Claude

FREE GUIDE

Claude Power Guide

How to brief Claude like a teammate: structure, examples, long documents and the features that save time, with prompts you can paste today.

How to use this guide

- Tap any line in Contents to jump to that step; the footer link brings you back.
- Copy the prompt in each box and fill in the [brackets].
- Tick off the checklist at the end as you try each technique.

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STEP 01

Be clear and say why

Claude follows instructions closely. Explaining the reason behind a rule helps it apply the rule well in cases you did not list.

> **Write it like a brief.** What, for whom, and what good looks like

> **Give the reason.** 'Keep it short because it is read on a phone'

TRY THIS PROMPT

```
I need [deliverable] for [audience].
Good looks like: [criteria].
Keep it [constraint] because [reason].
```

STEP 02

Separate parts with tags

When a prompt mixes instructions, data and examples, simple XML-style tags keep them from blurring together.

> **Wrap each input.** <document>, <notes>, <example>

> **Refer to tags by name.** 'Using the <notes>, ...'

TRY THIS PROMPT

```
<document>
[paste]
</document>
<task>
Summarise the document for [audience] in
5 bullet points.
</task>
```

STEP 03

Show examples

Two or three varied examples are the most reliable way to set format and tone.

> **Vary them.** So Claude learns the pattern, not one case

> **Tag them.** Put them inside <example> tags

TRY THIS PROMPT

```
<example>[input] -> [output]</example>
<example>[input] -> [output]</example>
Now do the same for: [new input]
```

STEP 04

Give it room to think

For analysis, maths or tricky decisions, ask Claude to reason before it answers.

> **Ask for reasoning first.** Then a clear final answer

> **Use extended thinking.** Turn it on for hard problems when available

TRY THIS PROMPT

```
Think through this step by step inside <thinking>
tags, then give your final answer inside
<answer> tags.
Problem: [describe]
```

STEP 05

Long documents: data first, question last

With long inputs, put the material at the top and your question at the end.

> **Quote before answering.** Ask Claude to pull the relevant quotes first

> **Label each file.** Wrap every document with its name

TRY THIS PROMPT

```
<document name="[file]">[paste]</document>
First quote the passages relevant to my
question, then answer it using only them.
Question: [question]
```

STEP 06

Say what to do, not what to avoid

Positive instructions are easier to follow than lists of don'ts.

> **Swap negatives.** 'Write in plain prose' instead of 'no markdown'

> **Match the style.** The style of your prompt nudges the style of the reply

TRY THIS PROMPT

```
Write this as flowing paragraphs in plain,
friendly language, about [n] words, for
[audience].
```

STEP 07

Use Projects and Artifacts

Keep context and outputs where you can reuse them.

> **Projects.** Upload reference files and set instructions once for a whole workstream

> **Artifacts.** Have Claude build a page, doc or small app you can view, edit and share

TRY THIS PROMPT

```
Build this as an artifact: a one-page
[checklist/landing page/calculator] for [goal],
mobile friendly, with [key sections].
```

STEP 08

Iterate in place

Treat the first reply as a draft and steer it.

> **Be specific.** 'Shorter intro, add a code sample to step 2'

> **Ask for options.** Three variants, then pick and refine one

TRY THIS PROMPT

```
Give me 3 different versions of [thing]:
one bold, one minimal, one playful. Label them
A, B, C, and say who each suits.
```

CHECKLIST

Your checklist

Tick each box as you try it. The boxes are real form fields, so most PDF viewers save your ticks.

- [ ] Wrote a brief with audience, criteria and the why
- [ ] Wrapped my inputs in XML-style tags
- [ ] Gave two or three varied examples
- [ ] Asked Claude to think before the final answer
- [ ] Put a long document first and the question last
- [ ] Rewrote a 'don't' as a 'do'
- [ ] Set up a Project with reference files
- [ ] Built something as an artifact
- [ ] Asked for three variants and refined one

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