

THE CLAUDE COWORK STARTER KIT

Five steps to try Claude Cowork on repeatable marketing drafts, the five prompts to copy, the safe settings, and a weekly checklist

Claude Cowork can work on the files in a folder you choose and hand back finished drafts. This kit is a careful way for a local business or a small agency to try it: one folder of brand notes, one finished thing, a weekly repeat, and a human check before anything goes out. Everything about the product is quoted from Anthropic's own help pages, checked October 9, 2026. Educational only. Not affiliated with Anthropic. No income or results are promised.

THE 5 STEPS

- Step 1. Check your plan. Anthropic: "Claude Cowork is available on paid plans (Pro, Max, Team, Enterprise)."
- Step 2. Make ONE dedicated folder for your brand notes (page 2 shows what goes in it) and connect only that folder. Anthropic: "Claude can only read and write files in folders you've connected."
- Step 3. Ask for one finished thing: a four-week content calendar, or replies to the customer questions you saved in the folder (prompts on page 2). Anthropic: you can "describe an outcome, step away, and come back to finished work" (formatted documents, organized files, synthesized research).
- Step 4. Make it repeat. Anthropic: "To schedule a task, type /schedule in any Cowork task." Start with a low-risk summary like the weekly report (prompt 4, safety rules on page 3).
- Step 5. Keep approvals on Manual and read each request. Anthropic: "Claude always asks before permanently deleting files, in any mode." Check every draft yourself before it goes out.

THE CATCH, IN ANTHROPIC'S WORDS

Claude Help Center: Get started with Claude Cowork, Usage limits

"Multi-step tasks, like ones that run code, create files, or use your connected apps and browser, use more of your usage than a quick question. Each step Claude takes uses tokens."

Why a human check matters (same page, Permissions and security)

"Claude has access to the local files you grant it permission to access, and can take real actions on your behalf. Review Claude's planned actions before allowing it to proceed, especially when working with sensitive files."

Your plan, the screens and the menus may look different from this kit: Anthropic says Claude Cowork is becoming part of Claude itself (page 4). Check the live help page before you start.

THE BRAND NOTES FOLDER (ONE FOLDER, FOUR THINGS)

File or folder	What goes in it
brand-notes.txt	Who you are, what you sell, who you serve, your town, five words for your voice
offers-and-faq.txt	Your services, areas served, hours, and the questions customers ask most
questions.txt	Last month's real customer questions. Remove names and phone numbers first.
weekly (a subfolder)	One file per week: what you posted and any numbers you already track

- Anthropic: "Consider creating a dedicated working folder for Claude rather than granting broad access, and keep backups of important files." Keep a copy of this folder somewhere else.

THE FIVE PROMPTS (COPY, PASTE, FILL THE BRACKETS)

1. Build the notes file

Help me write brand-notes.txt for [BUSINESS NAME] in [TOWN]. Ask me one question at a time about what we sell, who we serve, how we talk and what we never say. When you have enough, write a one-page file in my words.

2. Content calendar

Read every file in this folder. Write a four-week content calendar for [BUSINESS NAME]: three posts a week for [PLATFORMS]. Use only facts from my files. Give each post a day, a topic and a caption draft. Put [CHECK] next to anything you are unsure about. Save it as content-calendar.txt.

3. Reply drafts

Read questions.txt and brand-notes.txt. Draft a short, friendly reply to each question in my voice. Do not state a price, a date or a promise that is not in my files; write [CHECK] instead. Save the replies as reply-drafts.txt. Do not send anything.

4. Weekly report (the one to schedule)

Read the files in the weekly folder. Write a one-page summary: what we posted, what customers asked about, and three things to do next week. Use only what is in the files. Save it as weekly-report.txt. Do not send or post anything.

5. The check pass (run it before you post or reply)

Read content-calendar.txt and reply-drafts.txt. List every price, date, claim or promise that is not in my brand notes, and say which file it is in. Do not change any file.

