

Say it **once.**

7 Claude prompts that turn what's in your head into how your team works.

You talk.

Claude asks.

Your team follows.

FOR SERVICE BUSINESS OWNERS
WORKS ON THE FREE CLAUDE PLAN
PHONE FIRST. NO TECH SETUP.

Why does everything still come through you?

A normal Tuesday. 4:12pm. Your phone goes. "Can we move Thursday?" "Client's not home, what do I do?" "Where do the spare keys go?"

None of these are hard questions. You know every answer. That's exactly the problem. The answers live in your head, so every question comes to you.

It's usually not the team. Nobody ever wrote down what "good" looks like. And who has time to sit down and write a manual? **You don't have to write it. You just have to say it once.** Talk for three minutes, let Claude ask you the questions a new starter would, and it writes the guide. These seven prompts do that for the jobs that eat most of your week.

After your first prompt, you'll have a job guide and a short version your team keeps on their phones. Not another document to write someday. Something you can actually hand someone.

How to use this guide

- **Get the Claude app on your phone** (free is enough). Every prompt here works on the free plan.
- **Talk, don't type.** Tap the microphone in the message box and speak. It works in 12 languages. Messy is fine.
- **Copy a prompt, fill the yellow bits, send.** Start with prompt 1. Do one a week. On your phone? Copy them in one tap at [**tomioperations.com/say-it-once/prompts**](https://tomioperations.com/say-it-once/prompts).
- **Claude will ask you questions.** That's the point. Answer them like you'd answer a new starter.
- **Use ChatGPT instead?** The prompts work there too. Same words, same results.

(Claude's free features can change. Checked October 2026.)

The one rule: keep private things private

Never paste client names with addresses, door or alarm codes, card details, or your team's personal details. Write "Client A, Street X" instead. Claude doesn't need them to help you, and you shouldn't be putting them into any AI tool.

Give Claude a Business Brain

Quick start (2 minutes): skip this page. Open Claude, copy prompt 1, explain one job. You'll still get a good result.

Better results (10 minutes, once): set up the Business Brain below first, so Claude knows your rates, area and rules every time.

The number one complaint about AI: "It gives me generic answers. It doesn't know my rates." Fair. So tell it, once.

In Claude, make a **Project** called "My business" (free accounts get five). Paste this into the Project's instructions and fill in the yellow bits. Every chat you start inside that Project now knows your business.

COPY INTO YOUR PROJECT INSTRUCTIONS

My business: [what you do] in [area].
 Country: [US / Canada / UK]. Use [US / UK] spelling and [\$ / £].
 Team: [number] people: [roles].
 Languages my team speaks: [list].
 Customers: [who].
 Rates: [hourly / day rate]. Call-out fee: [x]. Minimum job: [x]. Service area: [x].
 Tools we use: [Jobber / calendar / WhatsApp / notebook].
 How I sound with customers: [friendly and direct / formal].

Rules: plain English, short sentences, no jargon. Never guess prices or facts about my business: ask me. Never include client addresses, door codes or payment details.

Can't find Projects? No problem. Paste the same text at the top of any new chat instead. It just means pasting it each time.

WHY THIS MATTERS

Claude won't invent your call-out fee, and it won't write "colour" when your customers are in Ohio, or "color" when they're in Leeds. Every answer starts from your business instead of a guess.

Say it once: voice note to job guide

The problem: "Only I know how to do it properly." **What's different here:** most AI tools just tidy up what you said. This one asks you what you skipped first, because the bits you skip are the bits your team gets wrong.

How: pick one job your team does every week. Open Claude, paste the prompt, then tap the microphone and explain the job for about three minutes, as if you're showing a new starter. Don't tidy it up.

COPY THIS

I'm going to explain how we do [job name]. Don't write anything yet.

First, interview me. Ask me up to 8 short questions, one at a time, about what I skipped. Cover: what to do when something goes wrong (customer not home, wrong supplies, job bigger than expected), what they can decide on their own, what's never allowed, and how they'll know the job is done properly.

When I've answered, write two things:

1) THE GUIDE (for me and the team lead): what the job is for in one line, what to prepare, numbered steps with one action each, what "done properly" looks like, what they can decide alone, when to stop and call me, and the 3 mistakes people usually make.

2) THE CREW CARD (for a phone screen): no more than 10 short steps, each starting with a verb, with a photo checkpoint where it matters.

Before you finish, list any decisions, safety rules, prices or responsibilities that are still unclear. Don't make them up. Ask me to confirm them.

Here's how we do it: [talk]

You approve it before your team uses it. Read it through, and check anything involving chemicals, equipment, keys or safety against your own rules and insurance.

Team speaks another language? Add: "Now write the crew card in [language] as well, keeping the steps and photo checkpoints the same."

Brightside Cleaning: move-out clean

What the owner said (3 minutes, trimmed): "So move-out cleans, you start top to bottom, kitchen's the big one, oven always takes longest, do the oven first so it can soak. Bathrooms, descale everything. Skirting boards, inside cupboards, windows inside. Then floors last, obviously. Take before and afters because landlords argue about the security deposit..."

Claude's questions before writing (5 of 8):

1. If the oven is too far gone to finish in the time, what should they do: carry on, skip it, or call you?
2. What if the tenant is still there with boxes everywhere?
3. Is there anything they must never use or do? (Bleach on certain surfaces, moving furniture alone?)
4. Who signs off that it's done, and how does the landlord or agent get the photos?
5. What can they decide without you, for example an extra 30 minutes if the job is bigger?

