

Using Claude.ai: Beyond the Obvious



Hi everyone, thanks for being here. Today I want to talk about Claude.ai, but not the way most people talk about it.

Most intros to Claude start and end with "it writes stuff for you." That's true, but it's like describing a smartphone as "it makes calls." We're going to spend a little time on the obvious uses, and then most of our time on the things people don't think to try, like having Claude go through your inbox for you, or building a repeatable system instead of a one-off answer.

By the end of this, my goal is that you walk away with at least one thing you didn't know Claude could do, and you actually try it this week.

Bonus Tip: Use The Microphone If You Don't Want To Type

If you aren't a fast typist or simply don't want to type everything out - use the microphone in Claude's "Write a message..." box and just tell Claude what you want it to do.



Part 1: The Obvious Stuff (fast pass)

You probably already know Claude can:

Draft and edit writing

emails, posts, proposals, tricky messages you don't know how to phrase

Explain things

a contract clause, a medical term, a spreadsheet formula

Brainstorm

names, angles, outlines, "give me 10 options"

Answer questions

and search the web for current information when it needs to

That's the front door. Almost everyone who's tried Claude has used it for one of these. Good, keep doing it. But here's the thing: most people stop right there, treating Claude like a smarter search bar. The real leverage is one layer deeper.



What I want you to know is that: "Claude can look at your stuff"

Here's the shift I want you to make today: Claude isn't limited to what you type into the box. Through something called **connectors**, you can let Claude actually look inside accounts you already use, Gmail, Google Drive, Google Calendar, and dozens of others, and work with what's actually there instead of you copying and pasting it in.

This is the part almost nobody uses, and it's where the real time savings live.

Gmail, the most important and useful Claude tool that I've found so far

Let's start with email, because I guarantee most of you have an inbox they're behind on right now.

I have a previous webinar that I did that will guide you through the entire process of connecting Claude to your Gmail account.

<https://aipdinsiders.com/deep-dive-webinars/webinar-52-work-smarter-by-connecting-claude-to-gmail/>

Once you connect Gmail (Settings → Connectors, one-time setup), you can ask Claude things like:

- *"Scan my inbox for anything urgent from the last 48 hours and summarize it."*
- *"Find every email where someone is waiting on a reply from me, and list them by how long they've been waiting."*
- *"Pull together everything in my inbox related to [a client name] so I can catch up before our call."*

A few important things worth knowing so you use this well:

- Claude reads and can **draft** replies for you, it will not send email on its own. You always review and hit send yourself.
- It doesn't run in the background watching your inbox. It only looks when you ask, inside a conversation.
- Vague prompts waste it. "Check my email" gets a mediocre answer. "Find anything from vendors about invoice deadlines this month" gets a genuinely useful one.

This alone, a 5-minute "catch me up" prompt each morning, replaces what used to be 60 minutes of scrolling.

Google Drive, Calendar, and chaining them together

The same idea applies to your files and your schedule.

Google Drive connector:

- *"Find my content calendar doc and list every deadline this month."*
- *"Compare these two contract drafts and tell me what actually changed."*
- Claude can also **save files back** to Drive, not just read them.

Google Calendar connector:

Full read/write. Claude can check your week, and actually create or move events for you, not just tell you what's on it.

Here's where it gets genuinely powerful, chaining connectors together in one request:

"Check my calendar for meetings this week, check Gmail for anything urgent, and pull my open action items from Drive, then give me a single priority list for the week."

What used to be you opening four tabs and mentally stitching it together becomes one ask. Claude doesn't just list what it finds, it can flag conflicts and suggest what actually needs your attention first.

And this isn't just Google, there's a whole **Connectors Directory** with 50+ integrations now (Slack, Notion, Asana, WordPress, and more), so if there's a tool you live in every day, there's a decent chance it plugs in.

Another amazing use of Claude is their Projects

These of course have memory!

This is the one I think matters most for anyone doing repeat work.

Most people use Claude like a vending machine: ask a question, get an answer, start fresh next time. But you can set up a **Project**, a dedicated space with its own instructions and reference files, so Claude handles a *recurring* task the same reliable way every time. Feed it your style guide once. Feed it your templates once. Then every future request in that project already knows your voice, your format, your rules, you're not re-explaining yourself from scratch.

Pair that with **Memory**, Claude can carry forward context from past conversations with you automatically, so you're not re-briefing it on who you are and what you're working on every single time you open a chat.

Together, that's the difference between "a smart assistant with amnesia" and something that actually gets *more* useful the longer you use it.

Other underused wins in Claude

Rapid list, just to plant seeds:



Turn messy notes or a long document into a clean summary or checklist in one prompt.



Build things you can actually use like a simple calculator, a tracker, a one page tool, not just text answers



Feed it a PDF or spreadsheet directly and ask it to pull out just the numbers or clauses you need.



Ask it to push back on your writing - not just polish it. In other words, challenge it.

BONUS TIP: Copy or download articles. Put them into Claude and ask it to give you a list of actionable items that you can do for your business. I use this mostly with all the newsletters that I'm subscribed to.



Close

So, three takeaways:

01

Writing and answering questions is just the beginning, you can do so much more with Claude.

02

Connect your Gmail inbox, Google Drive, and/or calendar and let Claude look at what's *actually there* and prioritize it for you.

03

If you do something repeatedly, build it once as a Project instead of starting over every time.

Pick one of these, probably the email one, and try it this week. That's the whole webinar. Thanks for being here.

