

Solo Pro, Ready to Go.

คนเดียว ก็เพียงพอได้

Run your marketing and design work with Claude. The loop, the setup and seven recipes for small businesses and creatives.

By Get, brand designer and marketer in Bangkok. This is how I run brand, web and marketing work with Claude, written so you can set it up too.

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What this guide sets up for you.

สิ่งที่คุณจะได้จากคู่มือนี้

I work alone, and Claude does the parts of an agency that don't need a person: first drafts, file builds, resizing, checks and reports. I keep the parts that do: taste, judgement and every final yes. This guide shows that setup in a form you can copy.

By the end you'll have

- A project folder Claude can read and build into.
- Your brand rules written down once, used every time.
- Three or four skills that do your repeat jobs your way.
- Seven recipes you can start with one prompt.
- Clear lines Claude never crosses without your yes.

Who it's for

Small business owners, in-house marketers and freelancers who make posts, pages, emails, PDFs and ads every week.

Time

An afternoon to set up. Then each recipe saves hours every time it runs.

What you need

A Claude plan

A paid plan (Pro or above) gives you Claude Code and longer sessions. Check claude.com for current plans.

The desktop app

Claude for Mac or Windows. Chat for thinking and writing, Claude Code when Claude should work with files on your computer.

One folder

Everything for your business in one place, set out on page 4.

Claude features and plan names change often. Where this guide names a feature, check Claude's help pages for the current version. Nothing here needs coding experience; Claude writes the scripts, you read the results.

The loop.

วงจรการทำงานกับ Claude

Every job runs the same way, from a single Instagram post to a 30-page brand book. The loop is what keeps AI work fast without letting it get sloppy.

Brief

You say what you want in plain words: who it's for, the one goal, the deadline, what to avoid.

Skills

Claude loads the right skill: your brand rules, your email style, your ad format. Nothing to re-explain.

Build scripts

Claude writes a small script that builds the thing: the PDF, the 12 image sizes, the email layout. Change the text, run it again.

One check

Claude renders the result and checks it once against your rules: overflow, typos, wrong colours, invented facts.

Your approval

You look at the real pages. Prices, promises, claims and anything public wait for your yes.

Publish

You post, send or switch it live, or tell Claude to, in so many words. Then save what you learned.

Why only one check? Endless review rounds burn time and usage. One honest pass on the real rendered pages catches almost everything. If it fails, fix and check that page again, then stop.

Set up in an afternoon.

ตั้งค่าครั้งเดียว ใช้ได้ทุกงาน

Make one folder with the same eight drawers every time, then open it in Claude Code. Claude can now find your logo, your photos and your past work without you attaching anything.

```
My Business/  
  CLAUDE.md      house rules Claude reads every session  
  00 Admin/      approvals.md, numbers.csv  
  01 Brand/      logo files, fonts, brand guideline  
  02 Offer/      offer, prices (yours to set), lead magnet  
  03 Social & Ads/  posts, carousels, ad sets  
  04 Video/      raw clips, edits, finals  
  05 Photos/     real photos only, by date  
  06 Web/        site files, page drafts  
  07 Docs/       proposals, decks, PDFs  
  08 Email/      welcome emails, newsletters  
  99 Archive/    old versions (never delete, move here)  
  .claude/skills/ your skills, one folder each
```

The house rules file

A file called CLAUDE.md in the top of the folder. Claude reads it at the start of every session, so your rules apply without asking.

```
# House rules for [Business]  
- Brand: follow the brand-playbook skill for anything visual.  
- Never invent clients, reviews, numbers or awards. Mark gaps [TO CONFIRM].  
- Never type passwords, keys or card numbers. Ask me to paste them.  
- Never post, send, spend or go live without my yes in this chat.  
- Prices, guarantees and discounts are my decision.  
- One verification pass on rendered output, then show me.  
- Save new lessons to notes/learned.md.
```

Skills: teach it once.

สกิล สอนครั้งเดียว ใช้ได้ตลอด

A skill is a folder with one instruction file, SKILL.md. The top lines say what it's for. When a task matches, Claude loads it and follows it. It's the difference between briefing a new freelancer every morning and working with someone who already knows your brand.

