on know-how

"That's just how we do it" becomes a step-by-step guide for new colleagues.

RULE OF THUMB

If a task needs **a lot of reading, thinking or careful wording**, Claude is an excellent choice. And if you want something finished at the end, a slide deck, a document, a list, just say: "Create …".

CHAPTER 3

03 Free or paid? The plans at a glance

The free plan is all you need to get started. It already includes web search, files, memory, artifacts and up to five projects. How much you can chat is limited every five hours and every week.

TO GET STARTED

Free
$0
/ month

Trying it out, occasional use

- Chat on the web, desktop and mobile
- Web search, files, memory, artifacts
- Up to 5 projects
- Sonnet and Haiku models

Pro
$20
/ month

Regular use, including for work. $17/month billed annually

- More usage than Free
- Projects beyond the free five, Research
- More models, including Opus
- Claude in Chrome and Microsoft 365

Max
$100
/ month

Heavy users who work with Claude a lot

- 5x the usage of Pro
- Priority access at busy times
- Early access to new features

Ultra
$200
/ month

Professionals with very heavy usage

- 10x Pro usage per week
- No 5-hour limit

Businesses can also choose **Team** and **Enterprise**. If that applies to you, your IT team will handle it.

A NOTE ON PRICES

These are Anthropic's US list prices as of November 2026, before tax. Anthropic shows prices in your local currency where supported, and depending on your country, tax is either included or added at checkout. The price that counts is the one you see at checkout on claude.ai/upgrade. If you pay through the App Store or Google Play, it may be a little higher.

What does "usage limit" mean?

Claude doesn't simply count messages. **Long chats, large files and more powerful models use more.** When you've reached your limit, Claude tells you when you can continue. The limit applies to a five-hour window, plus a weekly limit on top.

GETTING MORE OUT OF THE FREE PLAN

- Start a **new chat** for every new topic. Long chats use more.
- Only upload the pages you really need.
- Ask for shorter answers when you don't need long ones.
- Leave **effort** on "Medium" (Chapter 8.3).

When is it worth upgrading?

Upgrading to **Pro** makes sense if at least two of these apply to you:

- You hit the limit several times a week.
- You regularly work with long documents.
- You want more than five projects or the more powerful Opus model.
- You want Claude in Chrome, Word, Excel or Outlook.

As a beginner, you don't need **Max** or **Ultra**.

SUBSCRIPTION TIP

Start with one month. You can cancel under `Profile › Settings › Billing`, ideally at least 24 hours before your next billing date. You keep access until the end of the period you've paid for. If you subscribed in the app through Apple or Google, cancel there, in the App Store or Google Play.

CHAPTER 4

04 Create your account, step by step

YOU'LL NEED	AND A PHONE	TIME	MINIMUM AGE
An email address or a Google account	That can receive text messages. Verifying by SMS is required	About five minutes	18

IMPORTANT: YOUR PHONE NUMBER

Use your **own, long-term mobile number**. According to Anthropic, it can't be changed once it's verified. Landlines, VoIP numbers and app-generated numbers don't work. One number can verify at most three Claude accounts.

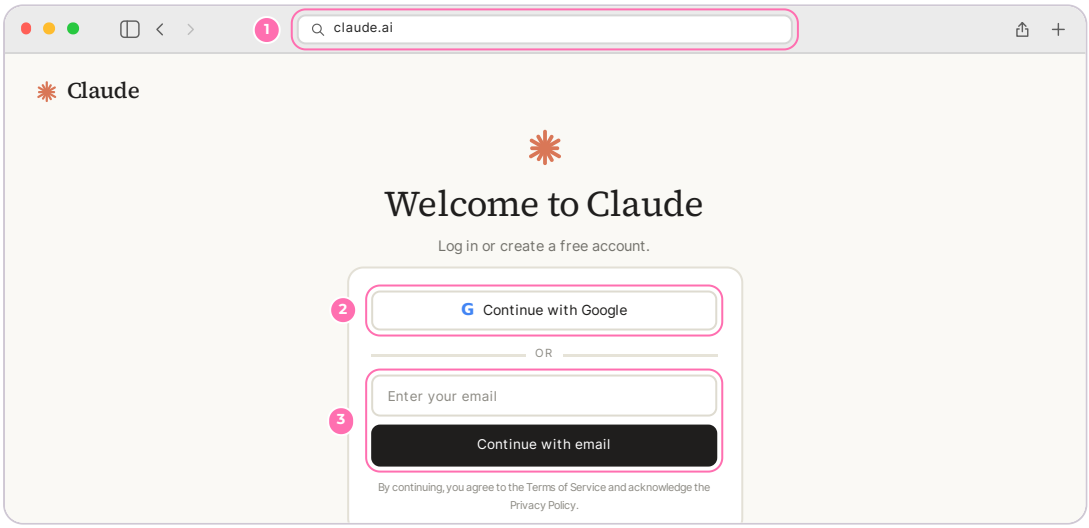
On your computer

1 Go to claude.ai

Type **claude.ai** into your browser (Screen 1, number 1). Check the exact address: there are copycat sites and apps with similar names.

2 Choose how to sign up

You have two options: **"Continue with Google"** (Screen 1, number 2), or enter your **email address** and click "Continue with email" (number 3). Google is the quickest.



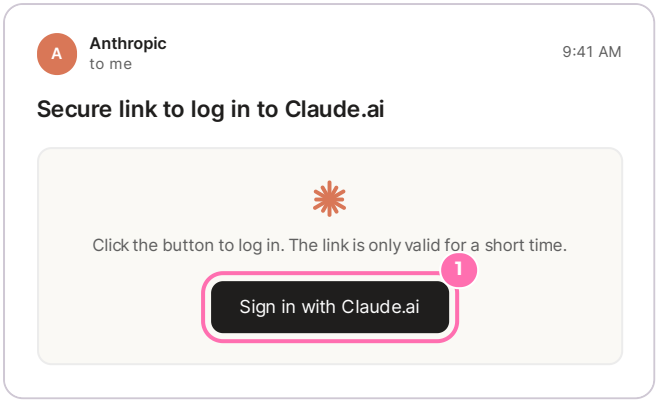
SCREEN 1 Simplified start page: check the address claude.ai (1). Then continue with Google (2) or with your email address (3).

REMEMBER HOW YOU SIGNED UP

Always log in **the same way** later. If you use Google once and your email address the next time, you may end up with two separate accounts.

3 Click the link in the email (email only)

Claude has **no password**. Instead, Anthropic emails you a secure link every time you log in (Screen 2). Click it and you're in. If you open the email on a different device, you get a code instead, which you type in on the first device. No email? Check your spam folder and give it two minutes.



SCREEN 2 The login email: one click on the button (1) signs you in.

4 Verify your phone number

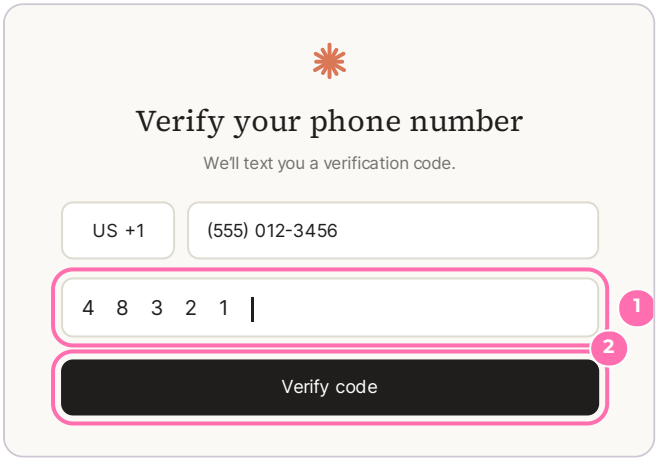
Enter your mobile number. You'll get a **six-digit code by text message**. Type it in and confirm (Screen 3). If nothing arrives after five minutes, click "Try again" and re-enter your number.

