

THE AI FOUNDER'S STARTER PACK

Build your first real website with AI in one afternoon.
No coding. No tech background. No BS.

BY CARLOS D. SMITH
@the_credit_god • The Impossible Life

Real talk before we start.

A couple months ago, my wife and partner Jewel told me she wanted to build something with AI — but she's not technical. Never written a line of code in her life.

I sat her down at her Mac Mini, opened the terminal, and gave her one prompt. By the end of that day she had built her first website app. Completely with AI. She didn't write a single line of code.

I'm giving you that exact same starting point.

This won't make you an engineer. But it's going to prove one thing to you that changes everything: **you don't need to be technical to build real things anymore.**

If you're a business owner who's been watching everybody talk about AI while you sit on the sidelines because you think you have to learn to code first — this is for you. Follow the steps. Copy the prompt. Watch what happens.

What you'll have by the end.

- ✓ Claude Code installed and ready to build whatever you ask it to
- ✓ A clean, modern website built by AI — based on YOUR business
- ✓ That website live on the internet at a real URL you can share with anyone
- ✓ The ability to change colors, add pages, and rewrite copy just by talking to it

Before you start, you need:

- A Mac or Windows computer
- About an hour of focused time (no distractions)
- \$10 to load onto an Anthropic account (this powers the AI)
- A coffee. Or a cigar. Whatever your thing is.

Got all that? Let's go.

STEP 1

Install Claude Code on your computer.

Claude Code is the tool that does the work for you — think of it as a personal AI engineer that lives in your computer's terminal.

- Go to **console.anthropic.com** and sign up for an account.
- Go to **Billing** and add \$10. That's all you need — it'll last weeks.
- Go to **API Keys**, create a new key, and copy it somewhere safe.
- Go to **docs.claude.com**, search 'Claude Code', and follow the install instructions (it's one command).
- Open your terminal. Mac: Spotlight (cmd+space) → type 'Terminal'. Windows: search 'PowerShell'.
- Type **claude** and hit Enter. Paste your API key when asked. You're live.

Stuck on any step? DM me on Instagram and I'll point you the right way. Honestly though — Claude Code will help you fix almost anything if you just describe what's happening.

STEP 2

Paste the master prompt.

This is the magic. Copy the prompt below, paste it into Claude Code, hit Enter, and watch.

Before you paste — find the line that says **MY BUSINESS** and replace it with 2–3 sentences about what you do.

```
You are helping me, a non-technical business owner, build my first website using AI.  
I have zero coding experience. Walk me through this step by step.
```

```
GOAL: Build a clean, modern landing page for my business, then deploy it to a live  
URL I can share.
```

```
MY BUSINESS: [REPLACE WITH 2-3 SENTENCES ABOUT YOUR BUSINESS]
```

```
WORKFLOW:
```

1. Create a folder called "my-website".
2. Inside it, create a CLAUDE.md with my business name, what I sell, my ideal customer, my 3 main outcomes, brand colors (ask me), and my contact info.
3. Build a single-page site: hero with headline + CTA, 3 problems my customers face, 3 solutions I provide, an about section, 3 testimonial placeholders, a contact/book-a-call section, and a footer.
4. Use Tailwind CSS, mobile-responsive, premium and clean (apple.com simplicity). Pick a palette that fits my industry.
5. Run a local server so I can see it.
6. Once I approve, deploy it live and give me the URL.

```
RULES:
```

- Explain every command before running it.
- If I look confused, slow down.
- After each major step, ask "Got it? Ready to move on?"
- Be patient. I'm new to this.

```
Confirm you understand, then ask me about my business to start.
```

Claude will start asking you questions. Answer honestly — the more specific you are about your business, the better your site. Trust the process. Don't skip ahead.

STEP 3

Get it live on the internet.

Claude Code walks you through this in real time. Here's what to expect: it helps you set up free hosting, pushes your site's code to a free account, and connects the two — then hands you a real public URL. That's your website. Share it with anyone.

Pro move: once it's live, screenshot it and post it to your story. Tag me. Show people you built a website with AI in one afternoon. Watch what happens to your DMs.

You just crossed a line most people never will.

You built something with AI. You deployed it. You're live. Most business owners are still *talking* about AI. You just used it.

Welcome to the new game.

Now imagine this — but for your whole business.

Not just a website. Imagine AI that:

- Runs your reports while you sleep
- Drafts your client follow-ups in your voice
- Watches your business 24/7 and warns you before things break
- Knows your business better than your team does

That's what I built across my businesses, running solo. I call it **ATLAS** — my AI Chief of Staff. I haven't manually pulled a report or written a follow-up in months.

But here's the truth: a PDF can teach you the *first step*. It can't show up live and help you work through the rest, week after week. That's what the next level is for.

Ready to build the whole thing — with me?

1. The Blueprint + Weekly Group Call — \$297/month

The full breakdown of how I built ATLAS — the architecture, the prompts, the workflows. Plus a seat on our **live weekly group call** on Zoom with me and Jewel, where we show up and help you and other founders work through what you're building. Real, live, every week. Cancel any time. This is where it stops being a PDF and starts being real.

→ buy.stripe.com/bJefZhci09w53VR9Duejk0Q

2. Private Session — \$1,500

Want us one-on-one? A private 45-minute working session where we get real work done on YOUR business — and you keep your seat on the weekly group calls so you stay in the room and keep moving. This is for the founders who are serious about doing it now.

→ buy.stripe.com/4gM8wP81KeQpfEzaHyejK0R

Either way — welcome to the new game. The operators who adopt this in the next 12 months leave everyone else behind. Don't be the one wondering how they did it.

— Carlos D. Smith

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