TYGART MEDIA FIELD SHEET · CLAUDE SERIES

Claude AI for Small Business — a Tygart Media field sheet

Free (5 Projects) vs Pro vs Team plans, integrated Cowork desktop workflows, SOPs, and customer ops.

Verified 2026-11-13 against Anthropic official docs · Guide: tygartmedia.com/claude-ai-small-business/ · Official Anthropic: claude.com/solutions/small-business

DIRECT ANSWER · VERIFIED 2026-11-13

Free ($0) now includes up to 5 Projects (`Sonnet 5.5` / `Haiku 5.5`, 1M context) so small owners can store company voice before paying. Daily operators choose **Pro ($20/mo or $17 annual)** or **Max ($100)** / **Ultra ($200)** with integrated **Cowork** in Claude Desktop; 2+ staff teams choose **Team Standard ($20/seat annual / $25 monthly)** or **Premium ($100/$125)** for shared Projects and no default training (claude.com/solutions/small-business).

1. Four High-Leverage Small Business Functions

- **Local Marketing & GBP Copy:** Draft homepage updates, service descriptions, Google Business Profile posts, and seasonal campaign emails anchored to your real service area.
- **Operations & SOP Standardization:** Convert messy voice memos or rough checklists into repeatable onboarding guides and training SOPs.
- **Customer & Review Workflows:** Build calm reply libraries for positive reviews, tough complaints, refund inquiries, and estimate follow-ups.
- **Desktop Productivity (Cowork):** Use **Claude Desktop** (which now integrates **Cowork**) on paid tiers to organize files and execute multi-step administrative workflows.

2. Context Engineering: What Goes Inside Your Business Project

- **1-Page Company Brief:** Legal business name, cities served, ideal buyer profile, core differentiators, and phrases to avoid.
- **Style & Pricing Guardrails:** Paste 3 real emails you wrote and explicit disclaimers so drafts match your tone without fabricating guarantees.

Verified Claude Plan & Pricing Snapshot (Verified 2026-11-13)

Business Tier	Published Price	Key Inclusions & Context	When It Fits
Claude Free	$0	Sonnet 5.5 & Haiku 5.5 (1M ctx), **up to 5 Projects**, Artifacts; 5-hr & weekly limits	Occasional drafting & testing your first voice Project
Claude Pro	$20/mo ($17/mo annual / $200/yr)	At least 5× Free usage, Opus 5.5, Fable 5.2 (credits), Claude Code & Desktop + Cowork	Daily solo owner writing marketing, SOPs & replies
Max / Ultra	$100/mo · $200/mo	5× Pro (Max) or 10× Pro weekly + no verified 5-hr cap (Ultra); $100 / $200 API credits	High-volume solo operators & multi-doc estimating
Team Standard / Prem	$20/$25 (Std) · $100/$125 (Prem)	2–150 seats; shared Projects, SSO, central billing, up to $500/mo pooled API, **no default training**	2+ staff sharing SOPs, customer support & templates

Verified 2026-11-13 (tygartmedia.com/claude-ai-pricing/). Do not enter regulated medical PHI on consumer or Team plans (HIPAA BAA requires Enterprise).

Next Steps & Implementation Checklist

- Build your master Business Project first (available even on Free $0 up to 5 Projects).
- Upload 3–5 approved customer replies and service descriptions so voice stays consistent.
- Choose Pro ($20/mo or $17 annual) for solo owners or Team Standard ($20 annual / $25 monthly) when sharing Projects across staff.
- Require human review on legal contracts, pricing quotes, and public policy claims.

CANONICAL LINKS & PRICING HUB

Full Interactive Guide: https://tygartmedia.com/claude-ai-small-business/ | **Pricing Hub:** tygartmedia.com/claude-ai-pricing/ | **Anthropic Official:** https://claude.com/solutions/small-business