

FREE GUIDE · PROMPT PACK

# The Prompt Pack I Use to Build a Client Website in a Weekend

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The exact 4 prompts behind every client site we ship — copy-paste ready.

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# Why most AI-built websites look the same

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Ask ten freelancers to build a website with AI and you will get ten versions of the same website — same hero, same stock sections, same empty promises. The tool is not the problem. The prompting is.

## Hours lost to the blank page

Freelancers and small agencies lose hours on every project to blank-page prompting — staring at an empty chat, typing a vague request, and hoping the output is usable.

## Every project starts from zero

With no fixed process, nothing carries over from the last job. Discovery, structure, copy and testing are reinvented each time — and the quality depends on how the day is going.

## Generic prompts, generic websites

“Make me a website for a dental clinic” produces a website that could belong to anyone. It looks fine and converts nobody, because it never learned anything true about the business.

## Slow wins nothing

When the first demo takes a week, the client signs with whoever replied first. Speed is not a nice extra in client work — it is often the whole decision.

### THE FIX

A fixed prompt pack turns website building into a repeatable system instead of an improvisation. Four prompts. The same four, in the same order, on every project. That is the pack in this guide.

# The Discovery Interview

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What it is for: it extracts the business truth before any design — so the website is built on what customers actually care about, not on guesses.

## **COPY & PASTE THIS PROMPT**

You are a senior web strategist interviewing a business owner before building their website. The business is: [BUSINESS TYPE], located in [CITY], selling [PRODUCTS/SERVICES]. Ask me exactly 12 questions, one at a time, waiting for my answer before the next. Cover: (1) the single action a visitor must take, (2) the customer's biggest fear before buying, (3) proof you can show (reviews, numbers, photos), (4) what competitors do badly, (5) the offer and its price anchor, (6) how enquiries should reach the business (call, WhatsApp, form), (7) anything customers always ask before buying. After my answers, summarize: the one-sentence promise of the website, the 3 sections that matter most, and the 3 things to never say. Do not start designing yet.

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### **Answer honestly**

Short, real answers beat polished ones. The summary is only as good as what you feed it.

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### **Save the summary**

The one-sentence promise and the 3 key sections become the input for Prompt 2.

# The Design Brief

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What it is for: it turns the discovery summary into a precise brief — headline, structure, colors, fonts and calls to action — that a builder or a designer can execute without guessing.

## **COPY & PASTE THIS PROMPT**

Using the discovery summary below, write a design brief for a premium business website. [PASTE SUMMARY]. Specify: (1) one hero headline that states the outcome for the customer (not the company name), (2) the page structure in order, with the job of each section in one line, (3) a color palette of exactly 3 colors with hex codes that fits a [INDUSTRY] business in [CITY], (4) typography pairing (one display font, one body font from Google Fonts), (5) the exact call-to-action text and where it repeats. Rules: mobile-first, no stock-photo clichés, no purple gradients, every section must earn its place by moving the visitor toward the main action. End with a one-paragraph 'feel' statement a designer could build from.

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### **One action, everywhere**

If the brief names two main actions, send it back.  
A page with one job converts; a page with five does not.

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### **Build from the brief**

Feed this brief to your builder or AI site builder as the first instruction — before any code exists.

# The Copy Polisher

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What it is for: it rewrites flat, ad-sounding website copy into plain words that state outcomes, drop unprovable claims, and tell the visitor the next step.

## **COPY & PASTE THIS PROMPT**

Rewrite the website copy below so it sells without sounding like an ad. [PASTE COPY]. Rules: (1) every headline states a customer outcome, (2) replace every feature with the benefit it creates, (3) sentences under 15 words, (4) reading level of a 14-year-old, (5) remove every claim you cannot prove ('best', 'leading', 'world-class') and replace it with a specific fact or delete it, (6) end every section with the next physical step ('Tap to WhatsApp us', not 'Contact us today'). Keep the tone [TONE: friendly / premium / direct]. Return: the rewritten copy, then a short list of every claim you removed and why.

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### **Read the removed list**

The claims it cuts are the ones that were quietly costing you trust. Replace them with facts, not adjectives.

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### **Keep one tone**

Pick friendly, premium or direct — and use the same tone on every page, every time you polish.

# The QA Gate

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What it is for: it tests the finished site the way a real customer would — on a phone, in a hurry — and refuses to let anything vague or broken go live.

## **COPY & PASTE THIS PROMPT**

You are a ruthless QA tester for a business website about to go live. The site is: [URL OR DESCRIPTION]. Test it like a customer who found it on their phone at 11pm. Check and report, in order: (1) does the main action work in under 3 taps, (2) does every button do what its label promises, (3) is the phone / WhatsApp number correct and tappable everywhere, (4) does anything overflow, overlap or break at 360px width, (5) is there any claim on the page the business cannot prove, (6) does the page load fast enough that a bored customer would not leave (flag anything heavy), (7) would a first-time visitor understand what this business sells within 5 seconds? Give each item PASS or FAIL with the exact fix. Nothing vague — if it fails, say precisely what to change.

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### **Fix every FAIL**

No exceptions, no “fix it later.” A broken WhatsApp button on launch day costs real enquiries.

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### **Then test it yourself**

Open the site on your own phone and tap through it once. The gate catches most things — your thumb catches the rest.

## How we build it

The pack is the engine. The meal is a finished, custom website built around one business. At AI Soft Tech Solution we run this exact pack on every client build — then we build the site itself.

The first draft is built with modern tooling — AI site builders like v0, Lovable or Bolt for speed — then refined in code until it matches the brief exactly, and deployed on Vercel or Netlify so it loads fast everywhere.

Then come the parts prompts cannot do: a 24/7 AI chatbot that answers customers while the business sleeps, WhatsApp Business integration so enquiries land where the owner already lives, and booking and follow-up automation so no lead quietly goes cold.

### THE BUSINESS IMPACT, IN NUMBERS

**10–14 hrs**

Manual discovery, brief, copy and QA — per project, the old way

**≈ 2 hrs**

The same four stages, run with the prompt pack

**48 hrs**

First demo in the client's hands — instead of a week

At 4 client sites a month, that is roughly **40 hours saved every month** — and a first demo in 48 hours instead of a week, which is usually the difference between winning the client and losing them to a faster reply.

# The Weekend Checklist

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Seven steps, Friday evening to Sunday night. Tick them off in order — each one feeds the next.

- ☐ **Run Prompt 1** with the client's answers

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- ☐ **Generate the brief** with Prompt 2

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- ☐ **Build the first draft** — AI builder or code

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- ☐ **Polish all copy** with Prompt 3

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- ☐ **Run the QA gate** with Prompt 4 and fix every FAIL

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- ☐ **Connect the enquiry path** — call, WhatsApp, form — tested on a real phone

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- ☐ **Deploy** and send the client the live link

## Want this done for your business instead?

We build custom websites with AI chatbot and WhatsApp automation — built to bring enquiries, not just look good. Message AI Soft Tech Solution and ask for a free demo of YOUR website.

[aisofttechsolution.com](https://aisofttechsolution.com)