

# SIX **FROZEN** WORKFLOWS THAT RUN YOUR WEEK WHILE YOU SLEEP

1

## Auto-refreshing competitive briefs

Same eval logic applied every time a competitor changes pricing, positioning, or features.

2

## Early SEO cannibalization detection

Flags ranking decay weeks before Google Search Console picks it up.

3

## Inbound lead qualification

Reads form, pulls LinkedIn, scores against ICP, surfaces only high-intent leads.

4

## Content repurposing across channels

One asset becomes six outputs. No agency, no junior, no manual slicing.

5

## CRM + call data → revenue insight

Transcripts and deal data synthesized into objections, risks, and trendlines.

6

## Weekly exec updates

Stripe, GA4, CRM, tasks compiled into a consistent brief in 45 seconds.

# AI ISN'T A ~~WRITER.~~ IT'S A **COORDINATOR** WITH HANDS.

CHATGPT

prompt → answer  
→ copy → paste  
→ repeat

STATELESS. FORGETS.



CLAUDE CODE

objective → plan  
→ execute → verify  
→ iterate

STATEFUL. REMEMBERS.

| The model is not the star. The model is the director.

# PLAN BEFORE YOU EXECUTE.

## SAVE THE PLAN AS A FILE.

**1****IDEA**

Plain English. No jargon.

**2****SPEC**

Assumptions surfaced. Edge cases listed.

**3****TASKS**

Broken into a list you can run against.

**4****SAVED TO DISK**

Markdown files. Permanent. Pointable.

*Prevents one rebuild from unclear scope and the loop has paid for a year of Claude Pro.*

# CLAUDE.MD IS THE EMPLOYEE HANDBOOK YOU NEVER WROTE.

## WHAT GOES INSIDE

**Constraints** · "never suggest a call in cold outreach"

**Standards** · "end emails with just 'lwo'"

**Lessons** · "no em dashes. ever."

**Done criteria** · "run validate-writing before completing"

SPEED WITHOUT GUARDRAILS

**creates risk**

GUARDRAILS WITHOUT SPEED

**kills the point**

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**PICK ONE.  
RUN IT.  
FREEZE IT.  
MOVE ON.**

That's it. Idea, run, freeze, repeat.

Do it ten times this quarter and the parts of your job you hate will be running themselves.

**FREE 90-MIN BUILD GUIDE**

## **The Claude Code Tutorial**

Install → working system. Non-technical. Step by step.

**[imoszapar.com / resources / claude-code-tutorial](https://imoszapar.com/resources/claude-code-tutorial)**