

// STARTER GUIDE . 2026

Crossing the AI Threshold

Three steps. One afternoon. You will never work the same way again.

STEPS

3

TIME TO SET UP

15 min

FIRST RESULT

Today

// EVERYTHING YOU NEED TO DO

Three steps. That is it.

This is not a 20-page course. There are three things to do and they take about 15 minutes total. By the end of this afternoon you will have Claude running on your computer, building real things into a project folder on your desktop. Everything after that is just getting better at it.

01

Download the Claude desktop app

Go to claude.ai/download. Install it on your Mac or Windows machine. Create a free account or sign in with Google. The desktop app is where the real power lives. The web version works, but the app gives you Cowork mode, file access, and a cleaner workspace.

-> claude.ai/download . Free . Mac + Windows . Under 2 minutes

02

Open Cowork mode

In the desktop app, look for the Cowork toggle. This is Claude's agentic mode. Instead of just chatting, Claude can read files on your computer, create documents, organize folders, and complete multi-step tasks. You talk, it builds. This is the unlock most people never find.

-> Desktop app . Toggle 'Cowork' in the sidebar . No code required

03

Point it at a folder and start building

Create a folder on your desktop. Tell Claude: 'Work inside this folder.' Now give it a real task. A landing page. An email sequence. A course outline. Claude will create the files, organize them, and save everything right where you told it to. You are not chatting. You are building.

-> Create a folder . Point Claude at it . Start with something real

// WHY COWORK MODE CHANGES EVERYTHING

You are not chatting. You are operating.

Most people use Claude like a search engine. They type a question, get an answer, and copy-paste it somewhere. That is 10% of what this tool can do.

Cowork mode is the other 90%. Claude reads your files. Creates new ones. Organizes them into folders. Builds entire projects. You describe what you want. It does the work. You stay in the driver's seat.

// WHAT COWORK CAN DO IN A SINGLE SESSION

- > Build a full landing page as an HTML file and save it to your project folder
- > Write a 5-email welcome sequence and save each email as a separate document
- > Create a complete course outline with module breakdowns and lesson descriptions
- > Draft a proposal, format it properly, and organize it with supporting materials
- > Turn a voice note transcript into a blog post, 3 social captions, and a newsletter draft
- > Research a topic and produce a structured brief with sources and recommendations
- > Build a content calendar for the month with topics, hooks, and drafts for each post
- > Create a brand voice document from a conversation about how you sound and what you stand for

// THE KEY INSIGHT

Every one of these used to require a freelancer, a VA, or hours of your own time. Now it is one conversation.

// TRY THIS RIGHT NOW

Your first build.

Copy this. Paste it. Go.

Open the Claude desktop app. Turn on Cowork. Paste this prompt and fill in the brackets. Watch what happens.

```
I want to build a project folder for my business. Here is what I do:
[Describe your work in 2-3 sentences]
Create a folder called 'My AI Project' on my Desktop. Inside it, create:
1. A file called 'brand-voice.md' that captures my voice, my audience,
   and my positioning based on what I just told you. Ask me clarifying
   questions if you need to.
2. A file called 'first-draft.md' with a first draft of [choose one]:
   - A landing page for my main offer
   - A 5-email welcome sequence for new subscribers
   - A course outline for a topic I teach
   - A week of social media content
Save everything to the folder. Keep it organized.
```

When you run this, Claude will create the folder, write the files, and save them. Open the folder on your desktop. The files are there. That is the moment it clicks.

// AFTER YOUR FIRST BUILD

Push back. Tell Claude what to change. Ask for a different tone. A shorter version. A second draft. Iterate.

// WHAT TO BUILD FIRST -- BY ROLE

Pick your lane. Start building today.

Find your role below. Each one lists what Claude can build for you in Cowork mode in a single afternoon. Pick one and go.

Coaches & Consultants

Welcome email sequence / Client onboarding packet / Program curriculum / Proposal template / Discovery call prep doc / Content from session transcripts

Content Creators & Personal Brands

Full week of social captions / Newsletter draft from a voice note / YouTube script from bullet points / Brand voice document / Content calendar for the month

Designers & Web Builders

Full HTML landing page / Client copy for any section / Project proposal with scope and pricing / SOPs for your delivery process / Portfolio case study write-ups

Business Owners

Complete launch funnel copy / Hiring materials and job descriptions / Strategic decision analysis / Customer research synthesis / Operations playbooks and SOPs

Course Creators & Educators

Full course outline with lessons / Lesson scripts ready to record / Workbooks and worksheets / Sales page for the course / Launch email sequence

// WHEN YOU ARE READY FOR MORE

You have the foundation. Here is what comes next.

// UPGRADE TO PRO -- \$20/MO

The free tier has limits you will hit fast.

Pro gives you 5x more messages, the best model, file uploads, and the Projects feature for persistent memory across conversations. At \$20/month it is the highest-ROI subscription in your stack. A single email sequence Claude writes pays for a year of it.

// THE LIVE SESSION -- APRIL 2ND

See it done live. The last session.

On April 2nd at 10am PST I am going live with a small group to build real things in real time. You will watch projects get built from scratch. You can bring your own and we will work on it together. The first session on March 26th delivered. People walked out with finished landing pages, email sequences, and course outlines. This is the final time I am running it live.

// FULL LIVE EXPERIENCE -- \$100

Live seat . Thursday April 2nd . 10am PST . ~2 hours

Hot seats -- bring your project, we build it together

Complete resource doc + 30+ prompt library

Full replay -- yours to keep

nathanielsolace.com/offers/R5KVUxdF

Questions? nathaniel@nathanielsolace.com