

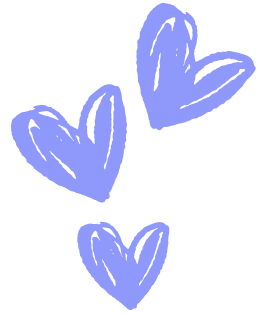
Claude Workshop for *Maxed Out* Founders

grow without the grind

HOSTED BY Cheyanne Johnson & Dom · Well in France



Let's say hi!



- Your **name**
- A quick summary of **your business**
- How you're **feeling about AI**



WELL IN FRANCE

Dom

Coucou! I'm Dom, a *California-born francophile* and former tech executive turned wellness educator & experience curator.

Well in France was born from my equal obsessions with the world of *wellness and French art de vivre*. Since moving to Paris in 2018, I've been on a mission to indulge in the best of French culture while leveling-up my well-being. Oui, c'est possible!





CJ CONSULTING



Cheyanne

A *strategic operations expert*, an American in Paris, and mom of two. I've spent 15 years in strategy & product, including at AWS, scaling global tech programs from \$0 to billions.

I hit the kind of bone-deep burnout that makes you rethink everything. *So I left.* Now, I bring that same operational expertise to visionary entrepreneurs who are ready to *grow without the grind*.

Agenda

10:00 - 10:15 Coffee & light snacks

10:15 - 10:30 Introductions

10:30 - 10:50 Intro to AI

10:50 - 11:10 Claude setup

11:10 - 11:15 Break & Q&A

11:15 - 11:30 Prompting deep dive

11:30 - 12:15 Brand project & skills

12:15 - 1:30 Lunch

1:30 - 2:15 Morning debrief build

2:15 - 3:15 HTML Carousel Maker

3:15 - 3:45 Human Design & Astro Bestie project

3:45 - 4:00 Share & close out



a little reminder

Everything worth
building *starts*
messy.



Waiting for the perfect moment



Starting anyway



let's get oriented

What is AI?





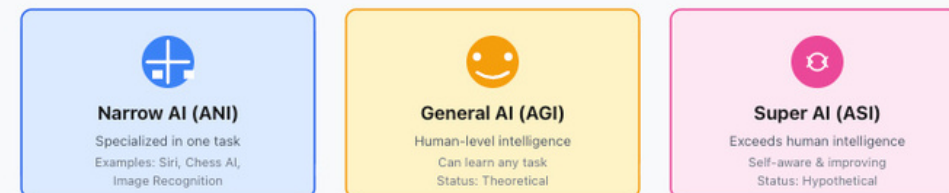
The *flavors* of AI

- **Generative AI** — writes, designs, and drafts. The tools you'll use most today.
- **Predictive AI** — forecasts and spots patterns in your numbers.
- **Assistants & agents** — take multi-step actions on your behalf.
- **Local AI** — runs on your own machine, keeping data private.

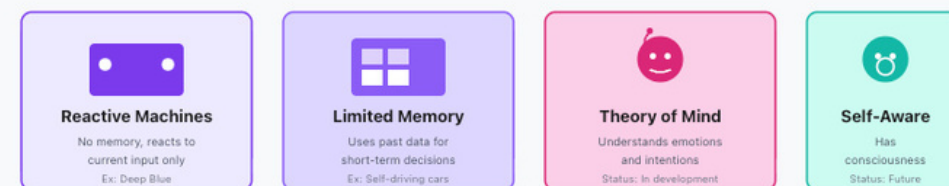
Claude is a Generative AI technology based on Large Language Models, leveraging Machine Learning, Deep Learning, and Natural Language Processing. It's also known as chatbot or AI Assistant technology.

