



BUSINESS
AUTOMATIONS

TWO TOOLS. PROPERLY.

How to actually get your money's worth from ChatGPT
and Claude.

MOST PEOPLE TREAT IT LIKE GOOGLE

Ask a one-line question, get a one-line answer's worth of thinking. That isn't the tool being average. That's the brief being average.

Most people type into AI the way they type into a search box: shortest possible question, hope for the best. Google is built for that. This isn't.

TREAT IT LIKE A NEW EMPLOYEE, NOT A SEARCH BOX

A new hire who is sharp but knows nothing about you. Tell them who the customer is. Show them two jobs you have already done. Say what good looks like, and how long it should be.

You would never expect a decent quote from "write a quote email". Give it context, examples and a clear ask and it stops being average. Every page after this one is that one sentence, applied.

PICK BY THE WORK, NOT THE HYPE

CHATGPT

EVERYDAY SPEED

Replies, ideas, quick drafts, voice on the move. The one you open between jobs and while the kettle boils.

The generalist in your pocket.

CLAUDE

HEAVY READING AND WRITING

Contracts, tenders, proposals. Anything long, where tone and detail matter and a missed line costs money.

The specialist at the desk.

Both are free to start, roughly **£16–20 a month** paid. You do not need both paid on day one. Pick by the work you actually do most.

1 BRIEF IT LIKE A NEW HIRE

THE TECHNIQUE – CONTEXT FRONT-LOADING

Load the context before you ask for anything. The gap between rubbish and usable is almost never the tool. It's what you gave it to work with.

BAD "Write a quote email."

GOOD Paste your last two quotes, add this job's details, then: "match my tone, under 150 words."

WHAT YOU GET

THE QUOTE THAT SOUNDS LIKE YOU WROTE IT

2 PASTE THE WHOLE THING

THE TECHNIQUE – INTERROGATE, DON'T SUMMARISE

Don't ask a forty-page document to be shorter. Ask it questions. Paste the lot in and put it under pressure.

ASK "What's missing, what's risky, and what would you push back on?"

TOOL Claude's home turf. Long documents are what it is built for.

WHAT YOU GET

A SUBCONTRACT'S RETENTION CLAUSE CAUGHT BEFORE SIGNING

3 MAKE IT ARGUE BACK

THE TECHNIQUE – KILL THE YES-MAN

Left alone it will agree with you all day. Agreement is worthless. Make it take the other side before the customer does.

ASK "What would a difficult customer say about this? Argue against me."

THEN Fix the two objections you can't answer. Send it after that.

WHAT YOU GET

THE £2K MISTAKE CAUGHT BEFORE IT SHIPS

4 BUILD YOUR VOICE BANK

THE TECHNIQUE – TEACH IT ONCE

Most people re-explain themselves every single time. Do it once properly and keep it somewhere the tool can reach.

DO Paste three past emails you were happy with: "learn my voice."

KEEP A standing Project per client, so you never re-explain the context.

WHAT YOU GET

EVERY REPLY ON-VOICE IN THIRTY SECONDS

5 TALK TO IT

THE TECHNIQUE – VOICE MODE BETWEEN JOBS

Typing is the bottleneck. Talking isn't. Dictate the site visit on the drive back and the quote is drafted before you pull up.

SAY "I've just looked at a job in Leeds. Here's what's involved. Draft the quote."

ALSO Photograph a letter, a spec or a meter and ask about it.

WHAT YOU GET

THE VAN BECOMES THE OFFICE

WHEN NOT TO TRUST IT

It can be confidently wrong. Not often, but convincingly, and in the same steady tone it uses when it is right. Numbers, legal wording, anything going to HMRC: read it yourself before it leaves your hands. Treat every draft as a draft from someone capable who has not checked their working. That habit costs you thirty seconds and is the difference between a tool you can rely on and one that eventually embarrasses you.

YOU ARE STILL THE ONE SIGNING IT.

TEN JOBS DONE THIS WEEK

01

THE OVERDUE INVOICE

"Chase invoice [number], £[amount], [X] days overdue. Firm but warm, second reminder, keep the relationship intact. Under 100 words."

02

THE QUOTE NUDGE

"Nudge [name], who hasn't replied to my quote for [job] sent [date]. Two short paragraphs, no pressure, offer to talk it through."

03

THE REVIEW REQUEST

"Write a 40-word text asking [name] for a Google review after [job]. Friendly, not needy, link at the end."

04

THE COMPLAINT REPLY

"Reply to this complaint. First tell me what they're actually upset about underneath the words. Then de-escalate, own what's genuinely ours, offer one clear next step: [paste]"

05

THE JOB AD

"Write a job ad for a [role] in [area] at [pay]. Plain English, what the day actually looks like, no corporate filler."

06

THE CONTRACT RED-FLAG PASS

"Read this contract as if you're protecting me. List every clause I should push back on – however many that is – with what to say. Rank by what costs me most: [paste]"

07

NOTES TO ACTIONS

"Turn these notes into actions with an owner and a date each. Flag anything that was left unclear: [paste]"

08

THE PRICE-RISE LETTER

"Tell customers prices rise [%] from [date]. One honest reason, no apology, one paragraph, warm sign-off."

09

THE TENDER SUMMARISER

"Summarise this tender: what's being asked, the deadlines, what would disqualify us, and what we'd have to write: [paste]"

10

THE HMRC LETTER

"Explain this letter in plain English: what it says, what they want from me, what happens if I ignore it, and by when. Then tell me what you're not sure about: [paste]"

TOOLS YOU DRIVE, SYSTEMS THAT DRIVE THEMSELVES

Here's the pattern you'll notice. The first time you run a prompt, it feels clever. The fifth time, it's a chore, and you're the one doing the copying and the pasting and the remembering.

That's the line between tools you drive and systems that drive themselves. When a job repeats every week, it can run without you. That's what we build.

Tell us the job that eats your week.