5 Name and age

Tell Claude what to call you and confirm that you are at least 18 (Screen 4). The order of the steps may differ slightly for you.

6 Done

You land on the home screen with the message box and a greeting. New accounts often start with a chat called "Your first chat with Claude". It's worth a look.



SCREEN 3 Type in the six-digit code from the text message (1) and confirm (2). Simplified.



SCREEN 4 What should Claude call you (1)? Confirm your age (2). The heading may read differently for you.

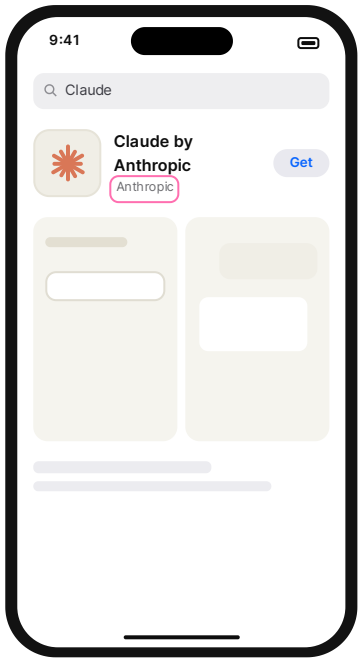
On your phone

1. Download **“Claude by Anthropic”** from the App Store, or **“Claude”** from Google Play. Check the developer: it must be **Anthropic** (Screen 5).
2. Open the app and choose how to sign in, just like on your computer.
3. Follow the same steps: email link or Google, phone number, name and age.

> **WATCH OUT FOR COPYCATS**
> App stores are full of apps with “Claude” or “AI Chat” in their names that sell expensive subscriptions. The real app comes from **Anthropic**.

What about two-factor authentication?

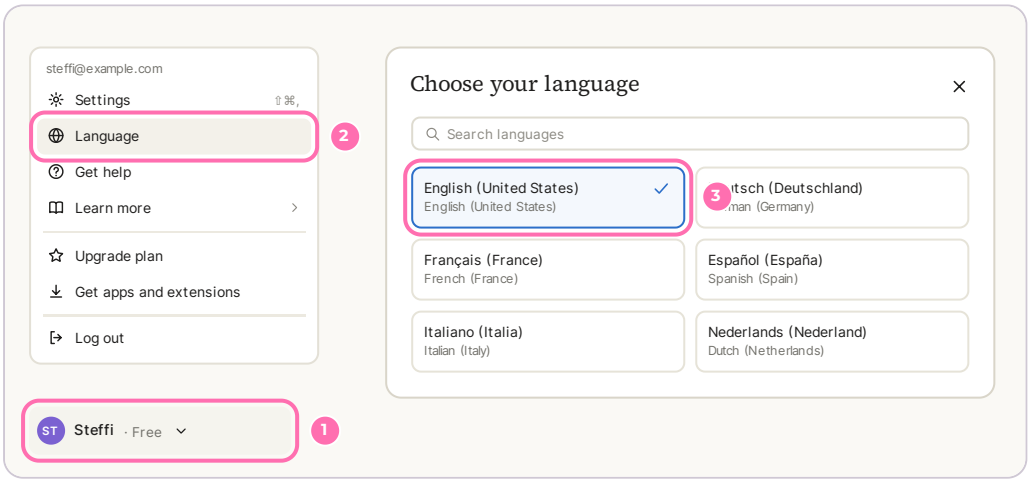
Because Claude has no password, your account depends on your **email inbox** or your **Google account**. So protect those logins with a second factor, such as an authenticator app. Under `Settings › Account` you can also see where you’re logged in to Claude.



SCREEN 5 Simplified: the developer must read “Anthropic”.

Changing the interface language

Claude usually picks up your language automatically. If not: click your **name** in the bottom left (Screen 6, number 1), then **Language** (number 2), and choose your language (number 3). The interface switches right away. It is available in 11 languages, including English, French, German, Spanish, Italian, Portuguese, Japanese, Korean, Hindi and Indonesian.



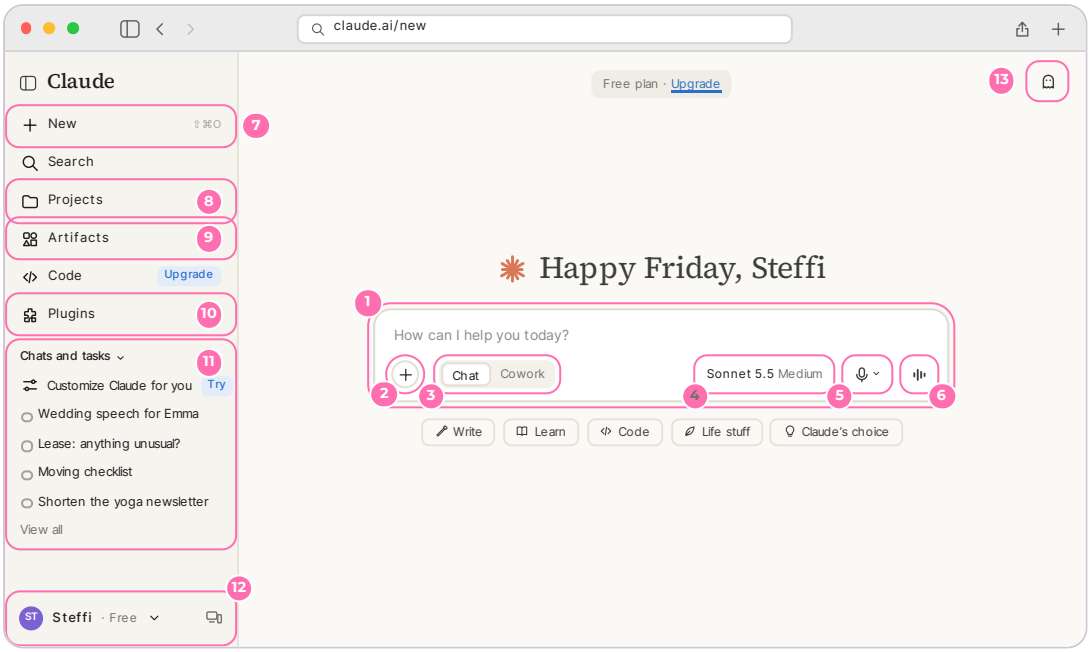
SCREEN 6 Click your name in the bottom left (1) › Language (2) › pick your language (3). The same menu takes you to Settings.

> **GOOD TO KNOW**
> The interface language and the language of Claude’s answers are two different things. Claude replies in whatever language you write in. Voice mode has its own language setting (Chapter 8.8).

CHAPTER 5

05 The interface explained

This is what Claude looks like on a computer once you're logged in. On the left, the sidebar with your chats. In the middle, the greeting and the message box. The table below explains the numbers.



SCREEN 7 The interface at a glance. The table explains the numbers.

No.	Element	What it's for
1	Message box	Type your question or task here. Press Enter to send, Shift + Enter for a new line.
2	Plus (+)	Upload files and photos, take a screenshot, turn web search on or off, and more (Chapter 8).
3	Chat or Cowork	Stick with **Chat** for now. Cowork is for bigger tasks that Claude handles on its own (Chapter 8.10).
4	Model and effort	Which Claude model answers and how thoroughly it thinks (Chapter 8.3).
5	Microphone	Dictation: you speak, Claude types your words into the box.
6	Voice mode	A spoken conversation. As soon as you type, this turns into the orange send arrow.
7	New	Start a fresh conversation. One new chat per topic. Below it: **Search** your past chats.
8	Projects	Folders with their own documents and instructions (Chapter 8.5).
9	Artifacts	Everything Claude has built for you: documents, slides, designs, small apps (Chapter 8.4).
10	Plugins	Connect Claude to other services, such as your calendar or Google Drive (Chapter 8.9). **Code** above it is for programmers and part of the paid plans.

