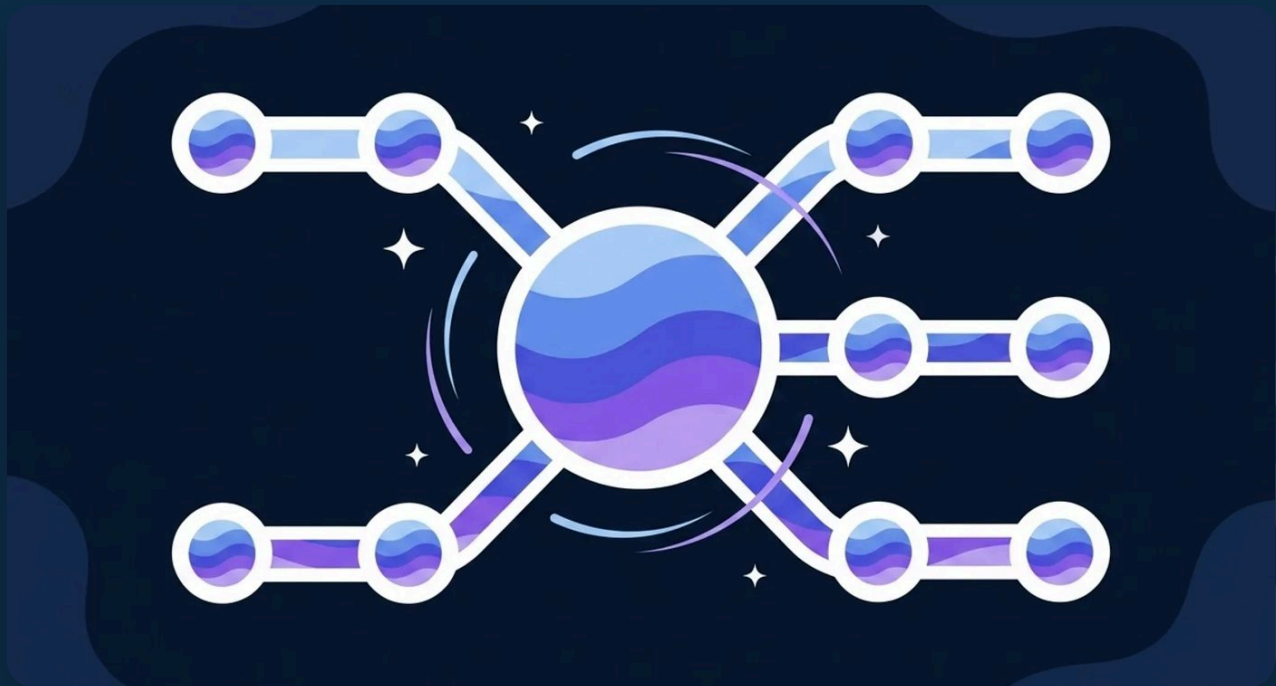


# Plan Your Site Before You Prompt

A fill-in worksheet: your goal, your customer, your pages and your real details, ready to hand to your AI builder

Twenty minutes with a pen saves hours of back-and-forth with the AI. Fill this in before the brand interview (Module 2 of the course) and paste your answers in when Claude asks.



EVOLVV STRATEGIES

[evolvv.io](https://evolvv.io)



## Why plan first

A clear answer to five questions makes every later prompt shorter and every page sharper.

An AI builder is fast and eager. Give it a vague brief and it will happily write vague pages: “quality service”, “passionate team”, “solutions for your needs”. The fix isn’t a cleverer prompt. It’s knowing your own answers before you start.

This worksheet collects the answers your builder will ask for anyway, in the order it asks. Fill it in once and you get three things:

- ☐ **A faster brand interview.** You paste answers instead of thinking them up on the spot.
- ☐ **Pages with one job each.** You decide what every page is for before the AI decides for you.
- ☐ **Nothing invented.** Your real hours, prices and reviews are written down, so the AI never has to guess.

 **TIP**

### How to fill it in

Write the way you’d talk to a customer, not the way a brochure sounds. Short, specific, true. If you don’t know an answer yet, write “not sure” and move on. That’s useful information too.



## 1. The goal

What should the website do for your business in the next 12 months? Pick one main job.

- ☐ Get more calls or enquiries
- ☐ Get more bookings or appointments
- ☐ Sell something online
- ☐ Make us look credible when people check us out
- ☐ Something else (write it below)

In one sentence, the website is a success if...

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The one action you most want a visitor to take (call, book, fill in the form, buy):

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## WORKSHEET



# Who it's for and what you offer

Describe your best customer and your offer in their words, not yours.



## 2. Your best customer

Think of one real customer you'd love ten more of. Describe them.