Where they live

In Claude Code, in `.claude/skills/` inside your project, one folder per skill. Claude's apps can also use skills; see Settings.

How to write one

Do the job once with Claude. When it's right, say: "Turn what we just did into a skill." Read it, cut what's vague, keep it under two pages.

An example you can copy

```
---
name: brand-playbook
description: Brand rules for [Business]. Use for any post, page,
  email, PDF or ad made for [Business].
---
# Brand playbook
Colours: Blue #XXXXXX (headlines, buttons) 30%. Paper #XXXXXX 60%.
Ink #XXXXXX (text) 10%. Nothing else saturated.
Type: [Headline font] for headlines only. [Body font]. [Thai font]
with a Thai line under each English headline at a quarter size.
Logo: use the files in 01 Brand/Logo. Never retype the name.
Voice: friendly, direct, short sentences. Examples: ...
Never: decorative lines, tiny numbered labels, identical boxes,
fake AI photos of our shop or customers, em dashes in body copy.
Before showing work: render it, check it once against this page.
```

Good skills are specific. "Make it look premium" teaches nothing. "Blue #XXXXXX for headlines only, never on body text" teaches a lot.

Four skills worth writing first.

Start with the jobs you repeat every month. These four cover most small-business marketing.

Brand playbook

Your colours, fonts, logo files, photo style, voice and the things you never do. Every other skill points to this one, so your brand stays the same across every job.

Lead-magnet PDF builder

Turns an outline into a designed PDF with a build script: cover, contents, pages from your template, real facts only, an owner-to-confirm list for anything unproven. Renders every page and checks for overflow.

Email sequence

Writes a welcome series in your voice: deliver, quick win, story, objection, invite. Subject, preview text and outline for each, plus a designed header from your template.

Ad set

One target, three concepts, three sizes (4:5, 9:16, 1:1). Writes the callout first line, primary text, headline and button; builds the artwork from real photos; writes a test plan with a keep or stop rule. It hands you files. It never posts or spends.

Later, when you need them

Social post set

Proposal one-pager

Case study

Weekly numbers

Website section

Thai translation check

Memory: never pay for a mistake twice.

จดสิ่งที่เรียนรู้ ไม่พลาดซ้ำ

Claude starts each session fresh. What carries over is what you write down: the house rules file, your skills, and a short notes file of lessons. After any job where something went wrong, end with one line: “Save what we learned.”

Save

Traps you hit, settings that worked, your decisions and why, where files live, names of things.

Don't save

Passwords, keys, client personal data, or anything you could find again in the files themselves.

Tidy

Once a month, ask Claude to merge duplicates and delete notes that are no longer true.

What a notes file looks like

Learned (newest first)

- Email platform: activating “new subscribers only” skips people already in the group. Remove and re-add them to trigger it.
- Thai text in design apps: the default text engine can drop tone marks. Use the world-ready composer, then check at 100%.
- Website: change the version number on a file you update, or visitors keep seeing the old one.
- Our rule: the call to action is a picture of the free guide.

Each line is a lesson that cost an hour or a client's patience once. Written down, it costs nothing next time.



Scripts for the boring parts, helpers for the big ones.

Most design work has a mechanical half: resizing, exporting, renaming, rebuilding a PDF after one word changes. Ask Claude to write a script for it once. Next time it runs in seconds and uses almost none of your usage.

Good jobs for a script

Build a PDF from text and a template. Export one design in 12 sizes. Rename and sort a shoot into folders by date. Make page previews and a contact sheet. Check every link on a page.

Say it like this

“Write a build script for this, so I can change the text and run it again. Keep it in the project folder.”

Subagents for parallel design work

Claude Code can hand parts of a job to helper agents that work at the same time, each with its own brief. Useful when the parts really are separate.

Use them for

Three ad concepts explored in parallel. Research on five competitors. A brand book and its social templates at once.

Skip them for

Small edits, file sorting and anything a script can do. Each helper uses its own share of your usage, so a quick job can cost ten times more.