11	Chats and tasks	Your past conversations, newest first. “Customize Claude for you” helps you set things up.
12	Profile	Settings, language, help, your plan and log out.
13	Incognito	The ghost icon starts a chat that isn’t saved (Chapter 9).

THE FIVE BUTTONS BELOW THE BOX

“Write”, “Learn”, “Code”, “Life stuff” and “Claude’s choice” give you ideas to get going. One click shows you matching suggestions. Or just ignore them and start typing.

CHAPTER 6

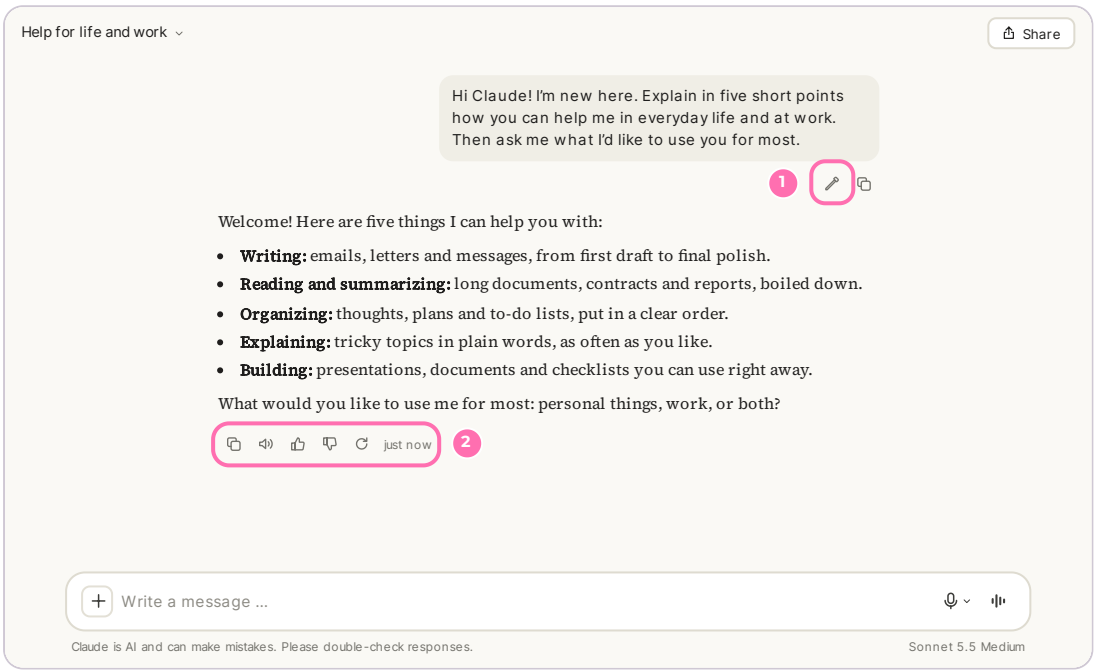
06 Your first chat

Let’s get started together. Type this in and press Enter:

PROMPT · TYPE IT IN

```
Hi Claude! I’m new here. Explain in five short points how you can help me in everyday life and at work. Then ask me what I’d like to use you for most.
```

What happens next: Claude answers within seconds and ends with a question for you. Just reply, as you would in a chat with a friend. Claude automatically gives the chat a title at the top.



SCREEN 8 Below your message: the pencil for editing (1, appears when you hover over it). Below every answer: the toolbar (2).

The icons below every answer

Copy
Copies the whole answer so you can paste it into an email or document.

Read aloud
Claude reads the answer out loud to you.

Rate
Thumbs up or down: feedback for Anthropic. More on this in Chapter 9.

Retry
A different version of the same answer, if you don’t like the first one.

The most important thing about your first chat: keep talking

The first answer is a draft, not the final result. Pros have a conversation. After an answer, try these:

```
Shorter, please. Three sentences max.
```

```
Less formal. Write it the way I’d talk to a colleague.
```

```
Give me three completely different versions.
```

```
What did you assume that I didn’t tell you?
```

```
Be honest: what’s weak about my idea?
```

```
Where are you unsure? Mark those parts.
```

TYPICAL CLAUDE

Claude is designed to answer honestly. It will tell you when it thinks something is a bad idea or when it isn't sure. Make use of that: ask for weaknesses and uncertainties outright.

Edit a question instead of starting over

Hover over **your own message** and a pencil appears (Screen 8, number 1). Use it to change your question and get a new answer. The arrows "‹ 2 / 2 ›" below the message let you switch between the old and new version.

When a new chat is better

Start a **new chat** when you change topics. Claude takes everything in the current chat into account. If you talk about your vacation first and then your taxes, you get worse answers and use up more of your limit.

CHAPTER 7

07 The prompt formula: how to get great answers

A **prompt** is simply your instruction to Claude. How good the answer is depends almost entirely on how well you brief your new colleague. With these five ingredients, you can describe any task well.

1 • Role
Who should Claude be?
"You're an experienced editor."

2 • Task
What exactly should come out?
"Shorten my newsletter text."

3 • Context
What does Claude need to know?
"It goes to 300 members of a yoga studio. Many read it on their phones."

4 • Format
What should it look like?
"150 words max, one subheading, one clear sentence at the end."

5 • Tone and limits
How should it sound, and what not?
"Warm and calm. No exclamation marks, no sales talk."

REMEMBER
You don't need all five every time. **Task and context are a must.** The other three make the answer better.

A trick that works especially well with Claude: separate your material

Claude is very precise when your **instructions** and your **material** are clearly separated. Write what you want first. Then put the text, notes or email between three quotation marks. That way Claude knows exactly what's an instruction and what it should work on.

```
Task: Summarize the email below for my
manager. Five points max, dates first.

Email:
"""
[paste the email here]
"""
```

WHY IT HELPS
With long texts, Claude might otherwise mix up instructions and content. Separating them keeps things clean. It works with several texts too: "Text A" and "Text B", each between quotation marks.

Before and after

Example 1: Summarizing a report

BEFORE

```
Summarize this. [PDF]
```

Result: a polite summary that won't help you much in tomorrow's meeting.

AFTER

```
I lead a sales team and have ten minutes with
senior management tomorrow. Summarize the
attached report so I'm prepared: 1) the three
most important findings, 2) numbers I need to
know, with page numbers, 3) two critical
questions that might come up. If anything in the
report is unclear, say so.
```

Result: a cheat sheet that lets you walk into the meeting with confidence.

Example 2: A personal text

BEFORE

```
Write a wedding speech.
```

AFTER

```
I'm giving a speech at my best friend Emma's
wedding. We've known each other since we were
ten, her husband is called Tom, and they met rock
climbing. A funny story: [story]. The speech
should take three minutes, be warm and a little
funny, with no embarrassing inside jokes. Write
it so it's easy to read out loud.
```

Example 3: A big decision

BEFORE

```
Should I go freelance?
```

AFTER

```
I'm thinking about quitting my job as an
accountant to become a self-employed nutrition
coach. I have [savings for 8 months], two kids,
and a qualification I'll finish in [3 months].
Help me think this through: first ask me five
questions, one at a time. Then give me an honest
assessment with the risks and a possible middle
path.
```

Three pro tricks

Let Claude ask you 1

End with: "First ask me every question you need, one at a time." Answer them, and the result gets much better.

Show an example 2

"This is how I sound: [your own text]. Write in this style." One example says more than ten adjectives.

Plan first, then write 3

For big tasks: "Give me an outline first. Don't write anything out yet." Then go section by section.

CHAPTER 8

08 The key features, each with a “How to”

Almost everything starts in one of three places: the **plus** in the message box, the **sidebar** on the left, or your **profile** in the bottom left.

