Creating Artifacts

Tech Tip Tuesday #4 - by Nikita, High Impact Coaching

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What Artifacts Are (and why they matter)

An Artifact is a little app you build by just describing what you want. No coding. You don't write code, you don't even look at code. You tell Claude what you need and it builds you a working tool right there inside Cowork or Chat.

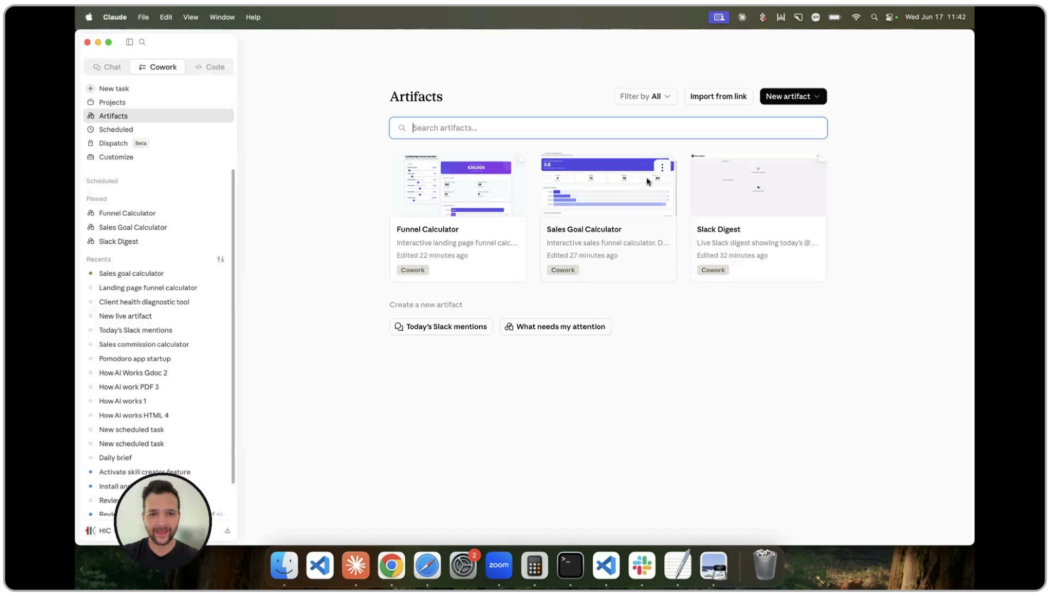
Think of it like a small mini app for one specific job. A calculator, a tracker, a diagnostic, a dashboard. The kind of thing you'd normally go build in a spreadsheet or pay a developer for. Here you describe it in plain English and it shows up in a couple minutes.

The word "Artifact" sounds a bit strange the first time you hear it. Don't overthink it. It's just a small app that's yours, built for whatever you need in the moment, daily, weekly, or a one-off.

Where Artifacts Live

In Cowork, look at the left sidebar. There's a tab called **Artifacts**. That's home base. Every artifact you build shows up here as a card, so you can jump back into any of them whenever you need.

You can see I've already built a few. A Funnel Calculator, a Sales Goal Calculator, a Slack Digest. Each one is its own little app, pinned and ready to go.