Types of Artificial Intelligence

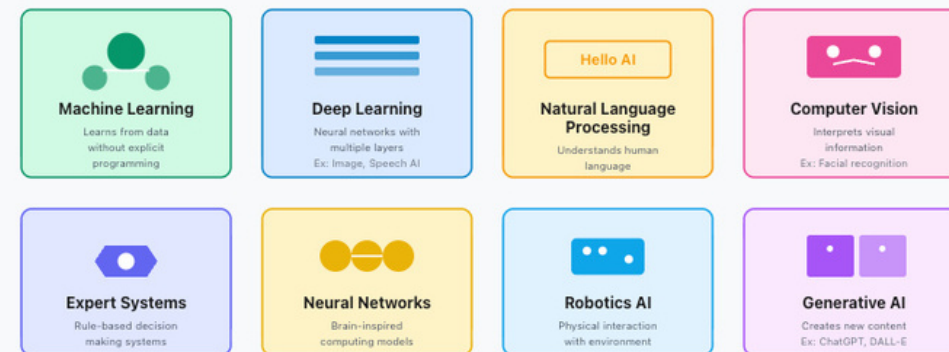
By Capability



By Functionality



By Application Domain



Some of the *models* on the market



Claude

ANTHROPIC



ChatGPT

OPENAI



Perplexity

SEARCH + AI



NotebookLM

GOOGLE



Gemini

GOOGLE



Copilot

MICROSOFT



Meta AI

META



Grok

XAI

Local AI



AI models that run right on your computer usually lighter-weight, and entirely yours. *Examples: Ollama, Gemma (Google), Mistral (French company)*

THE UPSIDE

- All your data stays on your machine — **higher privacy & security**
- **No additional energy or water** resources are used
- **Works offline**, fully under your control

THE TRADE-OFFS

- **Less resilient** than cloud-based models
- Needs **hardware** capable of running them
- Typically smaller, **less powerful** models



the numbers and payoff

Why AI?



SMALL BUSINESS AI ADOPTION



82%

have already adopted AI in their business

66%

are seeing revenue gains they attribute to AI

16.5 hrs

saved per week, per owner & employee

93%

plan to invest in AI over the next year

WOMEN & AI ADOPTION



25%

gap in AI adoption between men & women

3x

AI adoption rate by women in 2025 (vs. 2.2x by men)

38%

more likely to have ethical reservations about AI

69%

in women opening businesses from 2019 to 2024

now the fun part

What's *possible*
with AI



Why use *AI* in *your* business?



A momentum generator

Never start from a blank page again. AI gives you a first draft to react to.



Delegate draining tasks

Hand off the soul-sucking tasks so your energy goes where it matters.



Fast idea to impact

Build fast, in natural language, without technical experience.



Customized to you

Trained on your voice and how you and your clients work.

Gut checks for your *biz*



What needs to be more human?

The moments where your judgment, taste, and values are the whole point.



What's your unique zone of genius?

Protect the work and creativity that only you do, delegate the rest.



How do you hold the standard?

You must keep a strong grip on what good looks like.

