QUICK SETUP GUIDE

Build Your Own Claude Agents — ArtXtreme

Read this before opening any module. Takes about 30 minutes.

WHAT YOU'LL NEED

Claude Account	Free at claude.ai — you'll upgrade to Pro in Step 2
Claude Pro Plan	$20/month — required for Projects and MCP connectors
Claude Desktop App	Free download — this is what connects Claude to your tools (MCP)
Zapier Account	Free at zapier.com — connects Claude to Gmail, LinkedIn, Substack
Gmail Account	Standard Google account — used in Module 03 (Email Agent)

STEP 1 — CREATE YOUR CLAUDE ACCOUNT

Claude is the AI that powers every agent in this course. You'll need a free account, then upgrade to Pro. The Pro plan unlocks Projects and MCP — both are essential.

Go to claude.ai

Open any web browser and type **claude.ai** in the address bar.

Click **Sign up** and enter your email address.

Check your email for a verification link and click it.

Upgrade to Claude Pro

Once logged in, click your name or account icon at the bottom left.

Select **Upgrade to Pro**.

Enter your payment details. Claude Pro costs **$20/month** (approx PHP 1,100).

You'll be charged immediately and upgraded instantly.

NOTE: Claude Pro is required for this course. The free plan does not support Projects or MCP connectors — both are core to every agent you'll build.

STEP 2 — DOWNLOAD CLAUDE DESKTOP

Claude Desktop is a free app you install on your computer. It's different from the website — it's what allows Claude to connect to external tools like Gmail, Zapier, and the web. Without it, you can't set up MCP connectors.

Go to the download page

In your browser, go to **claude.ai/download**

You'll see download options for Windows and Mac.

WINDOWS

Windows Setup:

1. Click **Download for Windows**.
2. Open the downloaded file (it ends in .exe).
3. If Windows asks 'Do you want to allow this app?' — click **Yes**.
4. Follow the installer: click Next, Next, Install, Finish.
5. Claude Desktop will open automatically when done.
6. Sign in with the same email you used on claude.ai.

MAC

Mac Setup:

1. Click **Download for Mac**.
2. Open the downloaded file (it ends in .dmg).
3. Drag the Claude icon into your **Applications** folder.
4. Open Applications and double-click Claude.
5. If Mac says the app is from the internet — click **Open**.
6. Sign in with the same email you used on claude.ai.

TIP: Pin Claude Desktop to your taskbar (Windows) or Dock (Mac) — you'll use it every day.

STEP 3 — CREATE YOUR FIRST PROJECT

A Project is like a dedicated workspace for one Claude agent. It remembers everything you tell it — your business, your clients, your voice — so you don't have to repeat yourself every session. Each module in this course gets its own Project.

Open Claude on the web or in the Desktop app

Go to **claude.ai** in your browser, or open the Claude Desktop app.

Make sure you're logged in.

Create a new Project

In the left sidebar, look for **Projects** and click the **+** button next to it.

Give it a name — for example: **'ICP Prospecting Agent'**.

Click **Create Project**.

Add a System Prompt

Inside the Project, click **Edit Project Instructions** (or 'System Prompt').

This is where you paste the prompts from each module.

The system prompt tells Claude who it is and how to behave — every time, automatically.

Add to Project Knowledge (optional but powerful)

Inside the Project, look for the **Project Knowledge** section and click **+ Add Content**.

Paste in your writing samples, client information, or brand notes.

Claude reads this automatically on every conversation in this Project.

NOTE: You'll create a new Project for each of the 5 modules. Each one is a separate agent with its own instructions and memory.

STEP 4 — CONNECT YOUR TOOLS (MCP)

What is MCP? MCP stands for Model Context Protocol. In plain English: it's how Claude Desktop connects to real tools on the internet. Without MCP, Claude can only chat. With MCP, Claude can read your Gmail, search the web, and trigger Zapier automations. Think of it like installing apps on a phone.

HOW TO OPEN MCP SETTINGS

WINDOWS

Windows:

1. Open Claude Desktop.
2. Click the **menu icon** (☰) at the top left of the sidebar.
3. Select **Settings**.
4. Click **Extensions** in the left menu.

This is where you add and manage all your tool connections.

MAC

Mac:

1. Open Claude Desktop.
2. In the top menu bar, click **Claude**.
3. Select **Settings...**
4. Click **Extensions** in the sidebar.

This is where you add and manage all your tool connections.

Web Search MCP

What it does: Lets Claude research people, companies, and topics in real-time.

How to install: In Claude Desktop, go to Settings → Extensions. If you see 'Web Search' or 'Brave Search' listed, it's ready. If not, click Add and search for it. After adding, fully close and reopen Claude Desktop.