What 3 minutes of talking produced: the crew card

MOVE-OUT CLEAN • CREW CARD

1. Take "before" photos of every room from the door.
PHOTO: each room, before
2. Spray the oven and leave it to soak.
3. Work top to bottom: kitchen, then bathrooms, then rooms.
4. Descale taps, shower screen and toilet.
5. Wipe inside every cupboard and drawer.
6. Finish the oven. Can't get it clean in 45 min? Call the team lead.
7. Skirting boards, light switches, inside windows.
8. Floors last, working back to the front door.

PHOTO: each room, after, same angle

You can decide: up to 30 extra minutes if the job is bigger than booked. Message the team lead so the client is told.

Call the team lead: tenant still there, damage you didn't cause, mould, or no access to a room.

Never: bleach on wood countertops. Never move heavy furniture alone.

This took the owner 3 minutes of talking and 4 minutes answering questions. It's the guide they'd been "meaning to write" for two years.

Test it on your newest person

A guide isn't finished until someone who isn't you can follow it. Give the crew card to your newest team member. Whatever they still ask, or get wrong, goes back in.

COPY THIS, IN THE SAME CHAT AS PROMPT 1

I gave this guide to [new team member]. These are the questions they still asked, and the things they got wrong: [list].

Update the guide and the crew card so the next person wouldn't need to ask. Show me only what changed.

What can my team decide without me?

For one week, write down every question your team asks you. Just the question. On Friday, paste the list in.

COPY THIS

These are the questions my team asked me this week: [list].

For each one, write a simple rule they can use next time without asking me. Sort them into three groups: Just do it / Check with the team lead / Call me.

Add the exact words they can say to the customer. Max 2 lines per rule. Use my prices and limits from the Business Brain. If you don't know a limit, ask me.

Example rule it wrote: "Customer asks to add the oven (not booked). **Just do it** if you have the time, and tell them: 'Happy to. It's \$35 extra, I'll add it to your invoice.' Tell the team lead after."

Want the 11 most common ones already worked out? See the last page.

Chase a late payment without being awkward

You've done the work. The money is sitting in someone else's account because nobody sent the reminder. Write all three once, then anyone can send them.

COPY THIS

[Client A] owes [amount] for [job]. Invoice sent [date], due [date].

Write three messages: a friendly nudge (3 days late), a clear reminder (10 days late), and a firm final notice (20 days late) that says what happens next without threatening. Short enough for a text or an email. Sound like me.

Before you send: check they haven't already paid, and that any late fee or next step matches what they agreed to in writing.

Reply to a complaint, calmly

Complaints come in at 9pm when you're tired. That's when replies go wrong. Let Claude do the first draft while you're still annoyed.

COPY THIS

A customer is unhappy. What they said: [paste, with names and addresses removed].

What actually happened: [your side].

Write a reply that acknowledges how they feel, doesn't argue, and says what we'll do and by when. I can offer: [a revisit / a refund up to x / nothing extra]. Under 120 words.

Don't admit fault for anything that hasn't been established, and don't promise anything I haven't listed.

Then: run prompt 3 on it. "Who on my team could handle this kind of complaint next time, and what are they allowed to offer?" That's how complaints stop coming to you.

Rough site notes to a clean quote

Every day a quote waits on you, the client cools off. Talk your notes in on the drive back and send the quote before you're home.

COPY THIS

Turn my site notes into a quote I can send today: **[talk or paste]**.

Use my rates from the Business Brain. Include: what's included, what isn't, price breakdown, how long it takes, what we need from the customer, how long the quote is valid, and what happens next. If a price is missing, ask me. Don't invent one. Before writing it, flag any missing measurements, quantities, materials or exclusions.

Always check the numbers before you send. Claude is great at the words. You're the one who knows what the job costs.

Brain-dump to a plan

Monday morning, everything feels urgent. Say it all out loud, in any order, and let Claude sort it.

COPY THIS

Here's everything on my mind this week, in no order: **[talk]**.

Sort it into three lists:

Fix this first (max 3: things that cost money or customers if they wait).

Do this next.

Leave this alone for now.

For each "fix this first", give me one first action I can do in 15 minutes.

The catch: Claude can only sort what you remember to tell it. The quote nobody chased, the invoice still unpaid, the complaint your team didn't mention: they never make the list. That's what **The Monday Page** is for. Everything lives in one place and the things that need you turn red, including the ones you forgot. **See The Monday Page**

WHAT NOW

One job a week.

Say one job out loud each week. Test it on your newest person. In two months, the questions that used to come to you have answers your team can find without you.

Fix this first. Do this next. Leave the rest alone for now.

See your whole week on one page

The Monday Page is a Google Sheet that shows your week at a glance: money, jobs, crew, inquiries nobody's replied to, quotes going cold. Anything that needs you turns red. Ten minutes on a Monday and you know where you stand. \$35, yours to keep, no monthly fee.

tomioperations.com/monday

Your team keeps asking the same things? The "You don't need me for this" cards have the 11 most common ones already worked out: just do it, check with the team lead, or call me. Ready to print. [Get the cards](#)

Rather do it with me?

The Get Your Business Together Session. You bring the mess. We work out what to fix first, and you get a written plan. You don't need to know what's wrong before you come. That's literally why we're talking. **Bought The Monday Page? The \$35 comes off the session.**

tomioperations.com/book

Every Tuesday I send one real problem from inside a service business and what I'd do about it. If you got this guide from my site, you're already on the list. Got it from a friend? [Join the Tuesday email.](#)

Tomi

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