Examples



let's get you set up

Claude setup & basics



the foundation

Prompting 101





a little reminder

AI is a *genius*,
overeager intern
without real-
world experience



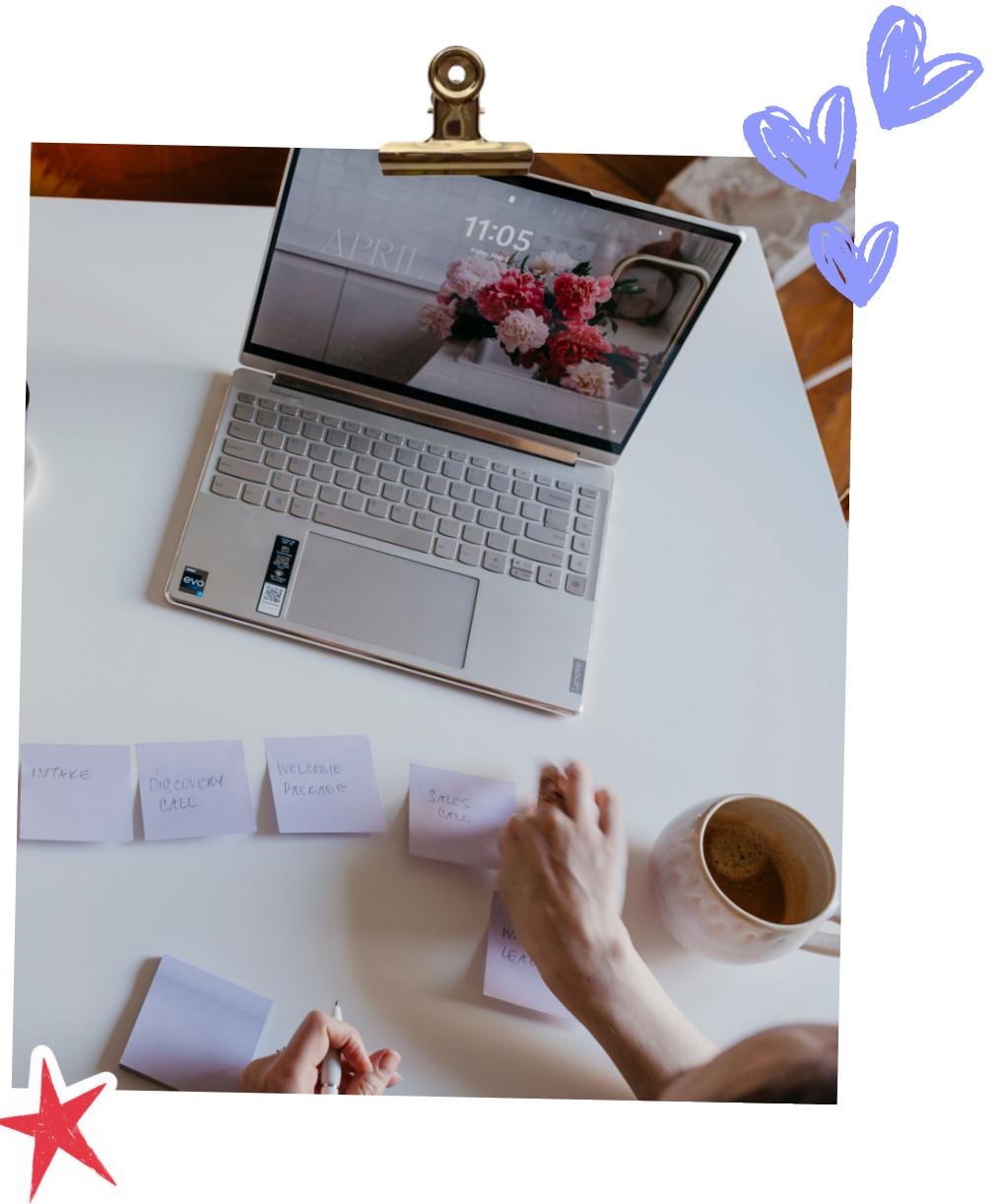
My *Prompt* Framework

ROLE – Tell it what role to play *e.g. brand strategist, CFO, legal advisor*

TASK – What it needs to do (specifically)

CONTEXT – Anything it needs to know about what it needs to do *e.g. project files, website links, what's important or not*

FORMAT – What do you want the output to look like? What does good look like? *e.g. needs to be a list, table, describe tone, color preferences, etc.*





Prompt Example

ROLE: You are a strategic copywriter who specializes in B2B service businesses. You write in a warm, direct, and slightly witty tone — confident without being corporate.

CONTEXT: I'm a Fractional COO working with online service-based founders who are operationally overwhelmed. My referral partner is a business coach who works with the same audience. The goal of the email is to position this as a mutual value exchange. I get referrals; they get to offer their clients an operational resource. We haven't met before, but have a mutual connection.

TASK: Write a cold outreach email to a potential referral partner asking for a 20-minute intro call. (not a booking link)

FORMAT

Email format with subject line

150 words or fewer

Conversational, not salesy

End with a low-friction CTA (reply, not a booking link)

Do's & don'ts of *prompting* ✨

DO

- ✓ One prompt = one task, one identity
- ✓ Give context
- ✓ Keep chat thread to 10-20 responses, use handover files
- ✓ Edit any errors in the initial prompt
- ✓ Group answers and provide all context in the 1st prompt

DON'T

- ✗ Pack all tasks into one prompt
- ✗ Overexplain or provide WAY too much info
- ✗ Use the same chat thread forever
- ✗ Resubmit the previous prompt to fix the error
- ✗ Piecemail information - provide all context and answers all in the same message



🌟 **PRO TIP:** When you're building, add "Ask me questions until you're 95% clear on the task."

the real toolkit
Skills &
Projects





Skills *vs.* Projects

Skills

Reusable instruction sets, aka recipes or SOPs for Claude. Write one once, and it handles that task the same way every time.

e.g. a brand-voice skill that makes all your copy sound like you.

