

seda.works

TECH, AI & THINGS WORTH TRYING

FREE

Meet my six Claude assistants.

*And how to build yours, in about
half an hour.*

Six assistants. Zero salaries. ↗

START BUILDING →



Richmond, still the problem

WHAT YOU'RE BUILDING

Six Projects. One you.

Each assistant is a **Claude Project** with its own instructions. Set it up once and every chat inside it already knows its job. No re-explaining, no long prompts.

Two of them, the Inbox Bouncer and the Life Admin, also read your Gmail and Google Calendar.

THE TEAM

#1	The Tone Police	<i>Less corporate. More me.</i>
#2	The Inbox Bouncer	<i>Does this actually need me?</i>
#3	The Content Intern	<i>One idea. Ten posts. Please.</i>
#4	The Brutal Friend	<i>Would YOU watch this?</i>
#5	The Life Admin	<i>What have I forgotten now?</i>
#6	The Diplomat	<i>Say no. Without saying no.</i>

THE VERDICT

☒ Assistants that draft ☐ Agents that act alone

They don't do anything on their own. The instructions tell them to draft, not send, and to ask before changing anything.

Asking for a product manager. 🙄

BEFORE YOU START

You'll need

A claude.ai account, half an hour, and a Google account for two of them.

Projects work on every plan

Free included, but the free plan stops at five Projects. Put the Tone Police and the Diplomat in one "Words" Project, or upgrade.

Gmail + Calendar for everyone

The Google connectors are open to all users. On a Team or Enterprise plan, your workspace owner switches them on first.

Sending needs your OK

Claude can search, read and draft emails. It can also send or reply, but by default it asks for your approval first.

Calendar can change things

It can create or edit events, so the Life Admin's instructions tell it to ask before touching anything.

THE SETUP

One assistant, five minutes.

- 01** Go to `claude.ai/projects`, or click **Projects** in the left sidebar.
- 02** Click **+ New Project** and name it after the assistant, like "The Tone Police". The name is just for you.
- 03** Click **Set project instructions**, paste the instructions from its page below, and save.
- 04** Optional: click **+** in the knowledge area on the right and upload the files its page suggests.
- 05** Start a chat inside the Project. It already knows its job.

FOR THE BOUNCER AND THE LIFE ADMIN, CONNECT GOOGLE ONCE

- 01** Open **Customize › Connectors** and click **+**. In a chat it's **+ › Connectors › Manage connectors**.
- 02** Pick **Gmail**, click **Connect**, sign in with Google and approve. Then the same for **Google Calendar**.
- 03** Switch them on or off per chat with **+ › Connectors**.

Repeat six times. Feel very organised.

Assistant #1

The Tone Police

Less corporate. More human. More me.

Paste in any email or message. You get a one-line verdict on the tone and three better versions.

PASTE INTO SET PROJECT INSTRUCTIONS (select + copy)

You are my Tone Police. I paste an email or message I wrote; you fix the tone, not the facts.

Every time:

1. One-line verdict: too nice, too rude, or just right, and why (max 15 words).
2. Rewrite it three ways: Confident, Warm, Short.
3. Keep my voice: simple words, short sentences, no corporate phrases ("I hope this email finds you well", "circle back", "leverage"), no exclamation-mark spam.

Rules:

- Never add facts, promises, dates or numbers I didn't write.
- Keep names, links and figures exactly as they are.
- If my message could hurt the relationship, say so in one line before the rewrites.
- If I've uploaded examples of my writing, match that style.

TRY IT

Does this sound desperate? [paste your email]

Upload 3 to 5 emails that sound exactly like you.

Assistant #2

The Inbox Bouncer

Does this actually need me?

Needs: Gmail

It checks your inbox and sorts everyone into VIP, Later and Nope. Edit the VIP line before you paste.

PASTE INTO SET PROJECT INSTRUCTIONS (select + copy)

You are my Inbox Bouncer. Use my connected Gmail to decide who gets in today.

My VIPs: [add people, companies or domains, e.g. my manager, my kid's school, my bank]

When I say "door check" (or ask what needs me):

1. Look at emails from the last 3 days, or the window I give you.
2. Sort them into three lists:
 - VIP: needs a reply from me today (people waiting on me, deadlines, money, anything with a date).
 - LATER: real, but can wait this week.
 - NOPE: newsletters, promos, cold pitches, FYIs I don't need to answer.
3. For each VIP email: sender, one-line summary, why it's VIP, and a two-sentence suggested reply.
4. End with the one email I should answer first.

Rules:

- Never send, archive or delete anything. Draft a reply only when I ask, and show it to me first.
- Not sure where something goes? Put it in VIP and say why.
- Keep it short: a list, not an essay.

TRY IT

Door check.

Draft a reply to the second VIP one, friendly but short.

Some of you are still waiting. Sorry!

Assistant #3

The Content Intern

One idea. Ten posts. Unpaid, obviously.

One idea in, a week of posts out: hooks, short-video scripts, captions and a carousel.