Who they are (job, life stage, business type): 

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Where they are (town, area, online): 

---

What they're trying to fix or get: 

---

What they've tried before that didn't work: 

---

What makes them nervous about buying: 

---

In their words: what they say when they first contact you

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## 3. What you offer

List your main services or products in the words you actually use, most important first.

| SERVICE OR PRODUCT | WHO IT'S FOR | STARTING PRICE (OR "ON REQUEST") |
|--------------------|--------------|----------------------------------|
| <hr/>              | <hr/>        | <hr/>                            |
| <hr/>              | <hr/>        | <hr/>                            |
| <hr/>              | <hr/>        | <hr/>                            |

| SERVICE OR PRODUCT | WHO IT'S FOR | STARTING PRICE (OR "ON REQUEST") |
|--------------------|--------------|----------------------------------|
|--------------------|--------------|----------------------------------|

Why people choose you over the alternatives (be specific: “we answer the same day”, not “great service”)

 **EXAMPLE**

**Specific beats general**

“Regulars come for the quiet back room and stay two hours” gives the AI something to write about. “We have great coffee” doesn’t.

WORKSHEET



## Your pages, each with one job

Decide the handful of pages you need and what each one must get a visitor to do.

### 4. Pages

Most small-business sites need only four or five pages. Tick the ones you need and give each a single job.

| NEED IT?                 | PAGE            | ITS ONE JOB                                           | YOUR NOTES |
|--------------------------|-----------------|-------------------------------------------------------|------------|
| <input type="checkbox"/> | Home            | Make the right visitor say “this is for me” and click |            |
| <input type="checkbox"/> | Services        | Show what you offer and what it costs to start        |            |
| <input type="checkbox"/> | About           | Make them trust the person behind it                  |            |
| <input type="checkbox"/> | Contact         | Make reaching you effortless                          |            |
| <input type="checkbox"/> | Reviews or work | Show proof                                            |            |
| <input type="checkbox"/> | FAQ             | Answer the questions you hear every week              |            |

| NEED IT? | PAGE | ITS ONE JOB | YOUR NOTES |
|----------|------|-------------|------------|
|----------|------|-------------|------------|

☐

Other:



#### WATCH OUT

#### Keep it lean

Every extra page is more copy to write, check and keep current. Start small. Adding a page later is one sentence to your builder.

### 💬 5. The questions you hear every week

These become your FAQ and shape your homepage. Write the real questions, in your customers' words.



# Your real details, proof and look

Everything the AI must never make up, gathered in one place.



## 6. The facts

Business name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email for enquiries: \_\_\_\_\_

Address or service area: \_\_\_\_\_

Opening hours: \_\_\_\_\_

Booking link (if you use one): \_\_\_\_\_

Social profiles you want linked: \_\_\_\_\_

Current website (if any): \_\_\_\_\_

Domain you own or want: \_\_\_\_\_



## 7. Proof

### Gather what you genuinely have

- ☐ Reviews or testimonials, with permission to use them and the customer's name as they'd like it shown
- ☐ Qualifications, licences, memberships or awards
- ☐ Photos of your work, your space or your team that you own
- ☐ Numbers you can stand behind (years in business, jobs completed), only if they're true today



### WATCH OUT

#### Never publish invented proof

No made-up reviews, no borrowed logos, no stock photo captioned as "our team". If you don't have proof yet, the site can say so honestly, and you can add reviews as they come in.

## 8. Look and feel

Three words for how the business should feel: \_\_\_\_\_

Colors you love (or already use): \_\_\_\_\_

Colors to avoid: \_\_\_\_\_

Two websites you like, and why: \_\_\_\_\_

One website you don't like, and why: \_\_\_\_\_

Logo: have one / need a simple one: \_\_\_\_\_

## LAST STEP



# Hand it to your builder

One prompt turns this worksheet into the start of your brand interview.

Type your answers into a plain note or document. When you reach Module 2 of the course and Claude starts the brand interview, paste them in with this prompt:



### PASTE WITH YOUR ANSWERS

Before we start my brand strategy, here is my planning worksheet: **[paste your answers]**. Please read it, tell me in plain words what you understood about my business, my best customer and my offer, then ask me only the questions this doesn't already answer. Never invent facts, reviews, prices or numbers. If something is missing, ask me for it.



### Quick check before you paste

- ☐ The goal is one sentence and names one action
- ☐ Your best customer is a real person you could name
- ☐ Every service has a starting price or says "on request"
- ☐ Each page you ticked has one job
- ☐ Every review and photo is real and yours to use



### GOOD TO KNOW

#### What comes next

Module 3 of the course turns these answers into **site-architecture.md** : every page mapped section by section with finished copy. The **Prompt Pack** in this toolkit has ready-made prompts for sharpening that copy.

## WHAT TO DO WITH THIS WORKSHEET

# Hand it to your builder

Type your answers into a note, then paste them into Claude Code when the brand interview starts. The prompt on the last page tells it what to do with them.

### Keep building

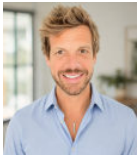
The free course walks you from this worksheet to a live site, one copy-and-paste prompt at a time.

[evolvv.io/websitecourse1overview](https://evolvv.io/websitecourse1overview)

### Want a second opinion?

Book a free strategy session with Pete to talk through your plan, whoever ends up building it.

[evolvv.io/contact](https://evolvv.io/contact)



**Pete Stevenson**

Evolv Strategies, Boulder, Colorado

Part of the free Build Your Website with AI toolkit from Evolv Strategies. Claude and Claude Code are products of Anthropic; this worksheet is independent and not endorsed by Anthropic.