MOVING TO CLAUDE: CHAT, CODE, COWORK

The No-BS Guide to Switching From ChatGPT

WHAT YOU'LL LEARN

Why Claude works differently to ChatGPT. How to set up your account, import your memories, and start getting better output immediately. Plus the three tools most people don't know exist - Chat, Code, and Cowork.

WHO THIS IS FOR

You've been using ChatGPT. You've heard Claude is better for real work. But every time you try it, the output feels worse because you're using it like ChatGPT. This guide fixes that. 15 minutes to read. Then you'll never go back.

By Kyle | AI with Kyle

aiwithkyle.com

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THE CORE PROBLEM

About 900 million people use ChatGPT. It's become synonymous with AI in the same way Google became synonymous with search.

Over the last few weeks, somewhere between 2.5 and 3 million people moved from ChatGPT to Claude. Some for political reasons. Some because they tried it and realised it's better for actual work.

But most of them are struggling. And I know why.

> **THE ANALOGY**
>
> Using Claude with ChatGPT habits is like switching from Excel to Photoshop and looking for spreadsheets. They're both software, but they're optimised for fundamentally different things. You need a new playbook.

ChatGPT is a broad consumer app. It does images, voice, video, web browsing, app store, custom GPTs. It's designed to be everything to everyone.

Claude is built for work. Text, reasoning, writing, coding, analysis. It's hyper-focused. No image generation. No voice mode. No app store. But at the things it does? It's the best available right now.

This guide gets you set up properly so you're using Claude the way it's designed to be used - not fighting it.

HONESTY OVER SYCOPHANCY

This is the biggest philosophical difference and it changes everything about how you interact with AI.

ChatGPT is trained to please you.

It uses RLHF - reinforcement learning from human feedback. It learns that agreeable answers get positive ratings. So it agrees with you. Hypes your ideas. Strings you along with teaser responses.

I tested this myself. Asked ChatGPT about mobile streaming rigs. Instead of answering, it kept going "now here's the REAL secret..." and teasing the next response. Six messages to get a straight answer. It's optimising for dwell time, not for helping you.

Claude is trained to give you the truth.

It uses Constitutional AI. It checks its responses against core principles. If your idea has a flaw, it tells you. If your business plan doesn't add up, it pushes back.

That's not a bug. It's a feature. And it's why professionals are switching.

> **HOW I USE BOTH**
>
> ChatGPT for personal stuff - travel planning, meal ideas, quick lookups. Claude for anything that involves real work - writing, strategy, building, coding. The cost of a subscription to both is still less than one hour of a consultant's time.

THE ULTIMATE TRADE-OFF

You don't have to pick one. I use both. Here's when to use which.

Keep ChatGPT for:

- Images and video (DALL-E, Sora)
- Voice mode and conversations
- The generous free tier
- Mathematical reasoning (still an edge here)

Use Claude for:

- Complex writing (newsletters, reports, long-form)
- Strategic reasoning and analysis
- Honest feedback on ideas and plans
- Coding and building software

THE SMART PLAY

Use both, but lead with Claude for deep work. The cost of a subscription to both is still less than one hour of a consultant's time. If you have to pick one for business, pick Claude.

THE PRICING REALITY

Three models. Think of them as tiers.

Opus 4.6 - The Big Brain

The most powerful model. For heavy, complex, agentic work that requires high-level reasoning. Burns through your usage limits fast. Use it for research, strategy, and complex analysis.

Sonnet 4.6 - The Daily Driver

The sweet spot. Unmatched value for reasoning and writing. This is what your $20/month plan gets you, and honestly, it's better than anything ChatGPT offers right now for text-based work.

Haiku 4.5 - The Speed Runner

Fast and cheap. Best for simple, high-speed tasks. Mainly useful on the API for cost savings. For casual quick tasks you'd probably just use Gemini Flash instead.

> **HONEST TAKE**
>
> $20/month isn't enough for heavy Opus usage. But it's the perfect tier for Sonnet. If you're using AI for business, $100-200/month is a no-brainer. If it's personal use only, ChatGPT's free tier is more generous. Budget accordingly.

STOP GIVING COMMANDS

This is the single biggest prompting shift when moving to Claude.

ChatGPT taught everyone thin prompts.

"Write me a follow-up email." Done. Generic output. ChatGPT fills in the gaps with assumptions and gives you something passable.

Claude works better when you describe the situation.

Context + Constraint + Goal = Great Output. Instead of commands, paint the picture.

The ChatGPT Way

> "Write me a follow-up email."

The Claude Way

> "I need to follow up with a client who went quiet after a $5K proposal. I don't want to seem desperate, but I need to close by end of month. Keep it short and direct."

Same task. Five more seconds of typing. The difference in output quality is massive.

Thin prompt = thin thinking. Rich situation = strategic reasoning.

CLAUDE DOESN'T KNOW YOU (YET)

ChatGPT has had persistent memory for about 18 months. It knows your name, your job, your preferences. Claude only added memory a few weeks ago.