Projects

Persistent context folders. Add your files, instructions, and tone once, and Claude carries them into every chat inside.

e.g. one project per major workflow or client.

Do's & don'ts of *skills*

DO

- ✓ One skill = one task, one identity
- ✓ Connect individual skills together
- ✓ Keep each one concise
- ✓ Use a skill orchestrator (a manager skill)

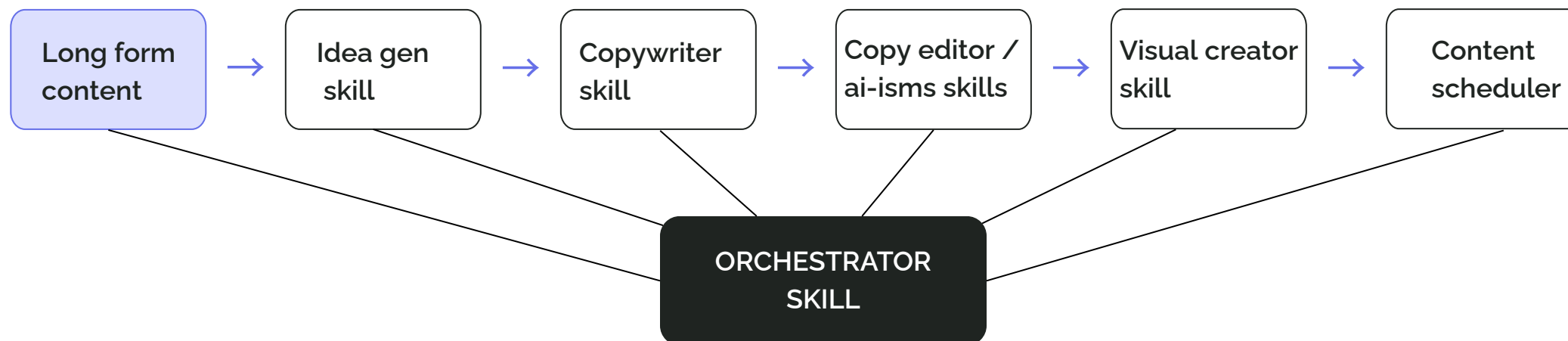
DON'T

- ✗ Pack all tasks into one skill file
- ✗ Use skills in isolation
- ✗ Add way too much context & info
- ✗ Manually trigger every single skill



Skill stacking — *content repurposing*

How a few small skills chain into a full content workflow.



Build your *Brand* skill

- 1 Pull up the Morning Session page and open a fresh Claude window.
- 2 **Add the skill:** Customize → Skills → “+” → Browse → type “skill-creator.”
- 3 **Make a Project:** Projects → New → name it “Brand” for branded content.
- 4 Copy & paste the “Brand Skill Builder Prompt” into a new chat in the Project. **Don't hit enter.** First gather links, pricing, colors, fonts & social copy first.
- 5 Follow Claude's lead and feed it what it asks for.



COLLECT FIRST

Website · pricing docs ·
brand colors & fonts · logos
· social copy · newsletters ·
brand guides.



BONUS: Audit & copy-editing *skills*

- 1 Back in the Project, start a new chat → paste the **Audit Skill** prompt. Address what it flags, or save it for later.
- 2 Download these skill files from the Workshop page: **copy-editing**, **AI-isms**, and **sales copy**.
- 3 Upload the skills by clicking: Customize → Skills → **Create Skill** → Upload a Skill → upload all three.

time for automation

Scheduled in Cowork



How to *automate* in Claude

- **PROJECTS/SKILLS** - these are super easy to build and require a manual trigger within Chat/Cowork
- **MCPs** - connect Claude directly to your tools (Notion, Gmail, Slack, Apple Notes, etc.)
- **EXTERNAL TRIGGERS** - leverage external automation software (e.g. n8n, Zapier, Make) to trigger a response in Claude
- **SCHEDULED** - in Cowork only, runs on a time-dependent schedule
- **ROUTINES** - in Code only, runs based on specific triggers





Scheduled *vs.* Routines

Scheduled

COWORK ONLY

- runs automatically at a set time
- no human trigger needed
- your computer must be on with Claude open.
- you can set up unlimited Scheduled tasks
- easier setup

e.g. Every Monday at 8am, pull my week's calendar and send me a briefing.

