

Which Claude do I use?

And how do I make it know my business?

The one-pager we give every client. Four models, one effort dial, three ways to load your business in. Save it, share it, argue with it. Updated 22 Jul 2026.

01 • THE FOUR MODELS

Haiku 4.5

"the sprinter"

SPEED ●●●● • COST ●○○○

Near-instant and the cheapest. Use it when the task is mechanical and volume is high.

- Sorting & tagging anything
- Pulling data out of emails/PDFs
- Meeting notes → summary
- Quick lookups & drafts

Sonnet 5

"the workhorse"

SPEED ●●●○ • COST ●●○○

The everyday default. Best smarts-per-dollar for 80% of real work.

- Client emails & documents
- Everyday coding
- Research & analysis
- Website & marketing copy

Opus 4.8

"the heavy lifter"

SPEED ●●○○ (FAST MODE) • COST ●●●○

Deep work on big material. Reads entire codebases and contract stacks (1M-token context).

- Complex code & refactors
- Long documents, many files
- Proposals that must land
- Judgment calls with nuance

Fable 5

"the frontier"

SPEED ●●○○ • COST ●●●●

The newest flagship family. Hardest reasoning, longest agent runs, best taste.

- Strategy & pricing decisions
- Agents that run for hours
- Gnarly multi-step problems
- "This really matters" work

House rule: start on **Sonnet**. Drop to **Haiku** the moment the task feels mechanical. Escalate to **Opus** or **Fable** when being wrong is expensive — a lost client, a broken deploy, a mispriced deal.

02 · THE EFFORT DIAL (MOST PEOPLE NEVER TOUCH IT)

Every model also has a **thinking / effort setting**: how long it reasons before answering. Low = instant answer. High = it works the problem first. This changes results more than most model swaps.

EFFORT	WHEN	FEELS LIKE
LOW	Lookups, rewrites, formatting, anything you'll check yourself	A fast colleague answering from memory
MEDIUM / HIGH	Debugging, planning, maths, anything multi-step	Someone taking a walk to think it through first
MAX	The genuinely hard stuff — let it grind	A specialist locking the door for an afternoon

Cheat: a mid model on **high effort** often beats a big model on low effort for puzzles and debugging. But for taste — writing, strategy, judgment — the bigger model wins even on low. **Puzzle → effort. Taste → model.**
Where it lives: claude.ai → model picker ▾ → Extended thinking · Claude Code → type /model → pick model + effort

03 · TEACH IT YOUR BUSINESS (THIS IS THE UNLOCK)

STEP 1

Make a Project, load your gold

In claude.ai: sidebar → Projects → new. Upload your website copy, your 2–3 best proposals, 5 real customer emails. Then set instructions: "Write like these examples. This is our tone, our offer, our prices." Every chat in the project now knows your business.

Projects

+ Add to project knowledge

⊙ Set custom instructions

STEP 2

Connect your real tools

Settings → Connectors. Plug in Gmail, Drive, Calendar (and any MCP tool your systems expose). Now it answers from your actual emails and files: "Summarise every open quote from this month's email."

✎ Connectors

Connected: Gmail

🔍 Search & tools

STEP 3

Show, don't describe

The 3-example rule: paste two or three gold-standard outputs before you ask for a new one. Models copy patterns far better than they follow adjectives. "Professional but friendly" loses to three real examples, every time.

Here are 3 quotes we actually sent and won.
Match their structure, tone and length.
Now write one for: [new client details]

04 · WHEN TO USE WHAT — PIN THIS BIT

THE TASK	MODEL	EFFORT	PLUS
Label / sort / extract from 1,000 things	Haiku 4.5	LOW	Clear format example
Reply to a customer email	Sonnet 5	LOW	3 past replies as examples
Write a proposal or quote	Opus 4.8	MEDIUM	Project with your winners loaded
Debug code / fix a spreadsheet formula	Sonnet 5 → Opus 4.8	HIGH	Paste the error, not a description
Read a 100-page contract / whole codebase	Opus 4.8	MEDIUM	1M context — give it everything
Pricing, strategy, "what should we do?"	Fable 5	MAX	Real numbers in, always
An agent that works for hours unattended	Fable 5 / Opus 4.8	HIGH	Connectors + tight instructions
Meeting → summary → action list	Haiku 4.5	LOW	Your action-list template

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