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FREE GUIDE

AI email assistant for small business: Shortwave, Superhuman and Gemini in Gmail, from each company's own pages

What Shortwave, Superhuman and Gemini in Gmail show on their own pricing pages, what each costs, where the AI is (it is listed on all three), a prompt for answering a customer email with ChatGPT or Claude, and the check to run before you send. Free PDF, no sign-up.

WHAT THIS ADDS

Most lists of AI email assistants repeat marketing. This guide takes only what each company shows on its own pricing page, opened on November 5, 2026, notes that all three list an AI feature but none of them says how well it writes, and adds the part no tool does for you: reading every draft before a customer gets it.

Why people are searching for this

On November 5, 2026, typing *ai email assistant* into Google autocomplete suggested *outlook*, *free*, *gmail*, *gmail free* and *free online*. Owners and creators want the inbox handled, and they want it free.

Important: this guide was written from each company's own pricing pages, opened on November 5, 2026. None of the tools was tested on a live inbox for this guide, and plans, prices and limits change often.

Step 1: Shortwave

Shortwave's pricing page starts with a 14 day free trial and shows three plans, all priced per seat, per month.

Plan	Price shown	Listed
Business	$30 per seat / month	Standard intelligence, more AI usage, 5 years of AI search history, max 50 threads per AI search, 3 AI powered filters, AI autocomplete, summaries and attachment analysis
Premier	$45 per seat / month	Advanced intelligence, 2x more AI usage, unlimited AI search history, max 100 threads per AI search, 10 AI powered filters
Max	$120 per seat / month	Expert intelligence, 6x more AI usage, max 150 threads per AI search, 50 AI powered filters

The price is per person: the cheapest plan is $30 a month, so three people is already $90. The page does not say how good the AI answers are, and none were tested for this guide.

Step 2: Superhuman

Superhuman's pricing page shows three plans.

Plan	Price shown	Listed
Starter	$25 per member / month, billed annually	Email productivity, Superhuman AI, team collaboration, calendar and scheduling, unified admin and billing
Business	$33 per member / month, billed annually (15% off for teams of 5+)	Everything in Starter, plus the most advanced AI, auto drafts, Ask AI, Superhuman Mail MCP, custom auto labels, CRM integrations
Enterprise	Let's talk	Admin security and controls, single sign-on, customer success manager, team analytics, priority support

Superhuman AI is listed in Starter; the most advanced AI and auto drafts are listed in Business, which costs $8 more per member. The page does not say what auto drafts write or how well, and none were tested.

Step 3: Gemini in Gmail (Google Workspace)

Gemini in Gmail is not a separate email app. It comes with Google Workspace, the business version of Gmail with an address at your own company name. Google's pricing page, with the annual toggle selected, shows:

Plan	Price shown	Listed
Starter	$7 per user / month	Secure custom business email, 30 GB pooled storage per person, Gemini AI assistant in Gmail
Standard	$14 per user / month	Everything in Starter, plus Gemini in Gmail, Docs, Meet and more, appointment booking pages, eSignature, 2 TB storage
Plus	$22 per user / month	Everything in Standard, plus 5 TB, Vault, more security and management controls

In the comparison table, the line *Gemini in Gmail - find, summarize, and write emails faster with AI* has a check mark on every plan, including Starter. Gemini in Docs, Sheets, Slides, Drive and Meet starts at Standard. The page shows these prices with a one year commitment selected, offers a 14 day trial at no cost, and prices can change, so check the toggle.

So where is the AI?

AI is listed on all three pages: Shortwave lists AI summaries, search and autocomplete; Superhuman lists Superhuman AI, with auto drafts on Business; Google lists a Gemini assistant in Gmail on every plan. What the pages do not say is how well any of them writes, or whether it sounds like you. Only a test in your own inbox can show that, and none was run for this guide, so none is rated here.

Step 4: write the reply with ChatGPT or Claude (my suggestion)

This step is not a company's feature; it is a way to get a first draft of a reply. It works with the free version of either one. Paste this into ChatGPT or Claude:

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Here is an email from a customer: [paste the email here]. Write a short, friendly reply. My business is [what you do]. Answer only what they asked. Do not invent prices, dates, discounts or promises. If you need information from me, put it in [square brackets]. Keep it under 100 words.
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An example I wrote, not from any tool: *Hi Sam, thanks for reaching out. I can do Thursday at two or Friday at ten. Which works better for you? Once you pick, I will send a short confirmation with the address.*

Why the rules: an AI helper may invent a price you never quoted, promise a date you cannot keep, or sound like every other business. You are the one who has to stand behind what it sends.

Step 5: the check before you send

1. Read the whole draft out loud.
2. Check every name, number and date against your own records.
3. Check that it answers the question the customer asked.
4. Check the greeting and the name.
5. Never let any AI send an email without you pressing the button.

Two minutes per email. An email that has gone out is one you cannot quietly take back.

What it costs

Option	List price on the page
Google Workspace Starter (Gemini in Gmail)	$7 per user / month
Superhuman Starter	$25 per member / month, billed annually
Superhuman Business	$33 per member / month, billed annually
Shortwave Business	$30 per seat / month
Shortwave Premier	$45 per seat / month

Prices are list prices before tax from each company's page on November 5, 2026, and can change.

Honest limits

- None of these tools was run on a live inbox for this guide.
- This guide cannot rate how well any AI feature writes, because none was tested.
- Plans and prices change often, so open the page before you decide.
- No tool knows which customer is waiting on a quote. That part is yours.

DO THIS

Do not buy anything this week. If you already use Gmail with your own domain, open the Gemini assistant you may already be paying for and try it on five real emails. If you have no business email, Google Workspace Starter at $7 per user is the cheapest page on this list. If you need a shared inbox or a team, then look at Shortwave or Superhuman, and remember both are priced per person.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io is for the business around the inbox: one portal for your contacts, calendar, quotes, invoices and email, with AI that runs on your own key. Fynl is not a replacement for the email tools compared in this guide.

Sources

- Shortwave pricing — https://www.shortwave.com/pricing/
- Superhuman Mail pricing — https://superhuman.com/mail/pricing
- Google Workspace pricing — https://workspace.google.com/pricing