Good news - Claude released a memory import feature. Deliberately timed for the ChatGPT exodus. Smart move. Even available on the free plan.

How to Import Your Memories

1. Open Claude. Go to **Settings > Capabilities > Import Memory**.

2. Claude gives you a prompt. Copy it.

3. Paste the prompt into ChatGPT. It exports your memory.

4. Copy ChatGPT's output. Paste it back into Claude.

5. Done. Two minutes. Claude now knows what ChatGPT knew.

But Memory Alone Isn't Enough

The real power move is **Projects**. Claude starts from zero every conversation. Projects let you build permanent context.

What to do:

- Claude starts from absolute zero each conversation
- Reduce messy, passive memory by building intentional Projects
- Create one Project per area of work
- Upload documents, guidelines, and references
- Set your writing style and background once
- **Result:** Never re-explain yourself again

WORKSPACE SUPERPOWERS

Two features most people miss completely.

Extended Thinking

Turn this on. Claude shows you its reasoning step by step - analysing constraints, evaluating edge cases, breaking down complex requests, synthesising information.

It yields up to a 54% improvement on hard reasoning tasks. It's like watching someone think through a problem properly before answering, instead of just blurting out the first thing that comes to mind.

I ran an overnight research task on Opus with extended thinking. 30-40 minutes. Hundreds of sources. It came back with a full brand positioning report that identified a market gap I hadn't seen.

Artifacts

Interactive documents, code previews, data visualisations, mini apps, and dashboards - generated right in the chat window. No copy-pasting required.

ChatGPT just added something similar called 'Blocks' but Claude has had this for a while and it's more mature.

> **PRO TIP**
> Turn on Extended Thinking for any task that requires reasoning, comparison, or analysis. Leave it off for quick creative tasks where speed matters more than depth.

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EXPANDING THE BRAIN

Two features that put Claude far ahead of ChatGPT's fragmented Custom GPTs.

Connectors

Plug Claude directly into your existing tools and data. 50+ integrations available, all free:

- Google Drive, Gmail, Google Calendar
- Slack, Notion, Figma
- GitHub, Vercel, Supabase
- HubSpot, Atlassian, Linear, Monday
- Canva, Intercom, Asana, ClickUp

No API keys. No setup wizards. Click connect, authorise, done. Claude can now search your Google Drive, read your Notion docs, and reference your GitHub repos mid-conversation.

Skills

Think Neo downloading Kung Fu in The Matrix. Skills are packaged instructions and SOPs that Claude draws on for specific tasks.

- Download pre-made skills from a growing library
- Write custom skills for your specific workflows
- Ask Claude to create a skill from a conversation

ChatGPT now supports skills too, but Claude's implementation is more mature. I'll be doing a full presentation on skills soon.

> **TAKEAWAY**
>
> Both Connectors and Skills are natively built-in, pulling Claude far ahead of ChatGPT's fragmented Custom GPTs model.

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CHAT, CODE, COWORK

This is where it gets interesting. Claude isn't just a chatbot. It's three tools, each built for a different type of work.

Chat

The web interface. For analysis, writing, strategy, research. What you're used to from ChatGPT, but with better reasoning.

Code

A terminal-based tool for building software. I built a Linktree replacement in 4-5 minutes after Linktree raised their prices 50%. It's not just for developers anymore - vibe coding means anyone can build simple tools and apps.

Cowork

The desktop agent that operates your computer autonomously. Point it at a folder, give it a task, and it creates real deliverables. Documents, spreadsheets, reports - saved directly to your computer.

If you want the full Cowork setup guide, check last week's newsletter or download it from aiwithkyle.com.

> **THE GAP RIGHT NOW**
>
> Chat, Code, and Cowork don't share memory. They don't talk to each other. I built my own workaround using GitHub as a shared brain. I expect Anthropic to fix this natively this year. When they do, it'll be very powerful.

You don't need all three. But you need to know they exist.

YOUR DAY 1 CHECKLIST

Four things to do right now. Takes about 15 minutes total.

01. Import Your ChatGPT Memory

Settings > Capabilities > Import Memory. Follow the prompts. Two minutes. Claude now knows everything ChatGPT knew about you.

02. Create Your First Project

Pick your main area of work. Create a Project. Add custom instructions describing who you are, what you do, and how you write. Upload any key documents or guidelines.

03. Try a Situation Prompt

Pick a real task you need to do this week. Instead of a command, describe the situation: Context + Constraint + Goal.

> **PROMPT YOU CAN USE**
> ```
> I need to [WHAT] for [WHO]. The constraint
> is [LIMIT]. The goal is [OUTCOME]. Give me
> your honest assessment before drafting anything.
> ```

04. Turn On Extended Thinking

For your next complex problem - strategy, analysis, comparison - turn on Extended Thinking and watch the difference. It's like upgrading from a calculator to a mathematician.

Stop using Claude like ChatGPT.

Different tool. Different approach. Better results.

WANT MORE?

Daily AI newsletter: aiwithkyle.com/ai-news

Full Cowork Setup Guide: in the last newsletter or at aiwithkyle.com

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