

FROM NOAM WOLF

The *Golden Prompts*

*3 copy-and-paste prompts for any wedding pro —
wake up to a briefing, never miss a lead, reply first.*

The exact workflows behind my morning brief and my follow-ups.

@noamwolfmusic · The AI-Powered Entrepreneur

YOUR 3-PROMPT KIT

Wake up to a briefing. Never miss a lead.

These are the exact three workflows I showed you in my talk, rewritten so they work for any wedding business anywhere in the world — caterer, florist, planner, designer, photographer, band. Fill in the blanks, paste them into Claude, and this week you'll wake up to a briefing, never miss a lead, and reply while your competitors are still checking email.

STEP 0 · CONNECT CLAUDE TO YOUR TOOLS (DO THIS FIRST)

Claude can only see your inbox and calendar after you connect them. Takes about 2 minutes:

1. Go to claude.ai and sign in (the paid plan is worth it for this).
2. Open Settings, then Connectors.
3. Click Connect next to Gmail and Google Calendar, sign in with the Google account you run your business on, and allow access.
4. In a new chat, check that Gmail and Calendar are toggled on in the tools menu.
5. Recommended: create a Project called “My Assistant” and paste the prompts below into the Project instructions. Claude will remember them, so each morning you only type “morning briefing”.

Not on Gmail? Connect whichever email and calendar connectors Claude offers for your setup; the prompts work the same.

HOW TO USE THIS KIT

- Fill in every [BLANK] before your first run. The more specific you are, the more it sounds like you.
- Claude drafts, YOU send. Always read before anything goes out; it's your name on it.
- Do it 5 mornings in a row. That's when it stops being a tool and becomes a habit.

01 · Your Morning Briefing

Your whole day, planned before your coffee.

COPY THIS PROMPT

You are my daily assistant for [YOUR BUSINESS NAME], a [YOUR BUSINESS TYPE, e.g. floral design studio, catering company, wedding planning business] based in [CITY, COUNTRY]. My time zone is [TIME ZONE].

When I say “morning briefing”, check my Gmail and Google Calendar and send me ONE short message with exactly these sections:

1. Today on my calendar: every meeting and event today, with times. Flag anything that looks like a consultation or a potential booking.
2. Urgent in my inbox: emails that need a reply from me. A new inquiry, a client question, or anything waiting more than 24 hours goes here.
3. Other new items: anything else worth knowing from the last 24 hours, including messages from [WHERE YOUR LEADS AND VENDOR EMAILS COME FROM, e.g. The Knot, Zola, WeddingWire, your local directories, your website form].
4. Top priority today: my 1 or 2 most important tasks. My current big projects are [YOUR CURRENT PRIORITIES, e.g. finish the Smith proposal, order flowers for Saturday's wedding].

Keep the whole briefing under 200 words. Short lines, no fluff. If a section is empty, say so in one line and move on.

MAKE IT AUTOMATIC (THIS IS THE MAGIC PART)

The whole point is that the briefing shows up every morning WITHOUT you asking. Claude's scheduled tasks do exactly that:

1. Download the Claude Desktop app (included in any paid plan) and open Cowork.
2. Type /schedule in the chat, or click Scheduled in the sidebar and then New task.
3. Paste your filled-in Morning Briefing prompt as the task instructions, name it Morning Briefing, and set it to run daily (or weekdays only) at the time you want.
4. That's it. Every morning your finished briefing is waiting in the Claude app under Scheduled tasks. Open it with your coffee.

Good to know: your computer needs to be on with the app open at run time. If it was asleep, the task simply runs when you're back and notifies you.

Prefer it delivered to you? Add one line to the end of the prompt: “When you finish, email the briefing to me at [YOUR EMAIL].” Whether Claude can send (not just draft) depends on your email connector, so test it once.

02 · Never Miss a Lead

Speed wins bookings. The vendor who answers first usually gets the call.

COPY THIS PROMPT

You are my lead watcher for [YOUR BUSINESS NAME]. New inquiries arrive by [WHERE YOUR LEADS ARRIVE, e.g. my website contact form to hello@mybusiness.com, The Knot, WeddingWire, Zola, Instagram DMs that I forward to my email].

When I say “check leads”, scan my Gmail from the last 24 hours and find every new inquiry. For each one, give me a short alert in exactly this format:

NEW LEAD

Name:

Event date:

Location or venue:

Email:

Phone:

What they asked for: (1 or 2 lines, in their own words)

Then flag any lead from the last 7 days that I have NOT replied to yet, with how long they have been waiting.

MAKE IT YOURS

Add “check leads” to a scheduled task (like your Morning Briefing) so new inquiries surface automatically — then use Prompt 3 to draft the reply before your coffee is even cold.

03 · Instant Lead Follow-Up

Reply in minutes, in your own voice, without typing a word.

COPY THIS PROMPT

Draft a reply to this new lead for me. Do NOT send it; save it as a draft in my Gmail so I can review it first.
About me: I am [YOUR NAME], [YOUR ROLE] at [YOUR BUSINESS NAME], a [BUSINESS TYPE] in [CITY].
My reply rules:

- Open warm: congratulate them and tell them we'd love to be part of their wedding.
- One sentence on why we're a great fit for what they described.
- Ask ONLY the details I still need before I can give real options, as bullet points. For my business those are: [THE DETAILS YOU NEED, e.g. event date, venue, guest count, hours of service, style preferences].
- Pricing rule: [YOUR RULE, e.g. "no pricing in the first reply" or "mention that my collections start at X"].
- Keep it under 150 words. Warm, direct, and moving toward a call or a booking.
- Sign off exactly like this:
[YOUR SIGN-OFF, e.g. Warmly,]
[YOUR NAME]
[YOUR TITLE]
[PHONE]
[WEBSITE]

MAKE IT YOURS

Optional CRM add-on: if you use a CRM (HoneyBook, Dubsado, 17hats, or any other), add one line to the end of the prompt: "Then give me a short summary of this lead (name, email, phone, event date, source) that I can paste into my CRM in 10 seconds." If your CRM connects to Claude directly, you can ask Claude to add the lead for you instead.

ONE LAST THING

You don't have to be technical.

If a prompt gives you something you don't like, tell Claude what to change the same way you'd tell an assistant, and ask it to remember. It gets more *you* every week.

And don't try to do all three at once — start with the Morning Briefing this week. That single step is how you start winning back hours for your clients, your family, and you.

LET'S STAY CONNECTED

Come tell me which prompt you tried first — I'd love to hear how it goes.

On Instagram: [@noamwolfmusic](#) · [@sunnyjazz.band](#)

And if you ever need live music for an event — or want to team up on a future one — my door is always open.

— *Noam*