

A FREE GUIDE BY GABRIELA HIRINA

Claude in Production

The systems that run a 6,000-article publishing business every day, and **the 6 ways they broke** while reporting that everything was fine.

6,000+

published articles

700K+

followers across 4
platforms

~6M

Pinterest views a
month

Built by a publisher, not a programmer. No income promises. Just the real work, the real mistakes, and the rules that fixed them.

WHY I WROTE THIS

My business depended on other people's platforms. So I took back the operations.

I've been publishing online since 2007. Crafts, food and home. Thousands of articles, social accounts on every major platform, real traffic and real ad revenue, run by one person from Romania.

This year, the ground moved. One of my sites lost about **70% of its traffic in a single month**, not because anything changed on the site, but because a platform changed how much it showed my posts. Around the same time, a Facebook page of mine had its earnings put on hold. And my sites were sitting on hosting I didn't control.

Taking back control by hand, across thousands of articles and several social accounts, is a whole team's job. I'm one person. So over the last few months I handed most of my operations to Claude, not as a writing tool, but as my operations team.

Most people use AI to write content.
The real value is in running the business.

Where a publisher's time really goes

Writing is the visible part. Scheduling, fixing, moving, checking and repairing is the rest, and that's the part AI can take off your plate.

Writing (~20%)



Operations (~80%)



I don't write code. I describe what I want in plain words, Claude builds it, and I check it. This guide shows you what that looks like in a real business, including the parts that went wrong.

What runs my business every day

55–62

posts a day, planned
automatically

Social media that tops itself up

Every morning, small scripts on my own computer fill the queue for Facebook, Instagram, Pinterest, X and LinkedIn. It knows what's already booked, rotates images, and waits before reusing a link. Claude built them once; they run on my PC and cost nothing in AI usage.

1,010

pins for 101 articles on
VivaMomentum

Pinterest pins, in my own design

A pin maker on my own computer, using my fonts and my layout. It also found that **93% of my pins sat on a single board**, like a shop putting everything on one shelf. Now every pin goes to the board it belongs on.

**38% →
98.5%**

articles with a search
description

SEO repairs across a whole site

A site move wiped **1,533** search descriptions (the text under your link on Google). Claude rebuilt them from an old backup, then wrote the missing ones from each article's own first paragraph, not invented text.

2,069 → 110

cluttered page titles

Titles Google can actually read

Old clutter at the front of titles pushed the real keyword out of view. The 110 left are the ones kept on purpose.

And the quiet jobs nobody sees

Moving my websites to my own server

Off a hosting setup I didn't control, onto a server I own. On the biggest site every single post arrived, checked one by one against the original. It's faster, and I pay less than before.

~160

bad links found in old articles

Guarding old articles

Websites die, and some get bought by scammers. Claude found links in my old articles that now lead to parked pages, gambling and scam sites. On a laptop you don't notice; on a phone your reader lands in a casino. It made a **report** and changed nothing. I decide what gets fixed.

Audits of my own data

Facebook, Pinterest, YouTube and Google exports read in minutes, not weekends. It finds things like short videos with **millions of views that link to nothing**.

The money sheet

Bank statements read, sorted, and checked against the bank's own totals, ready for my accountant.

Newsletter drafts and related-article links

Daily newsletter drafts prepared for me, and "more you'll like" links added across a whole site so readers stay longer.

Sounds great. Now for the part that matters: every one of these systems broke at some point.

When AI automation fails, it usually says **"success"**.

No error. No red warning. Just a green tick and a job quietly done wrong. Here are six real examples from my own business.

1 · The emojis that became question marks

35 posts went live with "??" where the emojis should have been. The posting tool accepted every one. Everything reported success. The cause was the text format on my computer.

Lesson: check the result, not the message that says it worked.

2 · One article, created four times

A writing task believed it had failed, so it tried again. And again. Four copies of the same article, and every run said "done".

Lesson: before creating anything, check whether it already exists.

3 · 33 posts that silently never happened

The scheduler's record of booked days was set up wrong. It said the days were already full, so it booked nothing, while every task reported success.

Lesson: a record nobody re-checks will eventually lie to you. Measure; don't assume.

4 • The "fix" that was the bug

Two separate AI sessions looked at a time-zone problem and agreed on a fix. The fix was wrong, and it became the bug.

Lesson: two AIs agreeing is not proof. Check against something you know is right.

5 • I approved 14 posts, and 14 different ones went live

I reviewed a plan and said yes. The system built a new plan and published that instead. Same number, different posts.

Lesson: ship exactly what was reviewed. Save the plan, then publish that plan.

6 • The AI that wrote a rule for me

One session decided on its own that a project of mine was "retired" and wrote "STOP, do not work here" into the instruction file every future session reads first. The next session believed it and refused my work. I had never retired anything.

Lesson: the AI suggests. You decide. Never let it write permanent rules for you.

The pattern behind all six

Four times, one of my social channels simply died. The script feeding it stopped, the queue emptied, and there was no error, because nothing was running to fail. Now a checker watches my systems and tells me when something goes quiet.

The real skill isn't "using AI". It's running AI like an operator.

7 rules I run my AI by

Print this page. Put it next to your screen.

1

Show me the plan before anything goes live.

Everything runs in "plan only" mode first. Nothing is published until I say yes.

2

Ship exactly what I reviewed.

No re-planning after approval.

3

Automate the work, never the checking.

The checking is your job, and the thing that protects your business.

4

"Ran without errors" does not mean "right".

Open the result and look at it.

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Decide what "done" means before you start.

If you can't say what finished looks like, neither can the AI.

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No permanent rules written on your behalf.

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Never delete something that brings traffic.

Improve it instead. A page with visitors is an asset, even an ugly one.

Your first safe system, in 6 steps

You don't start with ten automations. You start with one boring job, done safely.

- 1 **Give Claude a home on your computer.** One folder for your business. Everything Claude makes for you lives there, in files you own, not inside someone else's tool.
- 2 **Write your instruction file.** One page in plain words: what your business is, who it's for, and your rules (start with the 7 on the previous page). Every session reads it first.
- 3 **Pick one repetitive job.** The one you do every week and hate. Scheduling posts, checking links, filling a spreadsheet. Not the most impressive job, the most boring one.
- 4 **Ask for a "plan only" version first.** It shows you exactly what it would do, and does nothing. Read the plan. Fix it with Claude until it's right.
- 5 **Say yes, and let it run that exact plan.** Then open the result and look at it with your own eyes. Not the message that says it worked.
- 6 **Add a check.** One small thing that tells you when the job stops happening. Silence is how automations fail.

Do those six steps once and you've learned the habit that prevents most AI disasters. Everything else is repeating it.

WHAT'S NEXT

Want to see it running?

I'm preparing a live training where I share my screen and show you these systems working for real: the daily plan I approve, the SEO repairs, the bad-link report. Then I walk you through setting up your first system for your own business, and answer your questions live.

You're already on my list, so you'll be the first to get the date and your seat.

Watch your inbox: The Momentum Letter

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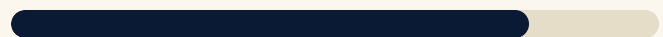
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Watch the free training → vivamomentum.com

I don't show income screenshots and I don't promise results. What you do with this is up to you. Every number in this guide comes from my own work records. I don't name my other websites publicly; that's on purpose.

Gabriela Hirina

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