THE SAFE SETTINGS CHECKLIST (FROM ANTHROPIC'S SAFETY PAGE)

- [] Folder. Anthropic says to "be cautious about granting access to sensitive information like financial documents, credentials, or personal records." Connect the one dedicated folder only.
- [] Mode. Manual: "Claude pauses and asks for approval for actions. You review each request and choose Allow or Deny." Anthropic says to switch to Manual when "The task touches sensitive files, accounts, or sites."
- [] Auto and Skip. Auto: "auto mode consumes more of your usage limit than the other modes." Skip: "Only use this when you completely trust every action, connector, file, app, etc. involved in the task."
- [] Deleting. "Claude always asks before permanently deleting files, in any mode." You will see a prompt and select Allow.
- [] Scheduling. "Start simple. Begin with low-risk tasks like generating summaries or compiling information before automating anything more complex."
- [] Never schedule. "Don't schedule tasks that access sensitive files, send messages on your behalf, make purchases, or take other actions that are difficult to undo."
- [] After each run. "Review outputs after each run." You can review past runs from the "Scheduled" page in the left sidebar.
- [] Tidy up. "If you no longer need a scheduled task, pause or delete it rather than leaving it running in the background."

Anthropic's closing warning (Use Claude Cowork safely)

"While we've enacted these safety measures to reduce risks, the chances of an attack are still non-zero. Always exercise caution when using Cowork."

SCHEDULE THE WEEKLY REPORT (PROMPT 4) SAFELY

- Run prompt 4 by hand first and read what it writes. Fix the prompt until it uses only what is in your files.
- Then schedule it. Anthropic: "To schedule a task, type /schedule in any Cowork task. You can also click 'Scheduled' in the left sidebar to view, create, and manage your scheduled tasks."
- Anthropic: "Because you can't monitor these tasks in real time, take extra care when setting them up." Keep the task to reading files and writing a summary.
- Read the output after each run, and pause the task when you stop using it.

KEEPING USAGE SMALL (ANTHROPIC'S OWN TIPS)

- "Grouping related work into one task instead of several."
- "Starting a new conversation for unrelated work, so Claude isn't carrying extra context."
- "Telling Claude when you only need a quick answer, not a file or finished deliverable."
- "Checking your usage in Settings > Usage."

MY USAGE TEST (FILL IN, THEN DECIDE)

Task I ran	Date	Usage before	Usage after	Worth it?

THE WEEKLY CHECKLIST (SAME ORDER EVERY WEEK)

Do this	Done	Notes
Drop last week's posts and numbers into the weekly folder	[]	
Open the latest weekly-report.txt (or run prompt 4 by hand)	[]	
Read it. Find every [CHECK] and fix it from your own records	[]	
Run prompt 5, the check pass, on this week's posts and replies	[]	
Approve, then post and reply yourself	[]	
Pause or delete scheduled tasks you are not using	[]	
Check Settings > Usage once, and write the number down	[]	

THE ONE BIG CATCH (READ THIS)

- Anthropic says multi-step tasks use more of your usage than a quick question, so start with one task and see what it costs you before you schedule anything.
- Claude drafts from the files you give it, so put your real prices, dates and hours in them, and check every claim before it goes out.
- No result is promised. This kit is a method for drafts, not a guarantee of customers, followers or sales.

WHAT CHANGED (ANTHROPIC'S OWN NOTE)

Claude Help Center: Get started with Claude Cowork

"Claude Cowork is now just Claude. Ask for what you need, and Claude decides whether that's a quick answer or a task. This is rolling out gradually to Pro and Max plans, with more plans to follow. ... some steps in this article may look different."

WHERE THIS COMES FROM

- Claude Help Center: Get started with Claude Cowork
- Claude Help Center: Use Claude Cowork safely
- Claude product page: Claude Cowork

All pages checked October 9, 2026. Plans, screens and limits change; read the live page before you rely on anything. Educational only. Not affiliated with Anthropic. No income or results are promised.

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