Routines

CODE ONLY

- triggered via a schedule, API call, or GitHub event
- can run while your computer is off
- only 5 Routines/day on Pro and 15/day on Max
- requires more setup

e.g. when you have a new discovery call scheduled, a pre-brief automation is triggered



Artifacts *vs.* Live Artifacts

Artifacts

CHAT ONLY

- static outputs
- create deliverables to save or share (a report, slide outline, email draft)
- write code to copy into another tool
- generating a one-time visual or chart

e.g. document, PDF, report, data analysis, HTML page (non-interactive)

Live Artifacts

COWORK ONLY

- interactive apps
- build a tool someone can use repeatedly
- create something that refreshes automatically
- Claude to power an app inside the chat

e.g. quizzes, dashboards, interactive websites, customized inputs > outputs



Connectors (MCPs_

aka Model Context Protocols

Integrations that give Claude access to your external tools and data

- no copy & paste
- no hunting down links
- **Important:** remember to set up your custom permissions!

Examples: Notion, Gmail, Google Drive, Zapier, Canva, Stripe, Kit, Flodesk (coming)

Build your *Morning Debrief*

- 1 **Add your Connectors:** click Cowork → Customize → "+" → Browse Connectors
- 2 **Set up Connector permissions:** once added, click on the new Connector and adjust tool permissions
- 3 **Make a Project:** Projects → New → name it "Morning debrief" and add a description
- 4 **Create Scheduled task** - open a new chat in the Project → type "/scheduled" → copy & paste in the "Morning Debrief Prompt"
- 5 Follow Claude's lead and feed it what it asks for.



MENTALLY PLAN

- ✓Where does your info live? (Notion, Gmail, Google Calendar, etc.)
- ✓Where do you want your debrief to live? (Claude, email, Slack, etc.)



content with ease

Carousel Creator



Build your HTML Carousel Maker

- 1 **Find your inspiration:** pick 2-3 carousel templates on IG or Canva that you love and save them.
- 2 **Add New Project in Cowork:** name it "HTML Carousel Maker" and add a short description
- 3 **Add brand photo access if needed:** on the right, under Context click "+" → Choose Folder → select your brand photos folder
- 4 **Copy in the HTML maker prompt** - open a new chat in the Project, copy and paste in the prompt, and add in your brand skill
- 5 Follow Claude's lead and feed it what it asks for.

NEXT LEVEL

Once your HTML maker is creating carousels that you like, ask Claude to create you a Skill - this will be a key step in automating carousel creation.



a little magic

Human Design & Astro Bestie



Build your HD & Astro Bestie

- 1 **Make a Project:** Projects → New → name it “Astro Bestie” and add a description
- 2 **Copy and drop in the Project Instructions:** modify as needed for your information
- 3 **Add any files to the files section:** Human Design or astrology charts

QUESTIONS TO ASK

- Write me a marketing plan based on my chart
- What are shadow areas that show up in sales cycles?
- What gives me energy in my business?

BEFORE YOU START

Grab your Human Design and astrology charts from any free resource



Final *thoughts*



Keep your AI blinders on

AI is moving SO fast. No one individually can keep up. Stay focused on what matters to your business.



Build in community

Find fellow business owners to build with. There are SO many different ways to use AI, learn from each other.



Experiment and play

The applications of AI are endless. We haven't begun to touch on all of them. Find new, fun ways to test what it's capable of.

that's a wrap

Merci.

Now go build something that matters — and still
make it to school pickup.

Cheyenne Johnson & Dom · Well in France

