



FREE GUIDE

The 44 employees already inside Claude

How to install Small Business and put it to work in your
business

sinsajocreators.com

Small Business is an Anthropic plugin for Claude with 44 skills built for small businesses: ads, content, sales, collections, finance and reputation. No coding needed. You need the Claude desktop app with the Code tab turned on (it requires a paid Claude plan). Here are the 4 steps and the 8 skills worth starting with.

• STEP 01

1. INSTALL THE PLUGIN

The skills don't show up until you add the plugin to your Claude.

First step: Open Claude desktop, go to Code, then Customize and Plugins. Search for «Small Business» and click Add. The Skills tab lists all 44.

• STEP 02

2. CREATE A PROJECT FOR YOUR BUSINESS

Inside a project, Claude remembers who you are and what you want, and every skill uses it.

First step: Go to Home, then Projects, and click New project. Name it after your business and write your goal, for example: «More sales and better marketing».

• STEP 03

3. CALL A SKILL WITH THE SLASH

Each skill is an employee with a trade. You call it by name and it asks for what it's missing.

• STEP 04

4. CONNECT YOUR ACCOUNTS

With your email, calendar and files connected, Claude works with your real data, not examples.

First step: In Connectors, link Gmail and Google Calendar so it works on its own with your email and your schedule. Add Google Drive or Microsoft 365 later if you like.

• STEP 05

/AD-MANAGER

Your ads manager: builds campaigns, copy and audiences.

First step: Ask for an ad for this month's offer and who it's for.

• STEP 06

/SOCIAL-CONTENT-ENGINE

Your social team: ideas, captions and a posting calendar.

First step: Ask for this week's posts for your business.

• STEP 07

/BRAND-STYLE

Stores your brand: colors, tone and voice, so everything comes out the same.

First step: Give it your logo, your colors and two pieces of your own

• STEP 08

/LEAD-FINDER

Finds potential customers who fit what you sell.

First step: Tell it who you sell to and in which city.

08

• STEP 09

/PROPOSAL-BUILDER

Builds clean proposals and quotes.

First step: Give it the service, the price and the client's name.

09

• STEP 10

/INVOICE-CHASE

Follows up on unpaid invoices with friendly messages.

First step: Works best with your invoicing system connected.

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• STEP 11

/CASH-FLOW-SNAPSHOT

Gives you a clear picture of money in and money out.

First step: Run it once a week to decide with numbers.

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• STEP 12

/REVIEW-REPUTATION

Answers and looks after your customer reviews.

First step: Ask for replies to your latest reviews, good and bad.

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