

The Owner's *Claude Setup*.

If I set up Claude from scratch tomorrow for my business, here's what I'd turn on first. Not for coding. For running a service business.

01 Pick the right model for the job, not the biggest one.

The strongest model for hard thinking. The fast one for everyday work. Most owners run the expensive one for everything and wonder why it costs so much.

02 Turn the effort dial up.

It decides how hard it thinks before answering. Almost nobody knows the setting is there.

03 Feed it your real business before you ask it anything.

Your numbers, client stories, prices, voice. This is the step everyone skips, and it's the only reason my output sounds like me instead of like everyone else's AI.

04 Connect the tools you already live in.

Your email, your docs, your calendar. Whatever you can open at work, it can open. Whatever you can't, it can't.

05 Give every job a gate.

Nothing goes out without my click. Not because the work is bad. Because my name is on it.

06 Save every answer you give it.

Mine keeps a fact bank. It never asks the same question twice. It gets smarter about my business every week.

That's the setup. Six things, one afternoon. Most people spend that afternoon collecting prompts instead. Then wonder why the output feels generic.

The setup is the leverage. The prompts are just the steering wheel.

THE BIGGER PLAY

The setup is one afternoon. Knowing what to point it at takes longer.

That's what I find in the Diagnostic. 60 minutes, I find your #1 client-acquisition leak, you leave with a 30-day plan. \$497, credited toward the install if you upgrade.

Book your Leverage Diagnostic →
tinycal.net/b/cole-shihan/leverage-diagnostic-60-min

More free tools: leveragemethod.ai/resource