8.1 Uploading files and photos

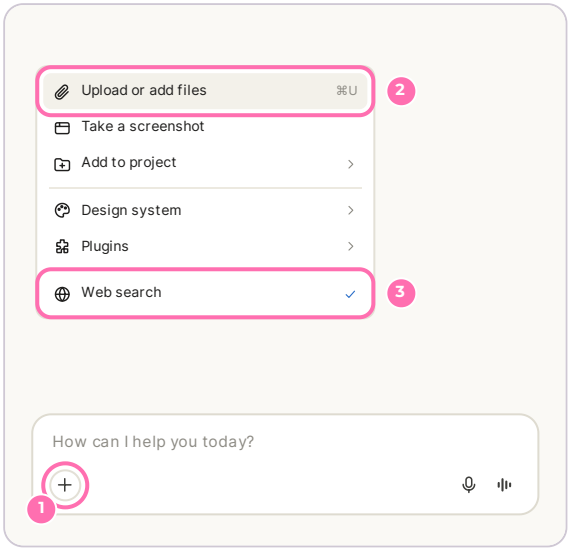
Claude reads PDFs, Word files, spreadsheets, photos and screenshots. Long documents are one of its biggest strengths. You can also simply drag a file into the window.

HOW TO

1. Click **+** in the message box (Screen 9, number 1).
2. Choose **Upload or add files** (number 2).
3. The file appears as a small card in the box. Add what you want: “Summarize this lease in ten points. Which of them affect me as a tenant?”

GOOD TO KNOW

Large files use more of your limit. Only upload the pages you really need. **Take a screenshot** gives Claude a picture of your screen.



SCREEN 9 The plus menu (1): upload files here (2) and turn web search on or off (3).

8.2 Web search: current answers with sources

Claude can search the internet and shows you where information comes from. It’s included in the free plan.

HOW TO

1. Open **+** and check that **Web search** has a blue check mark (Screen 9, number 3). One click turns it on or off.
2. Ask as usual, for example: “Search the web: what grants are available in 2026 for installing a heat pump where I live?”
3. Open the sources in the answer and check anything important there.

GOOD FOR

Anything that changes: opening hours, prices, rules, news. For timeless questions (“Explain compound interest”) you don’t need web search.

8.3 Model and effort: how thoroughly Claude thinks

Claude runs on several **models**. On the free plan, **Sonnet 5.5** answers: fast and very good for most tasks (as of November 2026). The more powerful **Opus** comes with Pro, and the top model **Fable** with Max and Ultra.

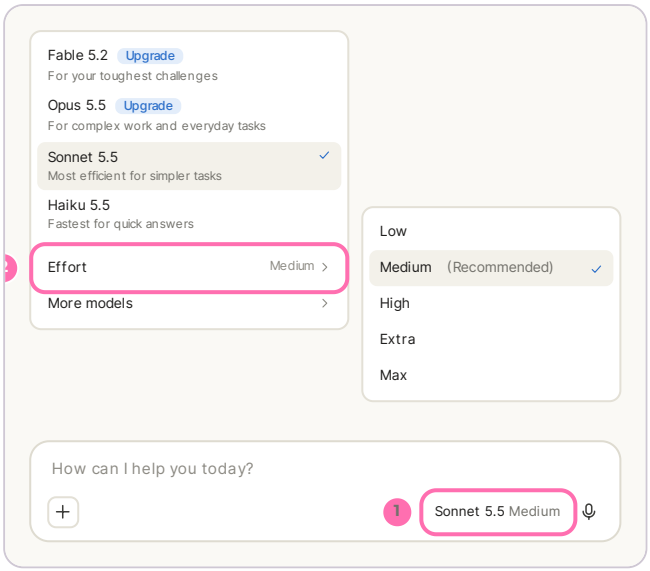
Next to the model you'll see the **effort**: it decides how long Claude thinks before answering.

HOW TO

1. Click **Sonnet 5.5 Medium** on the right of the message box (Screen 10, number 1).
2. Under **Effort** (number 2), pick a level. "Medium" is recommended.

RULE OF THUMB

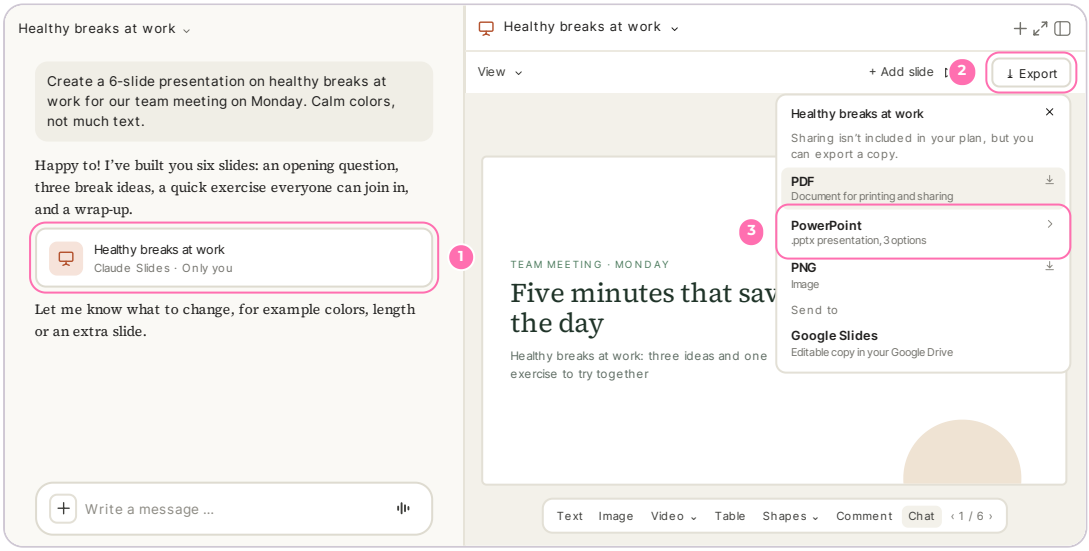
For emails and everyday tasks: **Medium**. For tricky questions and long documents: **High**. Higher effort takes longer and uses your limit faster.



SCREEN 10 Click the model (1) to open the list. Under "Effort" (2), set how thoroughly Claude thinks.

8.4 Artifacts: Claude builds documents, slides and small apps for you

This is one of Claude's special strengths. An **artifact** is a finished result that appears to the right of the chat: a document, a slide deck, a design, a checklist or even a small app. **Docs, slides and designs have been available on every plan since September 16, 2026**, including the free one.

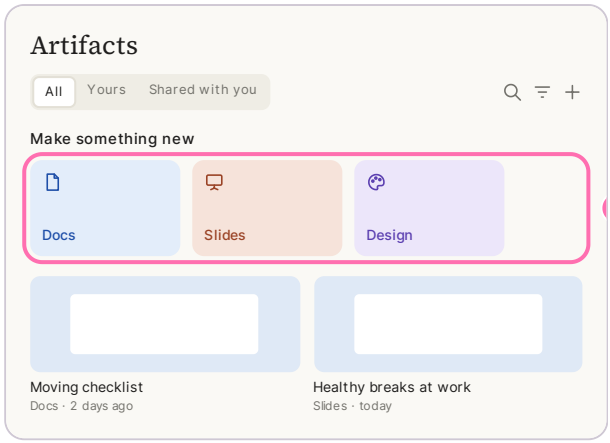


SCREEN 11 On the left, the chat with the artifact card (1); on the right, the finished result. "Export" (2) lets you download it, for example as PowerPoint (3).

HOW TO

1. Ask directly for a result: “Create a presentation …”, “Build me a checklist I can tick off …”, “Make me a document …”.
2. The artifact opens on the right. A card for it appears in the chat (Screen 11, number 1).
3. To change it, just say what should be different (“Make slide 3 shorter, more green”). With slides and documents, you can also click right into them.
4. **Export** (number 2) gives you a copy as PDF, PowerPoint or image.

You’ll find all your artifacts later under **Artifacts** in the sidebar (Screen 12). That’s also where you can start a new document, slide deck or design directly.



