



Local Enterprise Office Cork North & West

Management Development Programme
From Prompts to Profits: Using AI to increase sales

Course Summary Week 4

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Prepared by The Marketing Crowd
with the help of one of our AI colleagues 😊

Course Overview

What is Claude?

Claude is an AI assistant made by a company called **Anthropic**. Think of it as a close equivalent to ChatGPT and Google Gemini — it answers questions, generates content, analyses documents, and helps with research in much the same way. But there are some important differences that make Claude stand out, and this session was about understanding those differences.

The Company Behind Claude: Anthropic

Anthropic was founded by a group of researchers who left OpenAI (the company behind ChatGPT). Their concern was around **AI safety** — they felt AI was being developed too fast, without sufficient checks and guardrails. So they set up their own company with safety and responsibility at its core. A few things that illustrate this:

- Anthropic conducted tests on an experimental version of Claude to check whether it had developed self-preservation instincts. The results showed it had — and they published their findings publicly rather than burying them. That transparency is central to who they are.
- When the US Pentagon offered Anthropic a lucrative military contract, Anthropic refused unless the Pentagon committed in writing that Claude would not be used for surveillance of citizens or autonomous military weapons. The Pentagon declined to give that commitment. Anthropic walked away from the contract — worth hundreds of millions — rather than compromise their principles.
- From the moment you create a Claude account, you're given the option to opt out of your conversations being used to train their models. No other AI makes this so visible and easy at sign-up.

If you care about using an AI built by a company with a genuine ethical foundation, Anthropic is the one. Claude was also named after **Claude Shannon**, a pioneering figure in the digital and information age — a deliberate nod to scientific and intellectual roots.

How Claude Compares to ChatGPT and Gemini

Claude feels very familiar if you've used ChatGPT or Gemini. It's a chat-based interface where you type (or speak) a question and get a response. But people who switch to Claude consistently notice two things:

1. **Better writing quality** — Claude's output tends to be sharper, more natural, and better crafted than either ChatGPT or Gemini.
2. **Better understanding of context** — Claude has an excellent memory within a conversation and does a better job of "getting" what you actually need. ChatGPT has been moving towards a similar memory system, but Claude has been ahead of the curve here.

For everyday tasks, Claude performs brilliantly across all the same five levels you've learned with ChatGPT:

Level What it means

- 1 Fast answers — quick questions, basic lookups
- 2 Personalised answers — fill in settings so it knows who you are
- 3 Thinking mode — activate deeper reasoning for complex questions
- 4 Deep research — paid version only; searches hundreds of sources
- 5 Projects — organise ongoing work with attached documents and context

Claude Does Not Do Images or Video

Unlike Gemini, Claude cannot create images or videos. For those tasks, continue using Gemini (free) or other image tools.

The Three Versions of Claude

When you log into Claude, you'll see a choice of models — think of these as different levels of the same AI:

- **Haiku** — the quickest, most basic model. Great for simple, factual questions. Uses the fewest credits.
- **Sonnet** — the middle-ground model that most people use for everyday tasks. Efficient and capable. This is what the vast majority of your work should use.
- **Opus** — the most powerful model for complex, demanding tasks (detailed analysis, coding, strategic thinking). Only available on the paid plan, and uses significantly more credits.

Within Sonnet, you can also set the **effort level** (low, medium, high, or max). Higher effort means more thinking time and better answers — but it also uses more credits. For most tasks, medium effort on Sonnet is the sweet spot.

Understanding Usage Limits

This is one of the biggest differences between Claude and ChatGPT/Gemini, and it's important to get your head around it.

Claude operates a **credit system** based on computing power (called "compute"). Rather than giving you a fixed number of questions, Claude tracks how much processing power your requests require.

The analogy: Think back to mobile data plans. Browsing the internet used almost no data. Streaming a video burned through it fast. Claude works the same way:

- A simple question = very little compute
- Analysing a 100-page PDF or running a deep research report = a lot of compute

Your Usage Limits

You have **two limits running simultaneously**:

1. **5-hour session limit** — from the moment you ask your first question, the clock starts. If you burn through your session allowance quickly (e.g. running lots of complex tasks), you'll need to wait until that 5-hour window resets.
2. **Weekly limit** — everything you use counts towards a weekly total.

