

CC STRATEGIC AI // PLAYBOOK SERIES

# CLAUDE GMAIL INBOX ZERO PLAYBOOK

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3,600 Unread Emails to Inbox Zero  
in Under 5 Minutes with AI

5 min setup | 1 prompt | zero code

**Charles Dove**

C&C Strategic Consulting

@charlieautomates

# 01

## What You Need (2 Minutes)

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I had 3,600 unread emails sitting in my inbox. Instead of spending an entire weekend sorting through them, I let Claude handle it in one command. Five minutes later - inbox zero with a full label management system in place.

This playbook shows you exactly how to do the same thing. No coding required.

### Requirements:

- > Claude Desktop app (free to download - [claude.ai/download](https://claude.ai/download))
- > A Gmail account (personal or Google Workspace)
- > About 5 minutes of your time

That's it. Claude connects directly to Gmail through its built-in connectors. No API keys, no third-party tools, no browser extensions required for the basic setup.

### PRO TIP

This works with any Gmail account - personal, business, or Google Workspace.

# 02

## Connect Gmail to Claude Desktop

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The first thing you need to do is connect Claude Desktop to your Gmail account. This is a one-time setup that takes about 60 seconds.

### Steps:

1. Open Claude Desktop and click the Settings icon (gear icon)
2. Navigate to the "Connectors" section
3. Find Gmail in the list and click "Connect"
4. Sign in with your Google account and authorize access
5. Once connected, toggle ALL permission settings to "Always Allow"

### HEADS UP

Make sure you enable all permissions - Claude needs full access to read, label, and organize.

Once connected, Claude can read your emails, create labels, move messages, archive threads, and apply filters. It's like giving your inbox an operations manager.

### PRO TIP

You only need to do this once. Claude remembers the connection across sessions.

# 03

## Level Up: Claude in Chrome Extension

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For an even more powerful experience, you can install the Claude in Chrome browser extension. This lets Claude see and interact with your Gmail directly in the browser - reading email content, clicking buttons, and navigating your inbox visually.

### How to install:

1. Open the Chrome Web Store ([chrome.google.com/webstore](https://chrome.google.com/webstore))
2. Search for "Claude in Chrome" by Anthropic
3. Click "Add to Chrome" and confirm the installation
4. Pin the extension to your toolbar for easy access
5. Open Gmail in Chrome - Claude can now see your inbox

### Why use the extension?

- > Claude can visually read your inbox and understand context
- > It can interact with Gmail's native UI (labels, filters, settings)
- > Great for complex email workflows that need browser interaction
- > Works alongside Claude Desktop for a hybrid approach

#### PRO TIP

The extension is optional. The Gmail connector alone handles everything in this playbook. But the extension adds visual superpowers.

# 04

## Using Claude Cowork Mode

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Here's the secret sauce: I use Claude's Cowork mode to manage my email. Cowork lets Claude work alongside you in real-time - processing emails in the background while you focus on other things.

### What is Cowork?

Cowork is a mode in Claude Desktop where Claude continuously works on a task without you needing to prompt it step-by-step. You give it a goal, and it autonomously executes - reading emails, creating labels, sorting messages, and reporting back.

### How to activate Cowork:

1. Open Claude Desktop with your Gmail connector active
2. Start a new conversation
3. Give Claude your email management prompt (next page)
4. Claude enters Cowork mode and processes your entire inbox
5. It reports back with a summary of everything it organized

The beauty of Cowork is that Claude handles thousands of emails without you clicking a single button. It reads, categorizes, labels, and archives - all autonomously.

#### PRO TIP

Cowork mode is ideal for large batch operations like inbox cleanup.  
For ongoing management, set up recurring sessions weekly.

# 05

## The Exact Prompt to Use

Copy and paste this prompt into Claude Desktop. It tells Claude exactly how to organize your entire inbox with a proper label system:

### **COPY THIS PROMPT**

```
Go through my entire Gmail inbox and organize every email. Create a smart label system with categories like:
```

- Urgent / Action Required
- Newsletters & Subscriptions
- Receipts & Orders
- Client Communication
- Social / Notifications
- Personal
- Archive (read but not needed)

```
Apply the correct label to every email. Archive anything older than 30 days that doesn't need action. Unsubscribe suggestions for junk. Give me a summary when done.
```

### **Customize it:**

- > Add or rename categories to match your workflow
- > Change the 30-day archive threshold to your preference
- > Add rules for specific senders or email types you want prioritized

# 06

## What Claude Does For You

Once you hit send, Claude gets to work. Here's what happens behind the scenes:

```
PROCESSING INBOX...
```

```
Scanned:      3,600 emails  
Labeled:      3,247 emails across 7 categories  
Archived:     2,891 emails (older than 30 days)  
Flagged:      14 emails requiring action  
Unsub:        23 newsletter suggestions
```

```
LABELS CREATED:
```

```
> Urgent / Action Required      (14 emails)  
> Client Communication          (187 emails)  
> Newsletters & Subs            (892 emails)  
> Receipts & Orders             (445 emails)  
> Social / Notifications        (1,203 emails)  
> Personal                      (506 emails)
```

```
STATUS: Inbox Zero achieved
```

Claude creates Gmail labels (folders) automatically, applies them to every email, and archives old messages so your inbox only shows what actually matters.

### PRO TIP

Claude also suggests unsubscribing from newsletters you never open. One less thing cluttering your inbox going forward.

# 07

## Keep It Clean: Ongoing System

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Inbox Zero means nothing if it fills right back up. Here's how to keep the system running:

### Weekly maintenance prompt:

```
Review my inbox from this past week.  
Apply labels to new emails using the  
system you already set up. Archive  
anything resolved. Flag what needs  
my attention today.
```

### Build email rules:

Ask Claude to create Gmail filters so future emails are automatically sorted:

```
Create Gmail filters for my most common  
senders. Route newsletters to the  
Newsletters label, receipts to Receipts,  
and flag anything from [client domain]  
as Client Communication.
```

Once the filters are set, new emails get categorized the moment they arrive. Your inbox stays clean without lifting a finger.

#### PRO TIP

Run the weekly prompt every Monday morning. Takes 2 minutes and keeps your inbox from ever piling up again.

# YOUR INBOX IS NOW A SYSTEM

No more doom-scrolling through 3,600 unread emails.  
Claude handles the sorting. You handle the decisions.

- > Every email labeled and categorized automatically
- > New emails sorted as they arrive
- > Priority inbox that surfaces what matters
- > Archive clutter without losing anything
- > Repeat this for clients as a paid service

## JOIN THE COMMUNITY

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