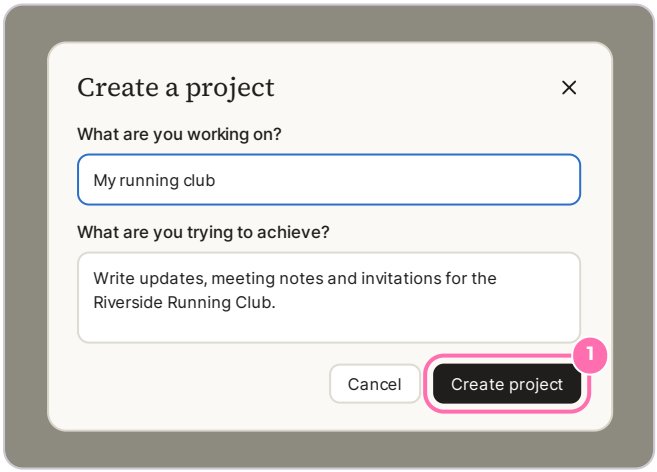
SCREEN 12 Sidebar › Artifacts: start new docs, slides or designs here (1) and find everything again.

SHARING ON THE FREE PLAN

On the free plan you can’t share an artifact on its own via a link, but you can export it. You can share the whole chat with **Share** in the top right. Anyone with the link can read the chat, so check first whether it contains anything personal.

8.5 Projects: your knowledge in one place

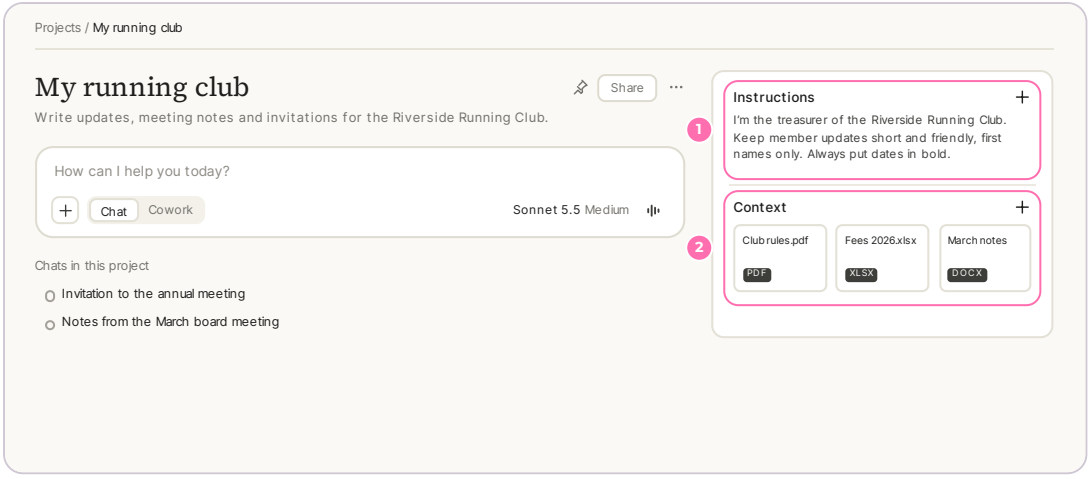
A **project** is a folder with its own documents and its own instructions. Every chat inside it knows this information, so you don’t have to explain things again. **On the free plan you can create up to five projects.** Typical examples: “My running club”, “Job search 2027”, “Home renovation”, “Newsletter”.



SCREEN 13 Sidebar › Projects › “New project”. Enter a name and goal, then “Create project” (1).

HOW TO

1. Sidebar › **Projects** › **New project**.
2. Under “What are you working on?” enter a name, and below it a short goal. Then **Create project** (Screen 13).
3. On the right, click + next to **Instructions** and set how Claude should work in this project (Screen 14, number 1).
4. Click + next to **Context** and upload documents or paste text (number 2).
5. Start a new chat inside the project. Claude now knows your documents and instructions.



SCREEN 14 A project: instructions on the right (1) and your documents under "Context" (2). Every chat in the project knows both.

LET CLAUDE WRITE THE INSTRUCTIONS

Not sure what belongs in your project instructions? Tell Claude in a regular chat what the project is for, and ask: "Turn this into instructions for a Claude project, ten sentences max." Recipe 16 in Chapter 11 helps with this.

8.6 Memory: what Claude remembers about you

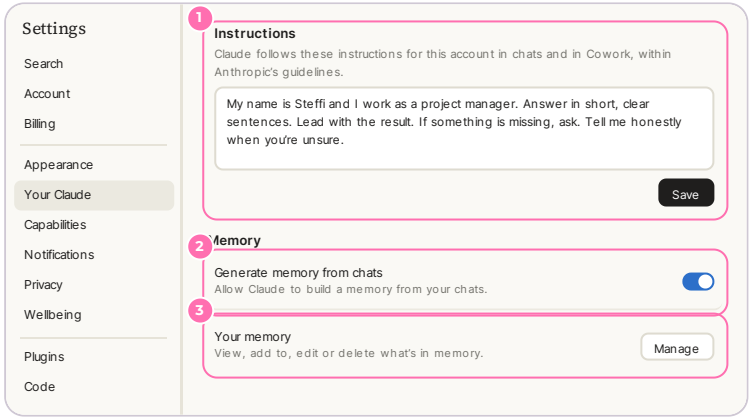
Claude can remember important things from your chats, such as your job or how you like your answers. Memory is available on every plan. Since July 2026, Claude saves individual entries by topic, which you can view, edit and delete.

HOW TO

1. `Profile › Settings › Your Claude` (Screen 15).
2. The **Generate memory from chats** toggle (number 2) turns memory on or off. When you turn it off, you can pause it or reset it completely.
3. Click **Manage** next to **Your memory** (number 3). There you can see the entries, edit them and delete them.

GOOD TO KNOW

Claude only remembers sensitive topics such as health, religion or politics if you explicitly allow it. And: if you delete a chat, entries created from it stay in memory. You delete those there, one by one.



SCREEN 15 Settings › Your Claude: your instructions (1), the memory toggle (2) and your saved entries (3).

8.7 Instructions: make Claude answer your way

Under `Settings › Your Claude`, the **Instructions** field sits right at the top (Screen 15, number 1). Whatever you write there applies to all your chats. Fill it in once and you won't have to explain every time who you are and how you like your answers. For individual topics, use a project's instructions instead (8.5).

TEMPLATE TO ADAPT

```
My name is [name], I work as [job] and I mainly use you for [emails, planning, learning …].
Answer in short, clear sentences. Lead with the result and only explain when I ask. If
you're missing information, ask instead of guessing. Tell me honestly when you're unsure or
think something is a bad idea.
```

EVEN EASIER

At the top of the sidebar, under "Chats and tasks", you'll find **Customize Claude for you**. Claude asks you in a conversation what it should know about you and helps you set things up.

8.8 Talk instead of type

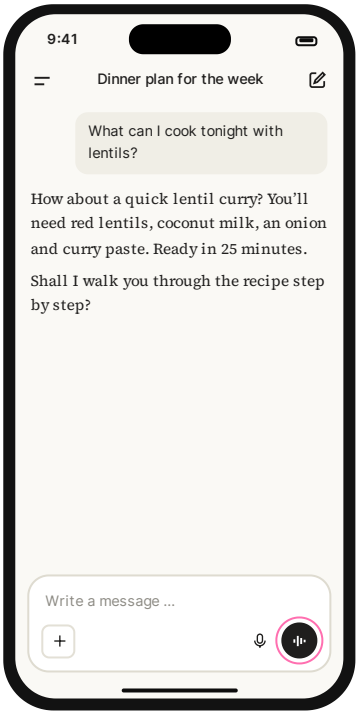
With **voice mode** you talk to Claude and hear the answer. It's a beta feature on every plan, on your phone, computer and the web, and works best on your phone. Voice conversations count toward your normal limit. Languages other than English are supported in beta.