Give every helper the same brief style: the goal, the brand skill to use, one check only, a short report back.

Your design apps, driven by script.

ให้ Claude ช่วยทำงานในโปรแกรมออกแบบ

Claude can't click around Illustrator like you do, but it can write the scripts these apps already understand, and connect to some apps directly.

Adobe Illustrator, Photoshop, After Effects

All three run scripts (ExtendScript, .jsx). Claude writes one that lays out pages from your text, builds 20 social posts from a spreadsheet, or animates a logo sting. You run it from File, Scripts, or Claude runs it for you on a Mac. The result is a normal file you can keep editing.

Canva and Figma

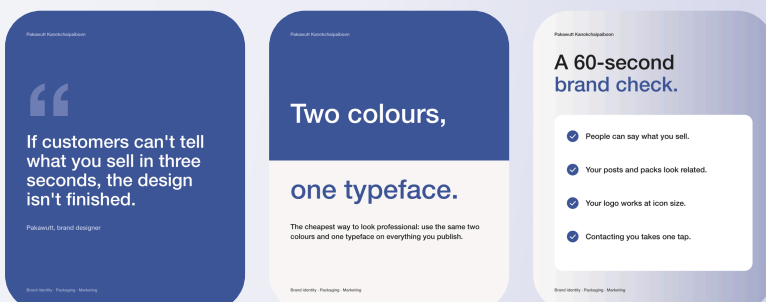
Both offer connectors that Claude can use to read and create designs. Look in Claude's connector directory and your plan settings for what's available today.

No design app?

Claude can build pages in HTML and turn them into PDFs and images. That's how this guide was made.

Traps worth knowing

- Save before every script run. A crashed app loses unsaved work.
- One session per app at a time. Two scripts fighting over Illustrator will crash it.
- Thai text: the default text engine can drop tone marks (็, ็๋). Use the world-ready composer and check at 100%.
- Use real photos. Generated scenes that pretend to be your shop or customers lose trust fast.
- Look at letterforms and logos at full size, never only as thumbnails.



Three of twenty LinkedIn posts I built this way: one spreadsheet of copy, one Illustrator script, every layout different, the brand the same.

Email that runs while you work.

ระบบอีเมลอัตโนมัติ

The simplest machine in small-business marketing: someone fills a form, joins a group, and gets a welcome series. Any email platform with a free plan does it (MailerLite, Brevo, Kit and others).

Form

Email, first name, one question about who they are, an unticked newsletter box, a privacy link.

Group

Everyone from this form lands in one group, named after the free gift.

Sequence

3 to 5 emails: deliver, quick win, story, objection, invite to a call.

What Claude does, what you do

Claude

Writes the emails in your voice. Designs the header from your template. Fills drafts in the platform if you're logged in, and writes the setup checklist.

You

Log in. Paste any API key into the platform's own settings field. Send yourself a test. Switch the automation on.

Settings that trip people up

- Double opt-in: decide on purpose. It cleans your list but loses some sign-ups.
- “New subscribers only” skips people already in the group when you switch on.
- The newsletter box must start unticked (Thailand's PDPA and most privacy laws).
- Keep important words as live text, not only inside images. Some inboxes hide images.
- Check your domain's email records (SPF, DKIM) before you send from your own domain.

Preview first, then go live.

Claude can build and edit website pages fast. Speed is the risk: a wrong change goes to every visitor at once. So every web change gets a preview, your yes, and an easy way back.

Preview

Build on your computer or a private preview link. Check a phone width (390 px) and a laptop. No sideways scrolling.

Approve

You click through it yourself. Forms get a real test with your own email.

Go live

One switch or one deploy. Keep the old version so going back is one step. Update file versions so nobody sees a cached old page.

Auto-replies that send people to you.

When a post says “Comment GUIDE and I’ll send it”, set the platform’s automatic reply to send the link. Send them to a page, not straight to the file: if you want a list, the page asks for an email; if your gift is a free download like this guide, the page can still show your next step.

Set up

Facebook and Instagram have built-in automated replies for comments and messages; tools like ManyChat do more. LinkedIn has no auto-DM, so reply by hand or put the link in the first comment.

