POSTING WITHOUT THE SECOND JOB

Setting up: from zero to your first conversation

set up once · then just talk

You don't need to know anything about AI. If you can upload a photo to an email, you can do this. Go one step at a time, and don't skip ahead.

What you'll have at the end

A space in Claude that knows how you think about your work. You'll talk to it about your practice once, properly, and after that, on a posting day, you just tell it what's on your mind and it writes the post with you, in your words.

Before you start

You need a computer for the setup, a laptop or desktop.

You need **the skill file**, called **posting-without-the-second-job.zip**. It's in the email you received with your purchase, and on the page you saw just after paying. Save it somewhere you can find it, like your Desktop. **Don't open or unzip it.** Claude needs it exactly as it is.

Step 1 · Make a free Claude account

Go to **claude.ai**. Choose **Continue with Google** or **Continue with email**, and follow the steps.

The free account is enough. You don't need to pay for anything.

Step 2 · Check your settings

Claude needs one switch turned on before the skill in step 3 can work. On a new account it's normally on already, so most likely you'll look at it and change nothing. Look anyway.

1. Click your name in the bottom-left corner of the screen, then **Settings**.
2. In the list on the left, click **Capabilities**.
3. Find **Create and edit files**. On some accounts it reads **Code execution and file creation**. That's the same thing.
4. Look at the switch to the right of it. **If it's blue, it's on, and there's nothing for you to do.** If it isn't blue, click it once. It turns blue.

That's the only setting to check.

One more, and it's your choice. Still in Settings, click **Privacy** in the list on the left. Under **Preferences** there's a switch called **Help improve our AI models**. When it's on, Anthropic, the company behind Claude, may use your conversations to train its future AI. On a new account it's on. You'll be telling Claude a lot about how you think about your work, so decide whether you're comfortable with that. To turn it off, click the switch so it's no longer blue. Either way, everything works the same.

Step 3 · Add the skill to Claude

The rest of the setup happens in an ordinary conversation with Claude, not in Settings. A conversation is the whole of it: you type in the chat box, and Claude answers.

1. Close Settings. You're back on Claude's main screen.
2. Click **New** at the top of the list on the left. That opens an empty conversation, waiting for you to type.
3. Click the **+** next to the chat box, then **Upload or add files**, and pick **the skill file** (posting-without-the-second-job.zip). You can also drag the file straight into the box, if you'd rather.

4. Type **Save this as a skill.** and send it.
5. Claude takes a little while to read it. Then a card appears with a **Save skill** button. Click it.
6. Usually a small message then says **Skill saved**. If a panel on the right still shows a **Save skill** button at the top, click that too. If the button then changes to **Update**, in the same place, click **Update** as well.

That's it. To check it worked, click **Customize** in the list on the left, then **Yours**. You'll see **posting-without-the-second-job** there.

Step 4 · Make your project

A **project** is a space inside Claude that keeps what's needed to write your posts in one place: how you think about your work, and your plan. You'll make one now and call it **My Content Plan**.

1. In the list on the left of the main screen, click **Projects**.
2. Click **New project** in the top-right.
3. Under **What are you working on?**, type **My Content Plan**. You can leave the second box empty.
4. Click **Create project**.

From now on you talk about your posts inside this project, not in a new chat on the home screen. To come back to it any time:

1. Click **Projects** in the list on the left.
2. Click **My Content Plan**.

Step 5 · Start the conversation

In your **My Content Plan** project, click in the chat box at the top, type **let's start**, and send it.

Claude will explain what happens next and start asking you about your work. If typing feels like a chore, click the **microphone** in the chat box and just talk.

A word about this first conversation. It's longer than you might expect, and that's on purpose. You only do it once. It's what makes your posts sound like you and not like everything else online.

You don't have to do it in one sitting. It comes in four parts, and at the end of each one Claude gives you a file. Download it and add it to your project, the way step 7 shows. **That file is what makes stopping safe**, because it holds everything you've said so far and which parts you've done.

To carry on another day: open **My Content Plan**, start a new conversation, and type **let's start** again. Claude reads your file and picks up at the next part.

On the free plan, it will probably pause partway, and that's expected. The free plan allows a certain amount of conversation at a time, and this first one is long. At some point Claude will stop and tell you that you've reached your limit, and what time it opens again. Everything you've said stays in that conversation. At that time, open **My Content Plan**, click the conversation you were in, and carry on from where it stopped.

Your pillars. Near the end, Claude suggests your **pillars**: three or four big subjects you keep coming back to in your work. Each pillar has room for many different posts. Say one of yours is *what anxiety actually is*. Under it can sit what a panic attack feels like from the inside, why "just relax" makes it worse, and what people expect from their first session. Every posting day in your plan has its own question, and the days move between your pillars, so your posts stay varied. You can change a pillar any time.

Step 6 · Never put client information in

This is for your public voice, not your clinical work. No client names, no session notes, no details anyone could recognise. When an example comes up, give the shape of it, not the details. Claude will remind you if you forget.

Step 7 · Saving your files

Claude doesn't remember one conversation in the next. Your files do. So at the end of each part of the conversation, Claude will give you a file, called **about-me** or **my-plan**. Every time:

1. Click **Download** on the file in the conversation.
2. Click **My Content Plan** in the list on the left to go to the project page. On the right, next to **Context**, click the **+** and pick the file you just downloaded.
3. If there's already an older file with the same name there, remove the old one, so Claude only ever reads the newest.

That's how it remembers you next time. It's the one thing not to skip.

Every posting day after that

Open **My Content Plan**, start a new conversation, and type **let's make a post**

Claude finds the question your plan has ready and asks it. You talk for a few minutes, like you would with a friend over coffee. It writes the post from what you said and shows you which of your sentences it used, so you can see nothing was made up. You change what you want, and you decide when it goes out.

More time today? Type **let's do this week** instead, and they're kept in your plan, ready whenever you are.

Two things people ask at this step

- **No Save skill button in step 3:** check the skill file still ends in **.zip** and that you didn't unzip it. Then add it this way instead: click **Customize** in the list on the left, then **Skills**, then the black **+ Add** button in the top-right, then **Upload skill**. Drag the skill file into the box and click the black **Upload** button.
- **Claude doesn't seem to know the skill:** check the switch in step 2 is blue. Then click **Customize**, then **Yours**, and check **posting-without-the-second-job** doesn't say **Disabled**. Then start a new conversation in your project.

- **Neither of those:** use the backup in the next section. It does the same thing, without the skill file.
- **Anything else:** email me. That's part of what you bought.

The backup: a second way to do step 3

The backup is a PDF called **backup-instructions.pdf**, in the same email as this guide. It's the same thing, ready to copy and paste into your project, and it explains every step. Open it and follow it.

Everything else in this guide works the same.

Sinziana