

Anthropic just handed small businesses 15 AI workers.

What this week's AI news means for your business — and 3 things you can do with it this week.

Source: Anthropic · "Claude for Small Business" launch

— THE NEWS, IN ONE BREATH

This week Anthropic launched "Claude for Small Business" — a toggle inside its Cowork platform that gives you 15 ready-made AI "workers" for finance, ops, sales, marketing, HR, and support. In plain terms: pre-built AI help for the boring, time-eating parts of running a company is now off the shelf — no developer required.

— SO WHAT – IF YOU OWN THE BUSINESS

Until this week, getting AI to handle your follow-ups, invoice chasing, or customer replies meant hiring someone or wiring it yourself. As of now, the starting point ships in a box. The capability moved from "project" to "toggle" — and most owners won't notice for a year. Here's how to be one who does.

3 WAYS TO USE IT THIS WEEK

1 Customer replies on autopilot — in your voice

~20 MIN

CUSTOMER-SERVICE WORKFLOW

NO CODE

Do it: Turn on the workflow, paste your 10 most-asked questions + how you answer them. It drafts replies that sound like you.

Where DIY stops: Gets you ~80%. It won't pull real order history or send on its own — that wiring is the part that takes real building.

2 Kill the Friday invoice-chase

~15 MIN

FINANCE WORKFLOW

NO CODE

Do it: Draft every overdue-invoice reminder for the week in one sitting — polite, firm, personalized to each client.

Where DIY stops: It writes them; it won't know who paid or send on a schedule. Hooking it to your accounting so it chases automatically is the engine.

3 Turn one idea into a week of marketing

~10 MIN

MARKETING WORKFLOW

NO CODE

Do it: Feed it one offer or story. It spins out a week of posts, emails, and captions you can edit and ship.

Where DIY stops: It creates; it won't post, track what worked, or feed winners back in. The loop that runs itself is the system.

You can do all three yourself this week — go do them. The catch was never capability. It's time. Wiring these so they run on their own, in the background while you run the business, is the part most owners never get to.

That's why ProofWright exists. I'm not an engineer either — I built 10 of these for my own five companies, zero engineers hired. I build the same engines for a few operators at a time.

Want the version that runs on its own?

Tell me what your business does — reply right here in the DM — and I'll map which of these three I'd wire up first for you. No pitch, no deck.

Ready to build? Book a Teardown → proofwright.ai/teardown — 90 min, \$500, credited toward any build in the next 30 days.

→ Reply with your industry. Worst case, you get a straight answer for free.