The reply

“Here it is: [page link]. Reply here if you get stuck.”

The Monday 20 minutes.

นับถวนตัวเลขทุกวันจันทร์

Marketing without numbers turns into posting and hoping. Every Monday, give Claude last week's numbers and get back what to keep, what to change, and three tasks for the week.

Track five numbers

Visitors

People who saw the sign-up page.

Sign-ups

New emails, and sign-ups divided by visitors.

Calls booked

Or orders, if you sell online.

Proposals

Quotes or offers sent.

Won

New customers and revenue.

Make it automatic

Keep a simple numbers.csv in 00 Admin. Claude's desktop app can run a scheduled task every Monday morning that reads it and writes the review, or set a calendar reminder and paste the prompt.

Read 00 Admin/numbers.csv. Compare last week with the 4 weeks before.

1. The five numbers, with the change in % and one line on why.
2. The weakest step in the funnel (visitors > sign-ups > calls > proposals > won).
3. Keep, change or stop for each ad and post type, with the reason.
4. Three tasks for this week, each under 2 hours.

Don't guess numbers that aren't in the file. Mark gaps.



Seven recipes.

เจ็ดสูตรพร้อมใช้

Each recipe is one job you can start with one prompt. Change the words in [brackets].

A brand guideline in an afternoon

Use it when: you have a logo and some photos, but every post looks different.

- Put your logo files, fonts, best photos and 10 past posts in 01 Brand.
- Run the prompt below in Claude Code, in your project folder.
- Approve colours and fonts when Claude asks.
- Read the rendered pages once. Ask for fixes.
- Ask Claude to turn the result into your brand-playbook skill.

Start with this prompt

Read everything in 01 Brand. Build a brand guideline for [Business] as a PDF, with a build script I can re-run. Sections: brand in one line, logo use with our real files, colours with hex and proportions, type with a Thai pairing, photo direction, voice with do and don't lines, layout rules, and templates for a post, a story, an email header and a proposal. Ask me to approve colours and fonts first. Render every page and check it once for overflow and for anything you invented.

A lead-magnet PDF

Use it when: you want a free guide that collects emails and leads into your paid offer.

- Agree the topic: one small problem your buyer has, solved fast.
- Claude outlines it; you cut what you can't stand behind.
- Claude builds it with the brand skill and a build script.
- One check on the rendered pages, then a list of facts for you to confirm.
- Claude makes a cover image to use as the sign-up button.

Start with this prompt

Using the brand-playbook skill, outline a [8 to 16]-page free guide for [target] that solves [one problem] and leads into [offer]. Real facts only; put anything unproven on an owner-to-confirm list. When I approve the outline, build it as an A4 PDF with a build script, render every page, check once, and make a cover image of the guide for the sign-up button.

Designed welcome emails

Use it when: people sign up and hear nothing, or get one plain email.

- Claude writes 3 to 5 emails from the sequence skill.
- Claude designs a header for each from your email template.
- You read them on your phone.
- Claude fills drafts in your email platform, or gives you the HTML.
- You send a test to yourself, then switch the automation on.

Start with this prompt

Write a [3 to 5]-email welcome sequence for people who downloaded [free gift]. Email 1 delivers it with an image of the gift as the link; then a quick win; a short story; an objection; an invite to [next step]. Subject line under 45 characters, preview text, live text body and one button each. Design a header image for each from our email template. Don't send or schedule anything.

An ad set for one target

Use it when: you boost posts and can't tell what works.

- Paste your target summary and the page link.
- Claude writes 6 angles and picks 3.
- Claude builds the artwork from real photos in 4:5, 9:16 and 1:1.
- You approve the copy and every claim.
- You upload and set the budget. Check after 3 to 5 days.

Start with this prompt

Use the ad-set skill. Target: [paste]. Send people to [page link]. Write 6 angles with 3 hooks each, every hook naming the target first. Build the 3 strongest as finished ads in 4:5, 9:16 and 1:1 from photos in 05 Photos, plus copy and a test plan with a keep or stop rule. Save files in 03 Social & Ads/Ads. Do not upload, post or spend.

