

FREE COURSE · FOR BEGINNERS

Claude for your restaurant

Practical AI for owners — no tech talk.

Menu · Marketing · Team · Numbers

Tech n Payments · Local POS & services experts · Tucson, AZ
(520) 869-5085 · technpayments.com

Claude is a product of Anthropic. Tech n Payments is not affiliated with Anthropic.

What is this and how do I get it?

Claude is an AI assistant: you write (or dictate) to it like a person and it answers. Think of it as a very well-read helper who never gets tired — but who needs supervision, like any new hire. **You are the chef; Claude is the prep cook.**

- **What it is NOT:** not Google, not infallible, and it does not make decisions for you.
- **How to get it:** go to claude.ai or download the **Claude** app (iPhone/Android) and sign up with your email.
- **Cost:** free to start; the Pro plan (~\$20 USD/month) only if you use it daily.
- **Language:** write in English, Spanish, or mixed — it replies in whatever you use.

THE NAPKIN RULE: if you would not write it on a napkin and leave it on a table, do not paste it into an AI. Never paste: cards, Social Security numbers, bank accounts, passwords, medical info, or wages tied to full names.

EXERCISE: download the app, create your account, and type: *"Hi, I own a restaurant. What can you help me with?"* Read the answer. That is it — that is all the technology you need to master.

The art of asking well

You do not tell a new server "bring food"; you say "table 4, two carne asada tacos, no onion, to go." Claude works the same way: **the quality of the answer depends on the quality of the ask.** The beginner formula:

- **1 · CONTEXT:** who you are and who it is for. *"I run a family taquería in Tucson..."*
- **2 · TASK:** what you want, specifically. *"Write 5 weekend special ideas..."*
- **3 · FORMAT:** how you want it. *"Short list, catchy name for each."*

PROMPT · COPY & PERSONALIZE

I own a [type of food] restaurant in [city] called [name].
My customers are [families / workers / tourists...] and speak [languages]. I want you to act as my business assistant.
When I ask for something, ask me what you are missing before you answer.

- **Editing is allowed:** the first answer is a draft — "shorter," "more formal," "fewer emojis," "make it for WhatsApp."
- **One chat per topic:** one for Menu, one for Marketing, one for Team. You never repeat your context.

ROOKIE MISTAKE: asking with zero context ("give me marketing ideas") and concluding "AI is useless." It works — but ask like an owner, not like a tourist.

MODULE 2 · 15 MIN

Your menu

- **Descriptions that sell:** "20 words max, appetizing but honest, no phrases like 'world's best'."
- **A second pair of eyes:** upload a PHOTO of your menu and ask for "3 things that confuse customers and how to fix them."
- **Waste-fighting specials:** "these ingredients are left over weekly: give me 5 specials with a name and suggested price."

PROMPT · BILINGUAL MENU

Translate this menu into Spanish. Do NOT translate the dish names (keep "birria," "carne asada" as-is); only translate the descriptions:

[paste your menu]

EXERCISE: upload YOUR menu photo and ask for 3 fixes. Apply ONE this week. **ROOKIE MISTAKE:** accepting translated dish names ("little meat tacos") — dish names are your brand and stay as they are.

MODULE 3 · 15 MIN

Marketing without an agency

- **A week of posts in one shot:** "7 Facebook posts, one per day, 40 words max, in English and Spanish."
- **Positive reviews:** "reply in 2 lines, warm, without sounding like a copy-paste."
- **Margin-friendly promos:** "3 ideas for [the date] that are NOT discounts: combos, limited time, to-go bundles."

PROMPT · THE JEWEL: 1-STAR REVIEW

A customer left this 1-star review: [paste it].
Write me 2 response options: one apologizing and inviting them back, and one more neutral.
Professional, not defensive. I will choose.

Claude drafts. You sign. Never reply angry; read it out loud before posting and, if it does not sound like you, say "make it sound more like me" and paste an example of your writing. The response is for the NEXT customer reading your reviews.

MODULE 4 · 15 MIN

Your team

- **An honest job post:** clear pay, schedule, and requirements — in two languages.
- **Interviews with an ear:** "8 questions for [position] + what is a good sign and what is a red flag."
- **Notices without drama:** "friendly but firm, English and Spanish, ready to print and post in the kitchen."
- **Mini training guides:** "1-page guide to train a new server, numbered steps, simple language."

PROMPT · CLOSING CHECKLIST

Create a kitchen closing checklist for printing: cleaning, equipment shutdown, refrigeration, trash, security.
Checkbox list [].

EXERCISE: generate YOUR kitchen's closing checklist (tell it your equipment), print it, use it tonight.

MISTAKE: generic documents — a taquería's checklist is not a seafood restaurant's.

MODULE 5 · 10 MIN

Numbers and decisions — carefully

- **Term translator:** "explain food cost using my [dish] at \$[price] as the example."
- **Where does the money go?:** approximate monthly expenses → "give me 5 smart questions for my accountant."
- **Compare supplier quotes:** paste two quotes → "table comparing unit price, delivery, minimums."

THE 3 GOLDEN RULES: (1) Claude can get math wrong — verify before you decide. (2) No sensitive data: approximate amounts and generic names. (3) Taxes, labor law, allergens, health code: always a licensed professional or the official source. Claude helps you prepare the question, not give you the final answer.

The 10-minute habit

- **Min 1–3:** new reviews? Paste them, reply with Claude's help.
- **Min 4–6:** today's post (the week is already drafted — just adjust).
- **Min 7–10:** the task you keep postponing: the notice, the job post, the letter. Draft it today.

The 5 rookie mistakes (recap):

- Asking without context → use the formula: context + task + format.
- Accepting the first draft → edit: "shorter," "more like me."
- Believing everything → verify numbers, laws, facts. You sign.
- Pasting sensitive data → the napkin rule.
- Using it once and forgetting it → the 10-minute routine.

Beginner FAQ

How much does it cost?

Free to start; Pro ≈ \$20 USD/month if you use it daily.

Do I need a computer?

No. Your phone is enough.

English or Spanish?

Either; ask for both when useful (menus, notices).

Will it steal my recipes?

Your conversations are not published. Still — anything you consider a family secret, do not share it with anyone, AI included.

Will it replace my people?

No. It drafts and saves time; decisions and the sazón stay yours.

Claude or ChatGPT?

Similar tools. This course uses Claude, but "asking well" works everywhere.

Can it see photos?

Yes: menus, signs, quotes. Upload them to the chat.

What if the answer is bad?

Correct it or say "try again." It does not get offended.

Ready for level 2?

Connect your point-of-sale reports, online ordering, and 0%-fee payment options. We are your neighbors in Tucson.

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