On the **free version**, you can't see how much of your allowance you've used — you're flying blind. Claude will give you a vague warning, but won't tell you the exact figure.

On the **paid version**, go to **Settings** → **Usage** and you'll see exactly what percentage of your 5-hour and weekly limits you've used.

Tips for Managing Your Credits

- Use **Haiku** for simple questions and save Sonnet for anything more important
- Don't switch on extended thinking unless you genuinely need it

- Open a **new chat** for new tasks rather than continuing very long conversations (Claude re-reads the entire conversation every time it responds, which uses credits)
- Avoid uploading huge documents unless necessary
- **Free Claude** is roughly equivalent to about **1 hour of solid work per day**
- **Paid Claude** (Pro plan) gives you approximately 4–5 times more

What Does the Paid Plan Cost?

- **Free** — limited access, no Opus model, no deep research
- **Pro** — approximately €15–18/month (monthly billing, cancel anytime). Includes Opus, deep research, and the ability to see your usage stats. This is what you'd need to unlock Skills and Co-Work properly.
- **Max** — approximately €90/month. For very heavy users.

Note: Gemini has recently started introducing its own usage limits too, using the same 5-hour window model. This is the direction all AI tools are heading — free access is part of a land-grab phase, but limits will become more common.

Privacy Settings

To stop your conversations from being used to train Anthropic's AI models:

1. Click your name in the bottom-left corner
2. Go to **Settings**
3. Select **Privacy**
4. Turn off **"Help improve our AI models"**

This is the equivalent of what you'd do in ChatGPT, and Anthropic makes it easier to find than most AI tools.

General rule: Never give any AI sensitive information — bank account details, passwords, confidential client data. Even with privacy settings on, treat AI conversations the way you'd treat a public space.

Projects in Claude

Just like ChatGPT, Claude has a **Projects** feature available on both free and paid plans. Projects let you:

- Give a dedicated project its own custom instructions (e.g. "always act like an expert in digital marketing for a ladies' boutique on a small business budget")
- Attach documents (PDFs, Word files, research reports) that Claude will reference in every conversation within that project
- Keep related chats organised in one place

A practical example: create a project for each client or business area. Attach your deep research reports, brand notes, or website content. From then on, every question you ask within that project is informed by all that context — without you having to repeat yourself.

Claude Skills: The Game-Changer

This is where Claude genuinely pulls ahead of ChatGPT and Gemini. **Skills** are reusable sets of instructions that you create once and Claude applies automatically from then on.

The Intern Analogy

Imagine hiring a new intern every six months. Every time, you'd have to sit down and explain how your business works, what your brand looks like, how you write — and then do it all again when the next intern arrives. Skills solve that. You write the manual once, and the intern reads it automatically every time.

What Can Skills Do?

Skills fall into two broad categories:

1. Marketing/Brand Skills — things Claude should always know about your business:

- **Brand Skill** — your logo, colours, fonts, and visual identity. Once set up, any time you say "brand it with our colours," Claude knows exactly what to do without you explaining it each time.
- **Writing Style Skill** — examples of your writing that Claude analyses and uses to match your tone of voice whenever you ask it to write something for you.
- **Business Context Skill** — a full picture of your products, services, and customers. Attach a deep research report on your own business and Claude will absorb it all.
- **Customer Profile Skill** — who your customers are, what they care about, what they need.

2. Business Process Skills — repeated tasks or workflows:

- For example, a **Course Transcript Skill** that tells Claude exactly how to turn a Zoom transcript into a course summary document. You set the rules once (format, length, what to include/exclude, branding) and Claude follows them every time without you re-explaining.

How to Create a Skill

1. Go to **Customize** in the Claude interface
2. Select **Skills**, then **+ Create a Skill**
3. Choose **Create with Claude**
4. Tell Claude what you want the skill to do
5. Claude will ask you questions (or you can attach documents) to gather what it needs
6. Once it has everything, it creates the skill file — you just click **Save Skill**

You can also **update a skill** at any time. Just go to Customize → Skills, find the skill, click the three dots, and select **Edit with Claude**. Tell it what you want to change, and once it updates, save the new version.

A handy shortcut: You don't have to build a skill in advance. You can just ask Claude to do something in normal chat, and if the output is good and you think you'd want to repeat it regularly, simply say: "Could you turn everything we just did into a skill?" Claude will do it — you just name it and save it.