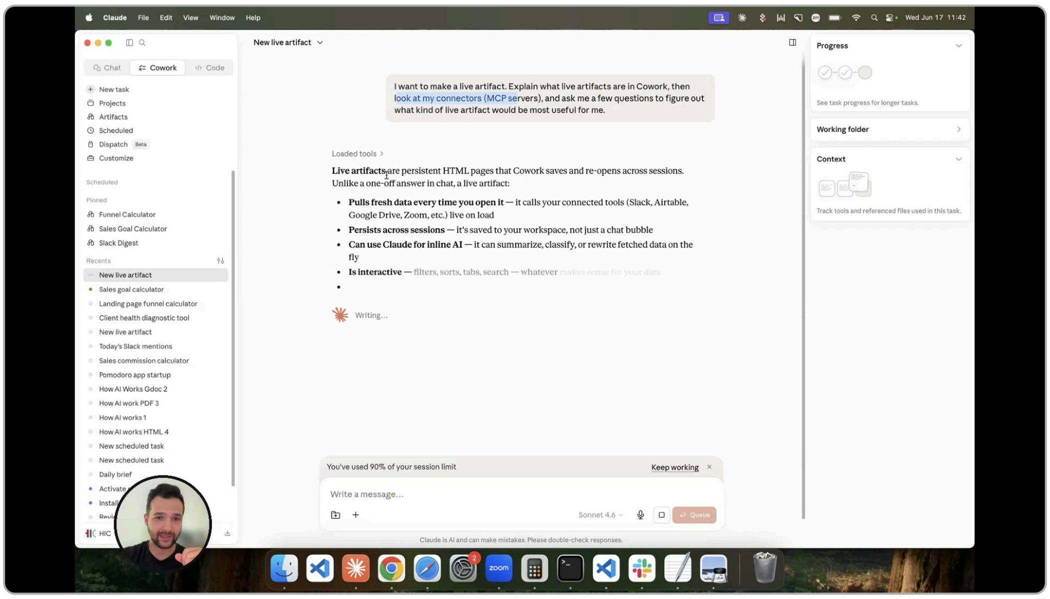


Building Your First One

If you've never made one, go to the top right and click **New artifact**, then **Create Cowork Artifact**. It opens a new chat and actually writes a starter prompt for you, something like "explain what live artifacts are, then look at my connectors."

It'll explain what they are in plain terms (persistent interactive pages Cowork saves, that you use inline without ever leaving the app) and then start asking you what kind of artifact you want to build. Answer the questions and it builds it.

You don't have to be clever with the prompt either. If you're stuck on what to even ask for, that's a section coming up. Most of my prompts I had Claude help me write.



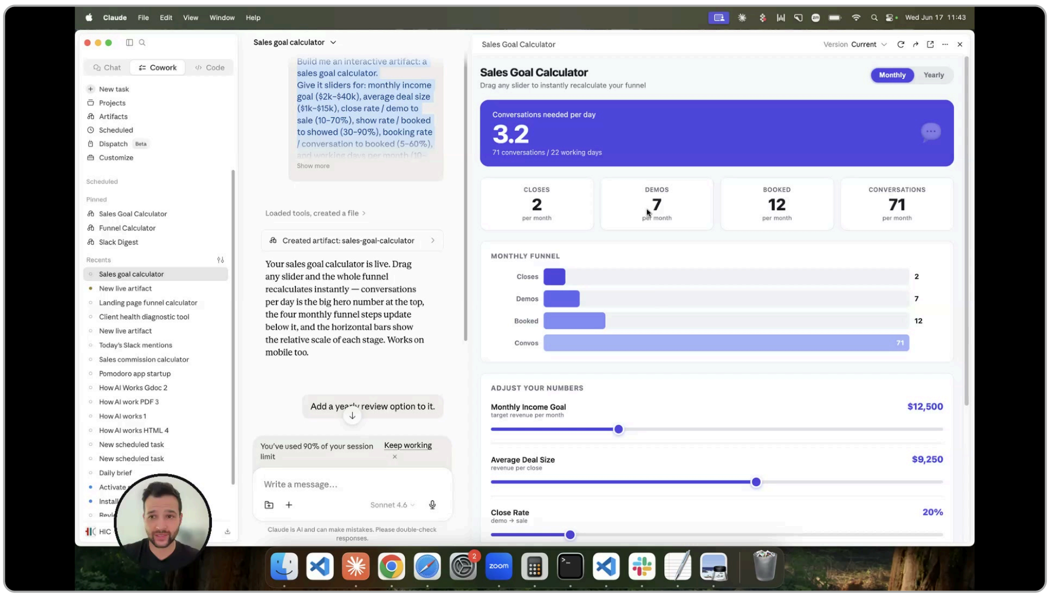
Example: The Sales Calculator

Here's a real one. I wanted a sales calculator with sliders, so I had Claude write the prompt and build it:

> *Build me an interactive artifact, a sales calculator. Give it sliders for monthly goal, close rate, demo. As I drag any slider, instantly calculate and display how many closes, demos, and booked calls I need.*

A couple minutes later I've got a working app. I drag my monthly income goal to 12K, set average deal size to 9K, close rate to 20%, show rate to 60%, and the numbers update live as I move the sliders. If I was a salesperson tracking my goals, this is something people would pay for. You get it for free.

