

FREE

Three things you can try today

How to get AI working for your business, without installing anything

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You can do everything here for free, today, in your browser.

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Built by a business owner, not a developer.

I run Biboja, a clothing company in Oslo. I cannot code.

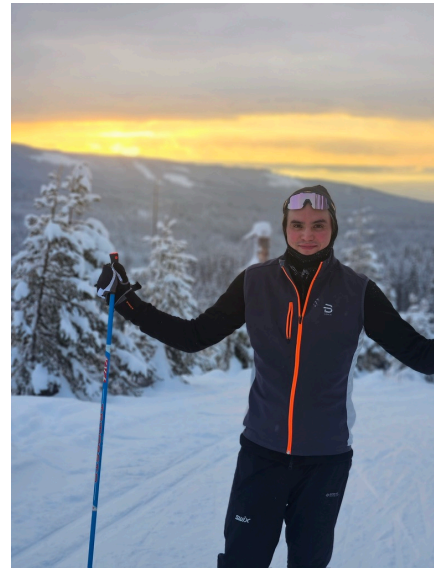
For years Biboja ran on one big spreadsheet. I typed in every sale by hand, after it was already in the accounts. The sheet was always a few days behind.

One day I wrote to Claude: can you build me something better than this spreadsheet? I cannot code, so explain everything in plain words, and ask before you guess.

Claude did not start building. It started asking questions. What is in each column? What goes wrong? I answered as I would a new member of staff. And every time I had to say the same thing twice, I wrote it down.

The spreadsheet is gone. In its place I built, with Claude, a system of our own for Biboja. Several times a day it pulls sales, purchases and customers straight from Fiken, our accounting software. It shows the budget, the margin, which garments sell and which customers come back. I rebuilt the online shop the same way. When I am unsure how to book something in the accounts, Claude looks it up in Fiken's own help pages and shows me where the answer is.

Then I did the same for others. A website for a guesthouse, where the owners change the text themselves. A booking system the guesthouse now runs on. And more than ten websites for businesses.



How I think about AI

Think of Claude as a sharp new colleague. It is quick and has read a lot. But it knows nothing about your business until you tell it.

Most people ask a question, get an answer and are disappointed. The answer is rarely wrong. It is just generic. Claude knew nothing about you, so it filled the gaps with guesses.

I do three things to avoid that.

1. Tell it who you are before you ask

A new colleague gets an introduction on their first day. What we sell, who our customers are, how we talk to them. Give Claude the same introduction. Then it does not have to guess, and the answer is about your business.

2. Let it ask before it answers

Claude usually tries to answer straight away, even when something is missing. Ask it to ask you first, and you see what it is missing. You fill in the gaps, and only then does it get to work.

3. Make it check its own answer

You would read a letter from a new colleague before it went out. Ask Claude to do that itself. When it reads its answer again with fresh eyes, for example as a customer, it often spots things it missed the first time.

Three things you can try today

Go to `claude.ai` and create an account. The free plan is enough for everything on this page. Start a new chat, and paste in the messages below.

IS MY DATA SAFE?

You choose whether your chats may be used to improve Claude. Click your name, then Settings, then Privacy. The switch is called "Help Improve our AI models". When it is off, new chats are not used for this. This applies on the free plan too.

Either way: never paste personal information about your customers into a chat.

Source: Anthropic help article "How do I change my model improvement privacy settings?", privacy.claude.com, checked 8 October 2026.

1. Tell it who you are first

Without this, Claude guesses everything about your business. Fill in the parts in brackets.

```
Before I ask you anything, here is what you need to know:
- My business: [what you do, and where]
- Our customers: [who they are]
- How I want to sound: [for example friendly and to the point]
- Ask me before you mention any prices, figures or facts I have not given you.
- Explain everything in plain English. I do not code.
```

Now you can ask for something. For example: write a reply to a customer who is asking about [x].

WHAT HAPPENS: The answer fits your business, not an imaginary one.

2. Make it ask before it answers

Claude does not know what it is missing until you let it ask.

```
I want [describe the task, for example a quote for a new customer].
Do not do anything yet. First ask me the questions you need answered.
```

WHAT HAPPENS: It usually asks three to five questions. Answer them. Then it does the task, and does it better.

3. Make it check itself

The first answer is a draft. Paste this in after any answer.

Read your answer again as a customer who has never heard of us. What is unclear, and what would you change?

WHAT HAPPENS: It usually finds two or three things, and fixes them.

Then paste this one, so you can see what the answer is built on.

Which parts of your answer did you assume, and which do you actually know? Show how you got to any numbers.

Small business owners who use Claude for important work ask for exactly this. Then they know what to check themselves.

Source: Anthropic, "What 1,000 small business owners taught us about AI", claude.com, 10 September 2026.

ONE MORE HABIT

If you say the same thing twice, write it down. At the workshop you learn how to make Claude remember it for good.

The free plan was checked on claude.com/pricing on 8 October 2026.

FINALLY

What the workshop adds

So far you have used Claude in a chat window. You ask, it answers, and you copy the answer where it needs to go.

At the workshop you use the paid version of the app. There, Claude works in a folder on your own computer. That means:

- It creates and changes files itself.
- It builds things for you. A website, a price list, a letter template.
- Your rules live in a file it reads every time. You never have to repeat them.

Two ways to take it further

- **The Intro.** One evening, about an hour and a half. You watch me build a website from an empty folder. You do not need to bring a computer or have an account.
- **The workshop.** Three hours, five people at most. You build a website for your own business, and you can put it online from your own account the same day if you like. For this you need a paid Claude plan. You get a checklist once you have signed up.

That the workshop needs a paid plan was checked on claude.com/pricing on 8 October 2026. The free plan does not include the tool we use at the workshop.

WANT TO JOIN?

Send me an email: **info@johannessencreative.com**

This guide and my website were made the same way the workshop teaches.

John