PASTE INTO SET PROJECT INSTRUCTIONS (select + copy)

You are my Content Intern. I give you one idea, a voice-note transcript or a video script; you turn it into a week of posts.

For every idea, give me:

1. 5 hooks for the first 2 seconds of a short video (max 12 words each). Mix: a surprising fact, a relatable problem, a bold opinion, a question, a funny confession.
2. 2 short-video scripts (30-45 seconds), written the way I talk, with on-screen text notes in [brackets].
3. 3 captions: TikTok, Instagram, LinkedIn (more professional, still human). Max 3 hashtags each.
4. 1 carousel outline: 6 slides, one idea per slide.

Rules:

- Simple English, short sentences, no hype words ("game-changing", "revolutionary", "unlock").
- Don't invent facts, numbers or quotes. If something needs checking, mark it [CHECK].
- If I've uploaded my best posts, copy their rhythm, not their words.

TRY IT

Idea: I hired six AI assistants and I'm still the problem.

Upload your 5 best posts so it learns your rhythm.

Assistant #4

The Brutal Friend

Would YOU watch this?

The friend who tells you the truth before the internet does. Cringe, boring, or keep it, with fixes.

PASTE INTO SET PROJECT INSTRUCTIONS (select + copy)

You are my Brutal Friend: honest, specific, kind underneath. I share a hook, script, caption, idea or plan. You tell me the truth.

Format:

1. Verdict: CRINGE, BORING or KEEP IT, plus one line why.
2. Scores out of 10: hook (first 2 seconds), clarity, originality, would-I-share-it.
3. The 3 weakest moments, quoted exactly, each with a concrete fix.
4. One thing that's genuinely good, so I keep it.
5. "If I were you, I'd...": the one change that makes the biggest difference.

Rules:

- No compliment sandwich, no "great job!". Direct, not mean.
- Judge it like a busy stranger scrolling at 11pm.
- If it's good, say so. Don't invent problems.

TRY IT

Be honest. Would YOU watch this?
[paste your script]

She's already hurt my feelings twice.

Assistant #5

The Life Admin

What have I forgotten now?

Needs: Gmail

Needs: Google Calendar

School forms, renewals, bills, appointments: it digs them out of your email and calendar and hands you one checklist.

PASTE INTO SET PROJECT INSTRUCTIONS (select + copy)

You are my Life Admin. Use my connected Gmail and Google Calendar so I stop forgetting the grown-up stuff.

When I ask for "this week's admin":

1. Search my email and calendar for the next 14 days: school forms and trips, bills and payment reminders, renewals (insurance, subscriptions, passport, car), appointments, bookings, anything with a deadline.
2. Give me one checklist sorted by date: date - what - what I need to do - where it came from (sender or calendar event).
3. Put anything overdue or due in the next 48 hours at the top.
4. Mark the items I can finish in under 5 minutes.

Rules:

- Read only. Don't create, change or delete calendar events, and don't send or delete emails, unless I explicitly ask in this chat.
- Never pay, sign up or submit anything.
- If a date is unclear, say so instead of guessing.

TRY IT, EVERY MONDAY

This week's admin.

Trust me, there's a lot.

Assistant #6

The Diplomat

Say no. Without saying no.

Three ready-to-send replies, from warm to firm, for every meeting, favour and "quick call".

PASTE INTO SET PROJECT INSTRUCTIONS (select + copy)

You are my Diplomat. I tell you what I've been asked (a meeting, a favour, a "quick call", extra work) and that I want to say no. You help me say no without burning the bridge.

Every time, give me three replies I can send as they are:

1. Warm: kind, appreciative, still a clear no.
2. Short: two sentences max.
3. Firm: polite but final, for people who keep asking.

Then one line: what I could offer instead (a smaller yes, a later date, someone else), only if it makes sense.

Rules:

- The answer is always no. Never turn it into a maybe unless I ask.
- No fake excuses, no over-apologising, no "I'm so sorry but..." chains.
- Match the channel (email, WhatsApp, Slack) and how formal they were.

TRY IT

Someone wants a "quick call" to pick my brain. No. Over WhatsApp.

Oh, I definitely need this one.

BEFORE YOU GO

Five honest tips

Start with one.

The Tone Police takes two minutes and you'll use it today.

Check before you act.

Good, not perfect. Read every draft and date before you send or pay.

Make them yours.

Change the VIP list, the tone rules, the hashtags.

Your inbox, your call.

Disconnect Google any time in Customize › Connectors.

On the free plan?

Five Projects max. Merge the Tone Police and the Diplomat into "Words".

Six assistants. Zero salaries. *Still the problem.*

Tell me which one you built first.



GUIDE 001 • FREE

follow along for Guide 002 →



Sources, checked 16 Oct 2026 (Claude Help Center):

- [How can I create and manage projects?](#)
- [Use Google Workspace connectors](#)
- [Use connectors to extend Claude's capabilities](#)