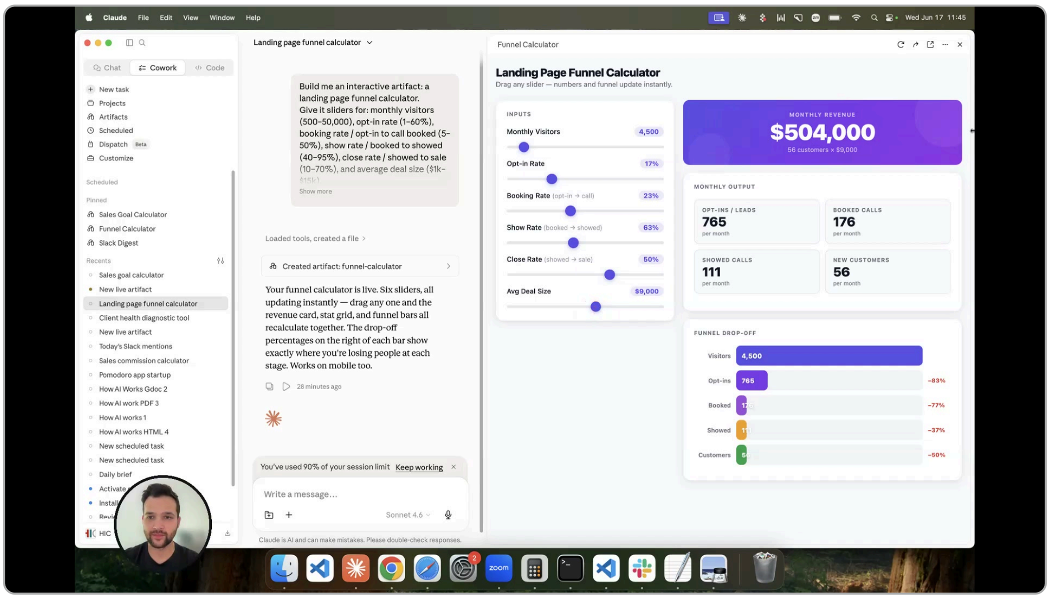
And you can keep building on it. I said "add a yearly review option" and it added a Monthly / Yearly toggle in the top right. I can change the colors, swap what shows first, whatever. You prompt it, it changes it. Nobody else has access to your app. It's just yours to play with.



Example: The Funnel Calculator

Same idea, different job. I built a landing page funnel calculator. Now I can plug in real numbers and see what a page is actually worth. 5,000 monthly visitors, 17% opt-in rate, 23% booking rate, 63% show rate, 50% close rate, 9K average deal size, and it shows me the monthly revenue.

This is something I can use for the HIC business or give to a client. Picture hopping on a call: instead of fumbling through a spreadsheet, you build this with them in three minutes and they watch the numbers move in real time. That lands way harder than a wall of cells.

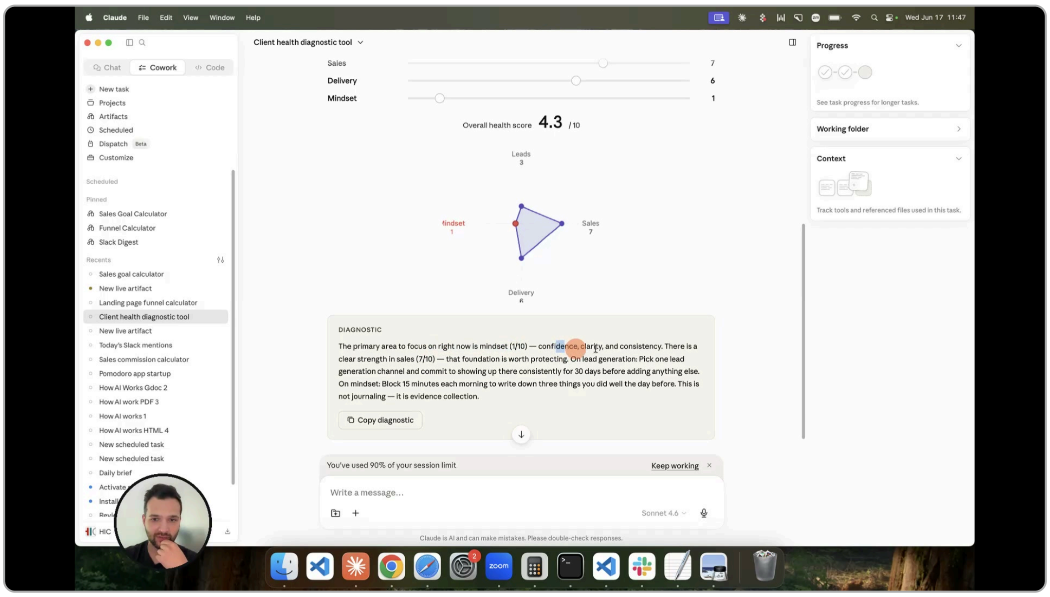


Example: The Client Health Diagnostic

This is my favorite one. I didn't even know the exact prompt, so I went to Chat first and asked: "help me create a prompt for an artifact to understand the health of my coaching client. I want to rate them across lead, sales, delivery, and mindset, with sliders so I can see where the weakest points are."

