

Star a business with claude

How To Use Claude To Start A Business

STEP 1 Validate your idea before you build anything



Most founders skip this and spend months building something nobody wants.
Use Claude Chat to stress-test your idea, challenge your assumptions, and find the gaps before you spend a penny.

TRY THIS PROMPT:

"I want to start a business doing [X] for [audience]. Play devil's advocate. What are the five biggest reasons this fails? What would you need to see to believe it works?"

- ☐ Research your market, competitors and ICP before writing a single line of copy
- ☐ Ask Claude to find the gaps in your positioning and pressure-test your pricing
- ☐ Identify the one problem your ideal customer would actually pay to solve

STEP 2 Create your two core files



Build these once and every Claude session runs better from that point forward.

FILES: `about-me.md` / `brand-voice.md`

- ▶ `about-me.md` covers your business, ICP, goals and current stage
- ▶ `brand-voice.md` covers your tone, your rules and phrases to never use
- ▶ Be specific and intentional, what you include shapes every output

STEP 3 Build a Project for each function



Upload your core files once and every chat in that Project picks up exactly where you left off.

- ☐ **Strategy Project:** positioning, research and competitive notes
- ☐ **Content Project:** brand voice, post examples and formats
- ☐ **Operations Project:** processes, templates and team instructions

One Project per recurring task. Claude won't know which files matter if you throw everything in one place.

STEP 4 Use Artifacts to build your first business assets

Artifacts are live, editable outputs you can use, download and share. No designer, no spreadsheet expert, no agency needed.



One-page pitch deck structure for investors or clients



Financial model with revenue, costs and margin



Landing page copy with headline, subhead and CTA



Brand positioning doc with ICP, USP and messaging



Content calendar for your first 30 days of posting



Pricing page with tier structure and objection handling

STEP 5 Write your sales scripts & outreach

This is what most founders put off longest. Claude can write your cold outreach, your DM sequence and your sales call framework before you've spoken to a single prospect.

- ▶ Cold LinkedIn DM that leads with value, not a pitch
- ▶ Follow-up sequence for warm leads who haven't responded
- ▶ Sales call framework covering opening, qualifying and close

TRY THIS PROMPT:

"Write a LinkedIn DM to a [job title] at a [company type]. I help them with [problem]. Lead with value and don't mention my product until they reply."

STEP 6 Connect your tools with Connectors

Link Google Drive, Notion, Slack and 50+ tools so Claude can search them mid-chat without you uploading anything.

- ☐ Pull your Notion strategy doc into a content brief in one message
- ☐ Reference your Google Drive pitch deck without leaving Claude
- ☐ Summarise a Slack thread and draft a follow-up action plan

Settings → Connectors → Browse → Add. Claude becomes the operating layer across every tool you already use.

STEP 7 Graduate to Cowork to produce real documents

Cowork reads your actual files and creates real documents, Excel, Word, PDF, directly into your folder. Point it at a folder, give it instructions, and come back to finished work.

- ☐ Client proposals and scopes of work built from a brief
- ☐ Financial models updated from your latest numbers
- ☐ Weekly reports produced from your notes and data
- ☐ Onboarding documents for your first hires or clients
- ☐ SOPs written from a rough process description
- ☐ Sales decks produced from a one-line instruction

STEP 8 Use Claude Code to build your product



Claude Code reads your codebase, writes code, runs tests and ships changes on its own. Non-technical founders: hire one technical person and set them up with Code from day one.

- ☒ Build and deploy your MVP without a full engineering team
- ☒ Iterate on features from plain-English instructions
- ☒ Technical founders: the fastest way to ship, by some distance
- ☒ One developer with Code genuinely outperforms three without it

STEP 9 Set up a daily business brief



Automate a morning context file so Claude knows your priorities and open tasks before you start each day.

- ☐ Open priorities for the day pulled from Notion or Drive
- ☐ Outstanding follow-ups and next actions from yesterday
- ☐ Key numbers you need to make decisions today

COWORK PROMPT TEMPLATE:

"Read my priorities file and CRM notes. Write me a 5-bullet morning brief: top 3 priorities, most urgent follow-up, and one thing I'm probably forgetting."



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