

# Module 0

## Why This Course

**WEO Marketly Team — Claude Onboarding**

5 min read · Self-paced

## What This Course Is

A **WEO-specific path through Anthropic's official Claude training.**

- Each foundation module anchors on a free [Anthropic Academy](#) course or [Claude tutorial](#)
- We add three things on top: dental examples, WEO role playbooks, governance rules
- Scope: **Claude.ai** (the chat interface). Claude Code, Cowork, API → out of scope, pointed at in Module 8

## Why WEO Is Doing This

1. **Speed** — 20–30% productivity lift on routine marketing work
2. **Quality consistency** — lifts the floor on work quality across the team
3. **Competitive reality** — dental marketing competitors are adopting AI aggressively

At the same time: **HIPAA, client data, brand voice, quality control** stay non-negotiable. Module 7 is how.

## What You'll Be Able to Do

- Send well-structured prompts that work on the first try more often than not
- Know when to use chat vs. Projects vs. Claude Design
- Have a role-specific prompt playbook with 3–5 real dental prompts
- Know what data can and can't go into Claude under WEO policy
- Optionally earn **Anthropic's Claude 101 certificate**

## The Claude 101 Course (recommended)

Everyone who uses Claude on real WEO client work is encouraged to complete [Anthropic's Claude 101](#).

- **Free**
- **~90 minutes**
- Covers Claude's core features from the source
- Gives the team a common baseline ("put it in a Project" means the same thing to everyone)

## How the Two Courses Fit Together

- **Claude 101** teaches *how Claude works* (general, authoritative)
- **This WEO course** teaches *how to use Claude on WEO's specific work* (dental, role-based, governance-aware)

Do both.

## Ground Rules

- **Do the Try Its.** Reading about Claude is not using Claude.
- **Sandbox data while learning.** No real client PII until Module 7.
- **Ask the AI council** when unsure. Module 8 has the details.

## Try It (2 min)

Answer three questions for yourself:

1. What's one task I'd love to spend 30% less time on?
2. What's one task I'd NEVER hand to AI — and why?
3. What client data would I never paste into a chatbot?

Hold onto the answers — Modules 3 and 7 come back to them.

# **Next: Module 1**

## **Claude.ai Interface Essentials**