HOW TO ON YOUR PHONE

1. In the app, tap the **sound wave icon** next to the microphone in the message box (Screen 16).
2. Pick a voice and start talking.
3. Tap **Stop** to end.

SETTING THE LANGUAGE

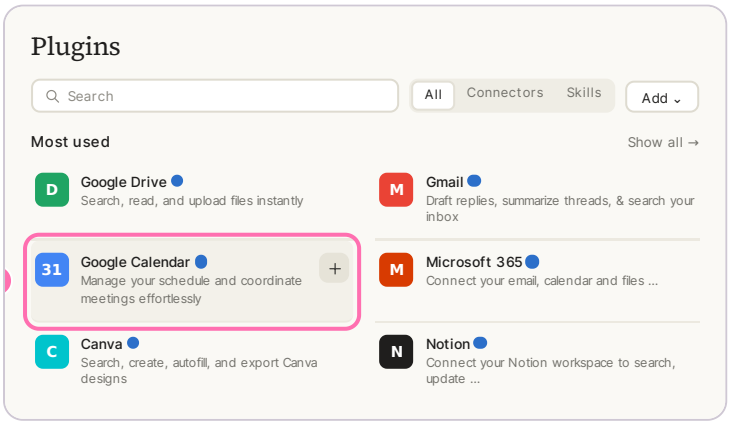
You set the voice mode language on your computer under `Settings › Capabilities › Voice › Spoken language`. The microphone next to it is for **dictation**: you speak, Claude types along.



SCREEN 16 In the app: the sound wave icon starts voice mode. Simplified.

8.9 Plugins: connecting Claude to your services

With **Plugins** in the sidebar, you connect Claude to other services, such as Google Drive, Gmail, Google Calendar or Canva. These connections are called **connectors**. Afterwards, Claude can look things up there, for example: "What's on my calendar next week?" Connectors are available on the free plan too.



SCREEN 17 Sidebar › Plugins: hover over a service and a plus appears to add it (1).

HOW TO

1. Sidebar › **Plugins**.
2. Find the service and click **+** (Screen 17), or open the service and choose **Connect**.
3. In the new window, sign in to Google, Microsoft or the other service and allow access.

CONNECT WITH CARE

A connector gives Claude access to your data in that service. Only connect what you really need. Work accounts only with your IT team's permission.

8.10 For later: Research, Cowork and handing off tasks

Research spends several minutes searching the web and your connected services, then writes you a detailed report with sources. It comes with Pro and up, and you start it from the **+** menu. With **Cowork**, the toggle next to "Chat", Claude takes on bigger tasks with several steps on its own. Handing off and scheduling tasks comes with Pro and up. **You don't need any of this in your first week.** Get good at chatting first, then explore the rest.

CHAPTER 9

09 Privacy: three settings for your first 15 minutes

You decide what you share with Claude and what Anthropic may do with it. These three settings are worth setting once, on purpose.

Setting 1: Turn off model training with your chats

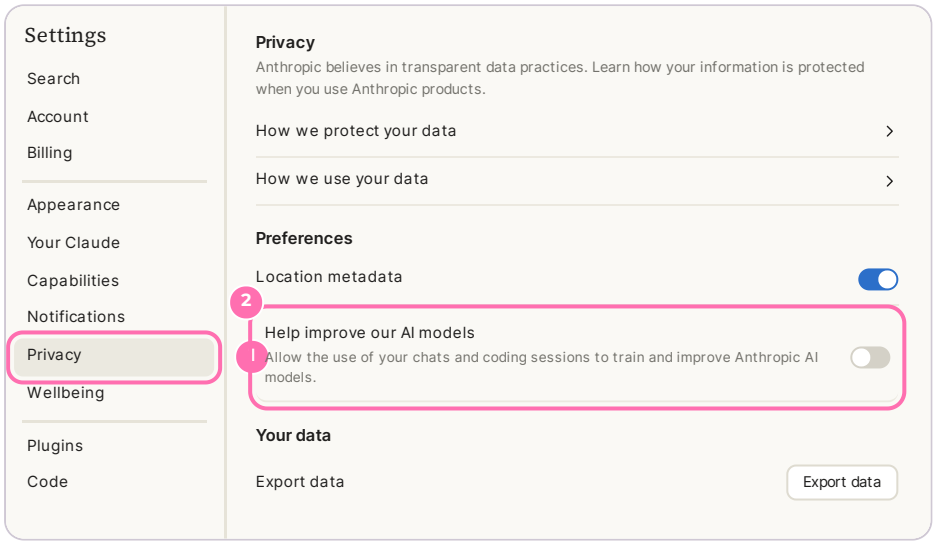
On Free, Pro, Max and Ultra, Anthropic can use your chats to improve its AI models if you allow it. The pricing page calls this “opt-out”: if you don’t want it, you have to switch it off yourself. Take a moment to check where your toggle stands.

TOGGLE ON

Anthropic may use new and resumed chats for training and keeps them for that purpose in de-identified form **for up to five years**.

TOGGLE OFF

New chats are not used for training. The standard retention period of **30 days** applies.



SCREEN 18 Settings › Privacy (1) › “Help improve our AI models”: toggle off (2).

HOW TO ON YOUR COMPUTER

1. Click your **name** in the bottom left, then **Settings**.
2. Choose **Privacy** on the left (Screen 18, number 1).
3. Switch off **Help improve our AI models** (number 2). It turns gray.

HOW TO ON YOUR PHONE

1. In the app, tap your name, then **Settings**.
2. Open **Privacy** and switch off the same toggle.

WHAT THIS DOES

The setting applies to your account on all devices. Chats already included in a training run stay there. Future training runs no longer use your stored chats. Anthropic doesn’t use deleted chats for future training. You can also switch off **location metadata** above it if you’d rather not share it.

Setting 2: Incognito chats for personal topics

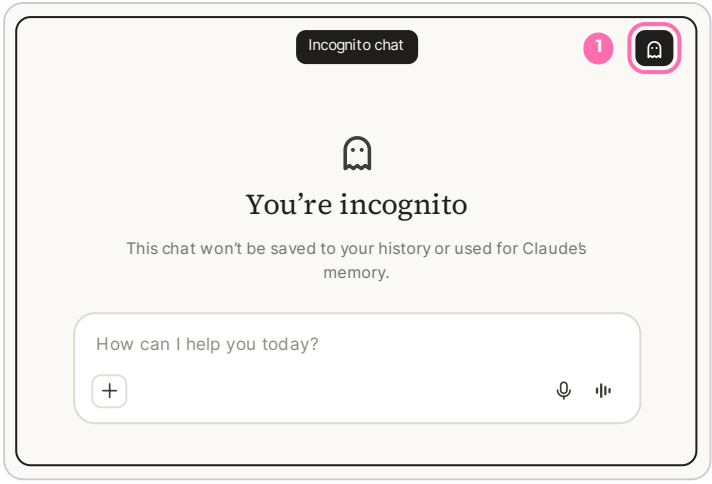
An **incognito chat** isn't saved to your chat history, doesn't use memory and doesn't create new memory entries. It isn't used for training, even if the toggle from Setting 1 is on. Incognito is available on every plan, including Free.

HOW TO

1. Open a new chat, outside of a project.
2. Click the **ghost icon** in the top right (Screen 19). A dark border shows you're incognito.
3. Click the **X** in the top right to close it.

GOOD TO KNOW

Once closed, an incognito chat can't be reopened. Copy anything you need first. For safety reasons, Anthropic keeps it for 30 days.



SCREEN 19 Start an incognito chat in the top right (1). It won't appear in your history. Simplified.

Setting 3: Keep an eye on memory

See Chapter 8.6. Take a look under `Settings › Your Claude › Your memory` once to see what's saved, and delete anything that doesn't belong there.

YOU DECIDE, CONSCIOUSLY

What you tell Claude is up to you. Many people use Claude quite openly for personal matters, others are more reserved. Both are fine, as long as it's a **conscious** choice. Helpful habits: switch off training (Setting 1), use an incognito chat for personal topics (Setting 2), and feel free to replace other people's names with placeholders like "Client A". The answer won't be any worse.