It handed me a prompt, I copied it into Cowork, and boom, a diagnostic tool. Now on a client call I can ask "on a scale of 1 to 10, where's your lead generation?" and drag the slider. The whole thing moves, and the diagnostic text underneath actually rewrites itself based on the scores. It'll say something like "your primary focus right now is mindset, there's a clear strength in sales worth protecting."

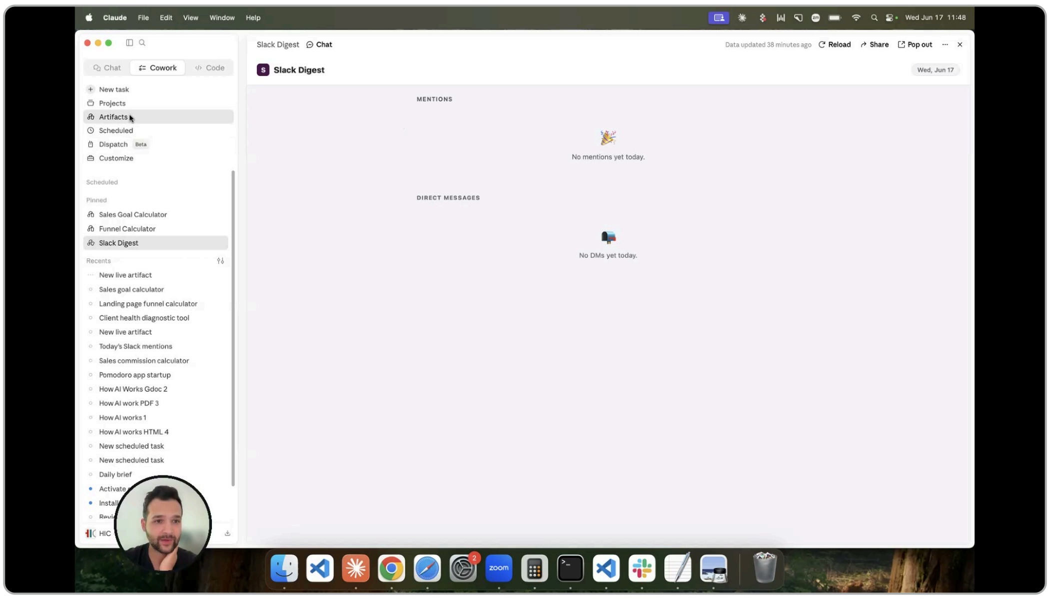
A real diagnostic tool built in five or six minutes. One note: you can build these right in Chat too, not just Cowork. Same result, slightly different layout.



Connecting Artifacts to Your Tools

Here's where it gets really useful. When you build an artifact, it can see your connectors. Airtable, Google Drive, Slack, all of it. So the app isn't just a calculator, it can actually pull your live data.

For example I built a Slack Digest: "build a live digest of my Slack mentions and DMs, one line each." Now there's an app that pulls my mentions and direct messages into one clean view. I can check it whenever instead of scrolling Slack. You could do the same for a client pipeline, daily P1 check-offs in Airtable, summaries, whatever your role needs.



Sharing It, and the One Catch

You can share an artifact with anyone. Send it to a teammate ("hey, built this, think it could help you") or to a client ("here's a financial calculator, play around with it"). They get the working app, not a screenshot.

The one thing to keep in mind: by default these don't save data. So you can't come back in 12 months and pull up the numbers you typed in. That's on purpose. These are in-the-moment apps, you need it right now, you use it, you move on. If you want something that stores data and tracks history over time, that's a backend build. Reach out to me and we'll get it sorted.

Your Challenge This Week

Build your first artifact. Think about your role and the one thing that makes you go "man, I wish I had a calculator like this, or an analyzer, or a quick briefing." Then ask Claude to build it.

And if you're blank on ideas, just ask. Open your HIC folder (so it knows who you are and what you do) and say: "you know my role at HIC, what kind of artifacts could be helpful for me to create?" It'll come back with real suggestions. When I did it for ops it gave me a client pipeline tracker, an automation QA checklist, a project status board, a cohort checklist, an ops quick reference. The automation QA checklist alone is something our team could actually use.

This was a slightly longer one. Have a look, play around with it, and share what you build with the team.

Let's go.