



## // THE SUPERVISION TAX

You open the laptop, Claude works. You close the laptop, Claude stops. **2-3 hours a day of supervision x your rate (\$100-\$250/hr) x 250 workdays = \$50K-\$200K/year** as the bottleneck. Routines run your work while you sleep. This is the four-routine starter kit.

### 01

### THE THREE TRIGGERS

#### Schedule

Hourly, daily, weekdays, weekly, or custom cron. Use for work that happens on a cadence.

#### API

Dedicated URL + bearer token. Use for work that reacts to an event (form, alert, webhook).

#### GitHub

Pull request or release events, with filters. Use for work that belongs in your codebase.

### 02

### FOUR ROUTINES THAT CHANGE HOW YOU WORK

#### Morning Brief

**TRIGGER** Schedule, 7:00am weekdays

**CONNECTORS** Slack, Google Calendar

Pulls unread priorities, reads today's calendar, drafts a 5-bullet summary, posts to a private Slack channel. You start the day already caught up.

**Saves ~45 min/day ... \$28,000/yr at \$150/hr**

#### Copy PR Review

**TRIGGER** GitHub, `pull_request.opened`

**CONNECTORS** None (repo only)

On every new PR in a content repo, reads the diff against your `COPYWRITING.md`. Flags em dashes and banned phrases as inline comments. Human review focuses on judgment, not spell-check.

**Scales voice consistency beyond one writer**

#### Client Report Draft

**TRIGGER** Schedule, Monday 6:00am

**CONNECTORS** Meta Ads, GA, CRM, or coaching notes

Works for any client you owe a weekly artifact to. Pulls last week's data, compares to the prior week, drafts a rough report in your template. You polish for 20 minutes instead of assembling for 45.

**Saves ~25 min x 4 clients = 83 hrs/yr**

#### Lead Webhook Handler

**TRIGGER** API endpoint (form webhook)

**CONNECTORS** Email, CRM

Form submits, webhook fires, routine reads answers, drafts a personalized reply as a Gmail draft, logs the lead in CRM. You hit send in 10 seconds instead of 10 minutes.

**Reply time from 12-48 hrs to under 1 hr**

### 03

### THE PROMPT IS THE PRODUCT

#### VAGUE ... FAILS IN ROUTINE

*"Review the PR for voice issues."*

#### SELF-CONTAINED ... WORKS

*"Read the diff. Compare every new sentence against COPYWRITING.md rules. Flag em dashes (any = violation). Flag banned phrases from section 'Words We Never Use.' Post inline comments on specific lines. End with a summary: total violations + top 3. If zero, post 'Voice check passed' only."*



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WHEN TO BUILD A ROUTINE VS STAY INTERACTIVE

ROUTINE IF ALL TRUE

1. Repeatable ... has a shape that holds across instances.
2. Success is clear ... you can describe "done" in one sentence.
3. No mid-run judgment required.

INTERACTIVE IF ANY TRUE

1. Requires strategy or new thinking.
2. Success depends on context only you have.
3. Output too sensitive to ship without review.

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THE SECURITY LEDGER ... THREE SAFEGUARDS

01 Scope repositories tightly

Each routine gets access to only the repos it actually works in. One routine, one purpose. No "everything" routines.

02 Keep unrestricted branch pushes OFF

Default is `claude/` -prefix only. Leave it that way. Routine opens PRs, human reviews and merges.

03 Scope connectors per routine

Strip attached connectors down to what the specific routine needs. Morning brief doesn't need GitHub. Copy review doesn't need Stripe.

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THE 15-MINUTE FIRST ROUTINE

- 1 Open [claude.ai/code/routines](https://claude.ai/code/routines) ... click New routine.
- 2 Name it "Morning Brief." Write an explicit prompt (which Slack channels, what counts as priority, output format).
- 3 Select any repo (needed for cloning). Leave unrestricted branch pushes off.
- 4 Attach Slack and Google Calendar connectors. Remove everything else.
- 5 Add schedule trigger ... weekdays 7:00am.
- 6 Save. Click Run now to test.

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THE 30-DAY LADDER

- WEEK 1 **Morning brief** running reliably. Don't touch anything else.
- WEEK 2 Add **copy PR review**. Test on sample PRs first.
- WEEK 3 Add **client report draft**. Start with one client's data.
- WEEK 4 Add **lead webhook handler**. Test staging submission before wiring live.

// WANT AI INFRASTRUCTURE, NOT ANOTHER TOOL?

**Stop Running Your AI. Start Operating It.**

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