Claude at work

For work, there are **Claude Team** and **Claude Enterprise**. There, model training with your content is switched off by default. Ask your IT team whether your company has access and which AI tools you may use for company data. Company data follows your employer's rules, not your personal settings.

CHAPTER 10

10 Claude on your phone and computer

You can use Claude anywhere. Your chats and projects are the same on every device: what you ask on your phone in the morning is waiting on your laptop at lunch.

Where	What	Get it from
Browser	claude.ai, works on any device	just open it
iPhone and iPad	“Claude by Anthropic” app	App Store
Android	“Claude” app by Anthropic	Google Play, link: claude.ai/mobile
Mac and Windows	“Claude” desktop app (Windows also in the Microsoft Store)	claude.com/download
Linux	Desktop app, beta, for Ubuntu and Debian	claude.com/download
Chrome	“Claude in Chrome”, Pro and up	Chrome Web Store
Word, Excel, PowerPoint, Outlook	Claude add-ins, Pro and up	Microsoft Marketplace

Handy on your phone

- **Snap instead of typing:** take a photo of a letter, a whiteboard, a medicine leaflet or an error message and ask.
- **Voice mode on a walk:** sort out your thoughts, rehearse a speech.
- **Pick up where you left off:** continue chats from your computer on your phone.

Handy on your computer

- **Long documents and artifacts:** on a big screen you see the chat and the result side by side.
- **Quick entry:** open the desktop app with a keyboard shortcut, on top of all other windows.
- **Drag and drop:** simply drag files into the window.

A NEW LOOK ON IPHONE

Since November 20, 2026, the iPhone app has been getting a refreshed look, gradually and starting with iOS 26. If your app looks a little different from Screen 16, that’s why. The buttons have the same names.

WATCH OUT FOR FAKES

The App Store and Google Play have apps with “Claude” or “AI” in their names that sell subscriptions. The real app comes from **Anthropic**. Only download the desktop app from claude.com/download or the Microsoft Store.

CHAPTER 11

11 25 recipes to copy

These recipes are templates. Replace everything in [square brackets] with your own details. The colored labels show which ingredients from Chapter 7 are inside. The recipes are built around Claude's strengths: writing, long documents, artifacts and projects.

Role Task Context Format Tone and limits

Writing with a light touch

1 The message that doesn't hurt

When you have to say something uncomfortable and the relationship matters.

PROMPT

```
I need to tell [person] that [issue].
Our relationship matters to me. Write a
message that's honest and clear without
being hurtful. [80] words max. Two
versions: one more direct, one gentler.
```

Task Context Format Tone

2 My style, in a nutshell

Claude learns how you write.

PROMPT

```
Here are three texts I wrote: """
[texts]""". First, describe my style in
five points. Then write a new text
about [topic] in exactly this style.
```

Task Context Format

3 Editing, with reasons

Get better, not just corrected.

PROMPT

```
Read my text like a strict but kind
editor: """[text]""". Fix mistakes, cut
what's unnecessary, keep my voice. Then
show me the three most important
changes and why you made them.
```

Role Task Limits

4 A speech for the big day

Weddings, milestone birthdays, a farewell at work.

PROMPT

```
Write a [3]-minute speech for
[occasion]. About [person]: [3 to 5
details, one anecdote]. Warm, lightly
funny, easy to read aloud. Short
sentences, no embarrassing inside
jokes.
```

Task Context Format Tone

5 An appeal, factual and clear

Against a decision, a bill or a rejection.

PROMPT

```
Help me write an appeal against [decision/bill]. What happened: [briefly]. What I want
to achieve: [goal]. Factual and polite, with placeholders for the date and reference
number. At the end, tell me whether I should get advice from a consumer advice service
or a lawyer.
```

Task Context Format Tone

Mastering long documents

6 The document on one page

Reports, studies, manuals.

PROMPT

```
Summarize the attached document on one page for [audience]: the key message in one sentence, the five most important points, figures with page numbers, open questions. Don't make anything up. If something is missing, write "not in the document".
```

Task Context Format Limits

7 Pre-check a contract

Before you sign.

PROMPT

```
Read this [lease/phone contract]. List anything that could be unusual or unfavorable for me, with the clause it's in. What should I clarify beforehand? Tell me when I'd need proper legal advice.
```

Task Format Limits

8 Compare two quotes

Contractors, insurance, childcare, software.

PROMPT

```
Here are two quotes: """[quote A]""" and """[quote B]""". Compare them in a table: price, what's included, contract term, catches. Which one fits better if [criterion] matters most to me?
```

Task Context Format

9 Questions for this document only

When you need a reliable answer from one source.

PROMPT

```
Answer only from the attached [manual/report]: [question]. Name the page or section you're referring to. If it's not in there, say so instead of guessing.
```

Task Format Limits

10 Many files, one common thread

Analyze several meeting notes, emails or reports at once.

PROMPT

```
I'm uploading [4] sets of meeting notes from the past few months. Show me: what has changed over time? Which tasks keep coming up and never get done? Which decisions contradict each other? As a table with dates.
```

Task Context Format

Building artifacts

11 A presentation in five minutes

Claude Slides, to export as PowerPoint or PDF.

PROMPT

```
Create a presentation with [6] slides on [topic] for [audience]. One key message per slide, little text. Calm colors, modern. End with a question for the audience.
```

Task Context Format

12 A checklist to tick off

Moving house, a wedding, the first school day, taxes.

PROMPT

```
Build me an interactive checklist for [moving from Leeds to York on March 15], sorted by weeks beforehand, with boxes to tick. Add a progress bar at the top.
```

Task Context Format

13 A one-page info sheet

Claude Docs: for your club, a parents' evening or customers.

PROMPT

```
Make me a one-page document: [info sheet for the kindergarten summer party]. Key details: [date, place, what to bring]. Friendly, easy to read, with clear subheadings. Ready to print.
```

Task Context Format Tone

14 A little calculator app

Household budget, utility costs, fuel costs.

PROMPT

```
Build me a small app for my household budget: I enter income and expenses by category and see what's left, with a simple chart. Clean design, large text.
```

Task Format Limits

15 Flashcard quiz

For exams, vocabulary or your driving test.

PROMPT

```
Turn this material into a flashcard quiz app: """[text or file]""". Question on the front, a click flips the card. At the end, show how many I got right and repeat the ones I got wrong.
```

Task Context Format

Projects and work

16 Instructions for a project

The best way to start any Claude project.

PROMPT

```
I'm setting up a Claude project for [topic]. In it, I want to [tasks] for [whom]. Ask me five questions about it, one at a time. Then write project instructions of ten sentences max.
```

Task Context Format

17 Meeting notes with action items

Rough notes become clean minutes.

PROMPT

```
My meeting notes: """[notes]""". Turn them into: decisions, action items as a table (who, what, by when), open questions. Don't add anything, mark anything unclear with [?].
```

Task Context Format Limits

18 A guide for new colleagues

Pass on know-how that only lives in your head.

PROMPT

```
This is how we do [process]: [just explain it, however it comes out]. Turn it into a step-by-step guide for someone on their first day, with common mistakes and who to ask.
```

Task Context Format

19 The critical reader

Get the feedback before others give it.

PROMPT

```
Read my [proposal/offer] like a skeptical [CEO/customer]: """[text]""". What convinces you? Where would you push back? What's missing? Be honest, not nice.
```

Role Task Tone

20 Templates for recurring emails

Build them once, store them in a project, reuse them forever.

PROMPT

```
I keep answering similar emails, for example [appointment requests, invoice questions, polite no's]. Write me a template for each case, with placeholders in square brackets. Friendly and [formal], 80 words max per template.
```

Task Context Format Tone

Everyday life, family and learning

21 Clear your head

When everything seems important at once.