Gmail MCP

What it does: Lets Claude read your inbox, categorize emails, and save draft replies.

How to install: In Settings → Extensions, click Add and search for 'Gmail'. Follow the Google sign-in screen — select Read and Compose permissions only, never Delete. If Gmail doesn't appear in the Extensions list, it may require a manual config step: ask Claude 'How do I add Gmail MCP to Claude Desktop?' for current instructions. Always restart Claude Desktop after installing.

Zapier MCP

What it does: Connects Claude to 7,000+ apps including LinkedIn, Substack, and Google Sheets.

How to install: In Settings → Extensions, click Add and search for 'Zapier'. Click Connect and log in to your Zapier account. Restart Claude Desktop when done. Once connected, Claude can trigger your Zaps automatically.

NOTE: After installing any MCP, you MUST fully close and reopen Claude Desktop before it activates. This is the most common reason MCPs don't work.

TIP: Test your connections by typing in Claude Desktop: 'What tools do you have access to right now?' Claude will list all active MCP connections.

STEP 5 — SET UP YOUR ZAPIER ACCOUNT

Zapier is a free automation tool that connects apps together. In this course, Zapier is the bridge between Claude and platforms like LinkedIn, Substack, and Google Sheets. You create 'Zaps' — automated workflows that run when Claude sends a signal. You need this for Modules 04 and 05.

Create a free Zapier account

Go to **zapier.com** and click **Sign up for free**.

Use your Google account or enter an email.

The free plan works for most automations in this course.

Connect your apps to Zapier

In your Zapier dashboard, click your account icon → **Connected Accounts**.

Connect: **Gmail**, **LinkedIn**, **Substack**, **Google Sheets**.

Each one asks you to log in — just follow the prompts.

You'll create the actual Zaps in Modules 04 and 05

Don't worry about building anything now.

Module 04 and 05 walk you through creating each Zap step by step.

For now, just make sure your Zapier account is set up and your apps are connected.

NOTE: Zapier's free plan allows 100 tasks per month. For most solopreneurs starting out, this is more than enough. You can upgrade later if you need more volume.

BONUS STEP — INSTALL CLAUDE CLI (COMMAND LINE)

What is Claude CLI? Claude CLI (also called Claude Code) is a separate tool from Claude Desktop. Instead of chatting in a window, you open a terminal, navigate to a folder, type **claude**, and Claude can see, read, and edit every file in that folder directly — no copy-pasting required. Think of it as Claude working *inside* your project instead of alongside it.

When you need it: building or modifying code projects, running automated scripts, advanced agent setups, and managing files at scale. **This step is optional** if you're only using Claude through claude.ai or Claude Desktop.

WHAT YOU'LL NEED

Node.js	Free runtime — download from nodejs.org (choose the LTS version)
npm	Comes bundled with Node.js — no separate install needed
Anthropic API Key	From console.anthropic.com — this is separate from your Claude.ai account
Terminal / PowerShell	Built into Windows (PowerShell) and Mac (Terminal) — no install needed

STEP 1 — INSTALL NODE.JS

Node.js is the engine that runs Claude CLI. Install it first.

WINDOWS | **MAC**

Windows (PowerShell):

1. Go to **nodejs.org** in your browser.
2. Click the big green **Download Node.js (LTS)** button.
3. Open the downloaded .msi file and click through the installer — accept all defaults.
4. When it asks 'Automatically install necessary tools' — check that box.
5. Restart your computer when the installer finishes.
6. Open **PowerShell** (search for it in Start menu) and type:

Mac (Terminal):

1. Open **Terminal** (Spotlight → type 'Terminal' → Enter).
2. If you have Homebrew installed, type:

brew install node

3. No Homebrew? Install it first by pasting this into Terminal:

/bin/bash -c "$(curl -fsSL

https://raw.githubusercontent.com/Homebrew/

install/HEAD/install.sh)"

4. Then run: brew install node
5. Or skip Homebrew: go to **nodejs.org** → Download for macOS.

Verify Node.js is installed by typing this command in PowerShell or Terminal:

```
node --version
```

You should see a version number like **v22.0.0** or higher. If you see a number, you're ready.

STEP 2 — INSTALL CLAUDE CLI

With Node.js installed, you now have **npm** — a tool that downloads software packages. Run this one command in PowerShell (Windows) or Terminal (Mac):

```
npm install -g @anthropic-ai/claude-code
```

This downloads and installs Claude CLI globally on your computer. Takes 1–2 minutes.