A website section, safely

Use it when: you want a new block on your site without breaking it.

- Claude builds the section as a preview only.
- You check it on a phone and a laptop.
- You test the form with your own email.
- You say “go live”. Claude makes the one change.
- Claude notes how to switch it back.

Start with this prompt

Build a [sign-up block / page] for [site] that matches our brand skill: [what it says, what it collects]. Show it to me as a preview only, at 390 px and 1440 px wide. Don't change the live site. When I say “go live”, make one change, tell me how to undo it, and update file versions so nobody sees a cached copy.

One idea, a week of posts

Use it when: you have things to say but no time to turn them into content.

- Tell Claude one idea, story or result from this week.
- Claude plans 5 posts in different formats.
- Each post gets its own layout; brand constants stay fixed.
- You approve, schedule or post them yourself.

Start with this prompt

Here's one idea from this week: [idea]. Turn it into 5 posts for [platforms]: a carousel, a single image, a short video script, a text post and a story. Each opens by naming who it's for. Build the visuals from our templates and real photos, with a different layout for each post. Captions in [languages]. Don't post.

The Monday numbers review

Use it when: you're busy and never look at what's working.

- Keep numbers.csv updated, or export from your tools.
- Run the prompt, or schedule it for Monday 9:00.
- Read the three tasks. Put them in your calendar.
- Once a month, ask for a four-week trend.

Start with this prompt

Read 00 Admin/numbers.csv. Give me the five numbers with week-on-week change, the weakest step in the funnel, keep or change or stop for each channel, and three tasks for this week under 2 hours each. Don't guess missing numbers.

Write your own recipe

When you've done a job twice, make it a recipe. Same four parts every time.

Name: [the job, in plain words]

Use it when: [the problem that starts it]

Steps: [4 to 6 steps, mark which ones are yours]

Start with this prompt: [goal, target, files to read, skill to use, output and where to save it, one check, what not to do]

One I wrote this way

Name: Case study post from a finished project

Use it when: a project just ended and nobody has posted about it

Steps: you pick 6 real photos > Claude drafts the before and after
> you approve every claim > Claude builds a 5-slide carousel > you post

Start with this prompt: Read 07 Docs/[client] and 05 Photos/[client].

Write a LinkedIn case study (problem, what we did, what changed) from facts in those files only; mark gaps [TO CONFIRM]. Then build a 5-slide 4:5 carousel from the post template. Don't post.

What I never let the AI do.

สิ่งที่ไม่ให้ AI ทำแทนเด็ดขาด

Put these in your house rules file on day one. They protect your money, your accounts and your name.

Type passwords, API keys, card or bank numbers.

You paste keys into the app's own settings field. Claude never needs to see them.

Post, send, publish or go live without your yes.

Approval means you saying so in the chat, every time, for that action.

Spend money.

No ad budgets, purchases or paid credits beyond a limit you set out loud.

Invent claims.

No made-up reviews, client names, numbers, awards, “No.1” or “best in Bangkok”.

Set prices, guarantees or discounts.

It can suggest and compare. You decide.

Delete for good.

Old versions go to 99 Archive. Nothing is emptied from the bin by Claude.

Mix client files.

Each client's files and personal data stay in that client's project.

Fake the real world.

No AI photos posing as your shop, product, team or customers.

Accept terms or change account settings for you.

Cookie banners, terms, permissions and account changes are your clicks.

Want it set up with you?

Most people get stuck on the setup. In the Build-a-Brand AI Assistant setup we build this guide on your own computer, together: your folder, your house rules, your brand skill and your first recipe running on real work.

Build-a-Brand AI Assistant

Done with you, on your computer. You leave with it working.

Build-a-Brand Road Map

If you're not sure what to build first: who to target, what to offer, what the site and ads should do.

Build-a-Brand Marathon and Ultra

Done for you: one stage, or the whole brand, website, content and ads, built with this exact workflow.



See the packages

Build-a-Brand with Get: Road Map, AI Assistant, Marathon, Ultra.



Or start with a free 20-minute call.

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Let's talk.

คุยกันได้เลย

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