Skills work everywhere in Claude — in normal chat, in Projects, and in Co-Work (explained below).

Claude Co-Work: Your AI Working on Your Computer

Co-Work is a desktop app (separate download from the main Claude website) that takes Claude to a completely different level. Rather than you uploading files to the Claude website, **Co-Work comes to your computer** and works directly on files in a folder you choose.

How It Works

1. **Install the Claude Co-Work app** on your PC or Mac
2. Create a folder on your desktop — put whatever files you want Claude to work on inside it

3. Open Co-Work, click on the Co-Work tab, and **Select Folder** to point it at your folder
4. Grant Claude permission to access the folder ("Always Allow")
5. Type your instructions — then walk away while it works

What Can Co-Work Do?

Anything that involves files on your computer:

- **Organise a messy Downloads folder** — Claude will scan the files, categorise them, create subfolders, and move everything into them. It can even identify and delete duplicate files.
- **Sort photos** — it understands image content. It can look at your photos and sort them into folders labelled "beach," "garden," "dog," etc.
- **Process receipts for VAT returns** — take photos of your receipts, drop them in a folder, and ask Claude to scan them and populate a spreadsheet with the supplier, amount, VAT, and category. It will.
- **Process course transcripts automatically** — put a Zoom transcript in a subfolder, and Co-Work will find it, apply your Course Transcript Skill, and produce the branded summary document — all without you being at your computer.

Scheduling Co-Work Tasks

This is where it becomes genuinely powerful as an AI agent. You can tell Co-Work:

"Check this folder every day at 5pm. If there's a new transcript that hasn't been summarised yet, use the Course Transcript Skill to create the summary and save it back to the folder."

From that point on, all you do is drop a transcript in the folder after a session. Claude handles the rest — automatically, on schedule, while you're doing something else.

Using the Instructions File

Inside Co-Work, there's an **Instructions** file within the folder. You can open it and paste in standing instructions — the rules for what Claude should always do when it checks that folder. Once written, you don't need to explain anything again. Just type "Go" and Claude checks the instructions file and gets on with it.

The Bigger Picture: Where AI is Heading

Claude represents an important shift in how AI tools work. ChatGPT and Gemini are brilliant for ideas, analysis, and content generation. But Claude is moving into the area of **AI agents** — AI that actually *does things* for you, not just *tells* you things.

Within the next 6 months, ChatGPT will likely launch equivalent features to Skills and Co-Work (they've been signalling this). Gemini will follow. But right now, Claude is ahead on these capabilities.

A Practical Strategy for Using All Three

Rather than picking one AI and sticking to it, think of them as a toolkit:

Tool	Best For
Gemini	Image creation, phone camera tasks, screen-sharing conversations, visual content — all free
ChatGPT	Everyday questions, content ideas, your client projects, most general tasks — free works well
Claude	High-quality writing, Skills-based automation, Co-Work tasks, complex analysis — worth paying for

If you use your free Claude allowance sensibly (important tasks only, not trivial queries), you'll get a lot of value even without paying. But if you want to use Skills and Co-Work to their full potential, the Pro plan at around €18/month is worth it.

Action Steps

1. **Create a Claude account** (if you haven't already) at claude.ai
2. **Turn off privacy training** in Settings → Privacy
3. **Fill in your personalisation** under Settings → click your name → add your name, role, and custom instructions
4. **Try asking Claude a question you'd normally ask ChatGPT** and compare the answers — especially on a Sonnet model with medium effort
5. **Create your first Skill** — start with a Brand Skill (your colours, logo, fonts) or a Writing Style Skill (paste in examples of your own writing)
6. **Create a Project** for your business or a specific client — add any research documents you already have
7. **Download Claude Co-Work** from the desktop app section and try pointing it at a folder on your computer
8. **Think about what tasks you repeat regularly** — these are exactly what Skills and Co-Work were built for

Key Tools & Links

- Claude web app: claude.ai
- Claude Co-Work: available via the Claude desktop app download
- Plans: Free / Pro (~€15–18/month) / Max (~€90/month)
- Privacy settings: Settings → Privacy → toggle off "Help improve our AI models"
- Usage tracking (paid only): Settings → Usage

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