TIP: The -g flag means 'install globally' — you can run claude from any folder on your computer, not just the current one.

STEP 3 — GET YOUR ANTHROPIC API KEY

Claude CLI does NOT use your Claude.ai subscription. It uses the **Anthropic API** — a separate pay-per-use system. You'll need an API key to authenticate.

Go to console.anthropic.com

Log in with your Anthropic account (same email as claude.ai).

In the left sidebar, click **API Keys**.

Click **Create Key** — give it a name like 'My Claude CLI'.

Copy the key immediately — it starts with **sk-ant-** and is only shown once.

Add credits to your account

In the console, click **Billing** → **Add Credits**.

Start with **$5** — that covers hundreds of CLI sessions.

Claude CLI charges per token (per word processed), not per session.

NOTE: API credits are separate from your Claude Pro subscription. Claude Pro = unlimited chat at claude.ai. API credits = usage-based billing for Claude CLI and developer tools.

STEP 4 — RUN YOUR FIRST CLAUDE CLI SESSION

Navigate to any folder on your computer in the terminal and type **claude**. On your first run, Claude CLI will open a browser window to complete authentication.

WINDOWS

Windows (PowerShell):

1. Open **PowerShell**.
2. Navigate to a project folder:

cd C:\Users\YourName\Desktop\my-project

3. Type: claude
4. A browser window opens — log in with your Anthropic account.
5. Return to PowerShell — Claude CLI is running.
6. Type a message and press Enter. Claude responds directly.

MAC

Mac (Terminal):

1. Open **Terminal**.
2. Navigate to a project folder:

cd ~/Desktop/my-project

3. Type: claude
4. A browser window opens — log in with your Anthropic account.
5. Return to Terminal — Claude CLI is running.
6. Type a message and press Enter. Claude responds directly.

```
# Useful commands inside a Claude CLI session: /help — see all available commands
/clear — clear the current conversation exit — quit Claude CLI
```

TIP: Run claude --version to confirm Claude CLI is installed correctly. Type /help inside a session to see everything it can do.

PRE-FLIGHT CHECKLIST

Before opening Module 01, confirm you have everything in place. Check each item off — if anything is missing, go back to that step.

- ☐ **Claude Account** — Signed up at claude.ai
- ☐ **Claude Pro** — Upgraded — $20/month active
- ☐ **Claude Desktop** — Installed and signed in on your computer
- ☐ **Web Search MCP** — Visible and active in Claude Desktop MCP Settings
- ☐ **Gmail MCP** — Connected with your Google account
- ☐ **Zapier MCP** — Connected to your Zapier account
- ☐ **Zapier Account** — Created at zapier.com
- ☐ **Gmail connected in Zapier** — Added under Connected Accounts in Zapier
- ☐ **LinkedIn connected in Zapier** — Added under Connected Accounts in Zapier
- ☐ **Substack connected in Zapier** — Added under Connected Accounts in Zapier (Modules 04–05)

QUICK GLOSSARY

New to AI tools? Here are the key terms used throughout this course.

Claude	The AI made by Anthropic. It's the 'brain' behind every agent in this course.

Claude Desktop	A free app you install on your computer. Required for MCP connections.
Claude CLI	Claude Code — a command-line tool that lets Claude work directly inside your project folders via the terminal. Installed via npm. Uses Anthropic API credits, not your Claude Pro subscription.
Claude Project	A persistent workspace where your agent lives. It remembers your instructions every session — no need to repeat yourself.
System Prompt	A set of instructions you give Claude once, saved inside a Project. It tells Claude who it is, what to do, and how to behave — automatically applied to every conversation.
MCP / MCP Server	Model Context Protocol. The technical name for how Claude Desktop connects to external tools (Gmail, Zapier, web search). Think of it as an app plugin for Claude.
Project Knowledge	Files and notes you add to a Project that Claude reads automatically. Great for storing your brand voice, client info, FAQ answers, or example emails.
Slash Command	A shortcut you create inside a Claude Project. Type '/' to see your saved prompts — turns a 200-word prompt into a one-click action.
Zapier	An automation tool that connects apps together. Claude uses Zapier to post to LinkedIn, send to Substack, and log to Google Sheets — without you doing it manually.
Zap	One automated workflow inside Zapier. Example: 'When Claude sends this signal, post to LinkedIn.' You build these in Modules 04 and 05.
Webhook	A special URL that receives signals from Claude via Zapier. When Claude calls a webhook, it triggers the connected Zap. You'll get these URLs when building your Zaps.
ICP	Ideal Client Profile. A detailed description of the exact type of person or business you most want to work with. Used in Module 01.

You're ready. Open Module 01.

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