PROMPT

```
There's a lot on my mind right now: [write it all down as it comes]. Sort it into: urgent, important, can wait, can let go. Suggest three small next steps for today.
```

Task Context Format

22 Answering kids' questions

"Why is the sky blue?" and harder ones.

PROMPT

```
My child ([age]) is asking: [question]. Help me explain it honestly and in an age-appropriate way, in three to five sentences, with an example from their everyday life.
```

Task Context Format Tone

23 Bedtime story

Starring your child.

PROMPT

```
Write a bedtime story for [name, age], who loves [animals/topic]. It should help process [today's experience]. Five minutes of reading time, a calm ending.
```

Task Context Format Tone

24 The patient tutor

Understand instead of memorize.

PROMPT

```
Don't explain [topic] to me directly. Guide me there with questions, one at a time. Correct me kindly when I'm wrong, and sum up at the end what I can do now.
```

Role Task Format Tone

25 Looking back from the future

For plans you want to get right. Pros call this a "pre-mortem".

PROMPT

```
Here's my plan: [plan]. Imagine it's a year from now and the plan has failed. Tell me the three most likely reasons why. What can I do today so it doesn't turn out that way?
```

Task Context Format

A BONUS LINE THAT ALWAYS HELPS WITH CLAUDE

Add it to any prompt where facts matter: **"If you're not sure about something, say so rather than guessing."**

CHAPTER 12

12 The 10 most common beginner mistakes

Almost everyone makes the same mistakes at the start. Knowing them saves you a lot of frustration.

1 Questions that are too short. “Email to boss.”

Better: Give context: who, what, why, how long, which tone (Chapter 7).

2 Taking the first answer

Better: Keep talking, ask for versions, ask for weaknesses. The first answer is a draft.

3 Believing everything

Better: Check numbers, names, laws and health topics yourself. Use web search, open the sources.

4 Endless chats

Better: New topic, new chat. You get better answers and save your limit.

5 Wasting your limit

Better: Only upload the pages you need, ask for shorter answers, leave effort on “Medium”.

6 Never looking at the settings

Better: Decide once, consciously, what you share, and set the privacy toggle (Chapter 9).

7 The wrong phone number

Better: Sign up with your own long-term number. It can’t be changed later.

8 Overlooking artifacts

Better: For slides, documents and checklists, just say: “Create …”. Then export.

9 Not using projects

Better: For recurring topics, set up a project with instructions and documents (Chapter 8.5).

10 Giving up after one bad result

Better: Rephrase the question, or ask: “What do you need from me to make this better?”

IT ALL COMES DOWN TO THIS

Treat Claude like a new colleague: **brief her well, follow up, check what matters.**

CHAPTER 13

13 Checklist: your first week with Claude

Seven days, 15 to 20 minutes each. Print this page and tick off what you've done.

Day 1 Set up — 20 MIN

- [ ] Account created on claude.ai, phone number verified
- [ ] Checked two-factor protection on my email or Google account
- [ ] Interface language set
- [ ] Privacy toggle set on purpose
- [ ] App installed on my phone and logged in

Day 2 First real win — 15 MIN

- [ ] Wrote a real message with Recipe 1
- [ ] Followed up at least three times ("shorter", "more casual", "what's weak?")

Day 3 The prompt formula — 15 MIN

- [ ] Asked for one task twice: short, then with all five ingredients
- [ ] Separated material with """ once

Day 4 Long documents — 15 MIN

- [ ] Summarized a long PDF with Recipe 6
- [ ] Asked targeted questions about it with Recipe 9

Day 5 Artifacts — 15 MIN

- [ ] Had Claude build a presentation or checklist
- [ ] Asked for one change and exported it as PDF

Day 6 Make it yours — 15 MIN

- [ ] Filled in my instructions (template in 8.7)
- [ ] Looked through my memory and tidied it up
- [ ] Talked in voice mode for five minutes

Day 7 Your own project — 20 MIN

- [ ] Created a project for a real topic, with instructions (Recipe 16) and one file
- [ ] Noted down: where did Claude help me most this week?

CHAPTER 14

14 Quick reference: mini glossary

AI
Artificial intelligence: computer programs that write, summarize and answer in plain language.

Anthropic
The company behind Claude, founded in 2021 in San Francisco.

Artifact
A finished result next to the chat: a document, slides, a design or a small app.

Chat
A conversation with Claude. Each chat knows its own content.

Connector
A link to another service, such as your calendar or Google Drive.

Context
Everything Claude knows in the current chat. In projects, also the place for your documents.

Cowork
The mode in which Claude handles bigger, multi-step tasks on its own.

Effort
How thoroughly Claude thinks before answering. More effort takes longer and uses more of your limit.

Hallucination
A false statement that sounds convincing.

Incognito chat
A chat with no history, no memory and no training.

Language model
An AI that learned from text and produces text.

Memory
What Claude remembers about you across chats.

Model
The “brain” behind Claude. Haiku is the fastest, Sonnet the all-rounder, Opus and Fable the most powerful.

Plugin
An add-on for Claude that bundles connectors and skills.

Project
A folder with documents, instructions and chats.

Prompt
Your instruction or question to the AI.

Research
In-depth research across many sources with a detailed report, Pro and up.

Skill
A saved capability, such as a set routine, that Claude uses when needed.

Training
How a model learns from large amounts of data.

Usage limit
How much you can use Claude within five hours and per week.



Want to go further?
In my course **“Claude for Beginners”**, I show you step by step, in short video lessons with exercises, how to really use Claude in everyday life and at work. 49 €.

stefnulja.com/en/ai-courses

Have fun trying it out!
Steffi · Stefnulja AI Consulting · stefnulja.com

APPENDIX

§ Sources

All pages accessed on November 27, 2026. Prices, names and features change often. What counts is always the information Anthropic shows in your account.

Company and launch: Anthropic, “Introducing Claude”, March 14, 2023. anthropic.com/news/introducing-claude; Anthropic, Company. anthropic.com/company

Plans, features and comparison table: Anthropic, pricing page. claude.com/pricing

Pro plan and local currency: Claude Help Center, “What is the Pro plan?”. support.claude.com/en/articles/8325606

Cancelling: Claude Help Center, “Cancel your Pro or Max subscription”. support.claude.com/en/articles/8325617

Minimum age: Claude Help Center, minimum age requirement. support.claude.com/en/articles/13117299

Phone number: Claude Help Center, “Verify your phone number”. support.claude.com/en/articles/8287232

Passwordless login: Claude Help Center, “Log in to your Claude account”. support.claude.com/en/articles/13189465

Interface language: Claude Help Center, using Claude in your preferred language. support.claude.com/en/articles/10769299

Projects: Claude Help Center, “What are projects?”. support.claude.com/en/articles/9517075

Memory: Claude Help Center, memory. support.claude.com/en/articles/11817273

Instructions: Claude Help Center, personalization features. support.claude.com/en/articles/10185728

Voice mode: Claude Help Center, voice mode. support.claude.com/en/articles/11101966

Research: Claude Help Center, use Research on Claude. support.claude.com/en/articles/11088861

Incognito: Claude Help Center, incognito chats. support.claude.com/en/articles/12260368

Training and retention: Anthropic Privacy Center, model improvement setting. privacy.claude.com/en/articles/12109829; Anthropic, “Updates to our consumer terms”, August 28, 2025. anthropic.com/news/updates-to-our-consumer-terms

What’s new in 2026 (memory July 10, artifacts for everyone September 16, models, new iPhone look November 20): Claude Help Center, release notes. support.claude.com/en/articles/12138966

Apps: Anthropic, download. claude.com/download

Interface and labels: own screenshots of a free account (English and German), November 24 and 26, 2026.

Claude is a trademark of Anthropic. This cookbook is an independent, free resource from Stefnulja AI Consulting and is not affiliated with Anthropic. All screens are recreations; the content and people shown are fictitious.

© 2026 Stefnulja AI Consulting · Stefanie Tchivikov · stefnulja.com