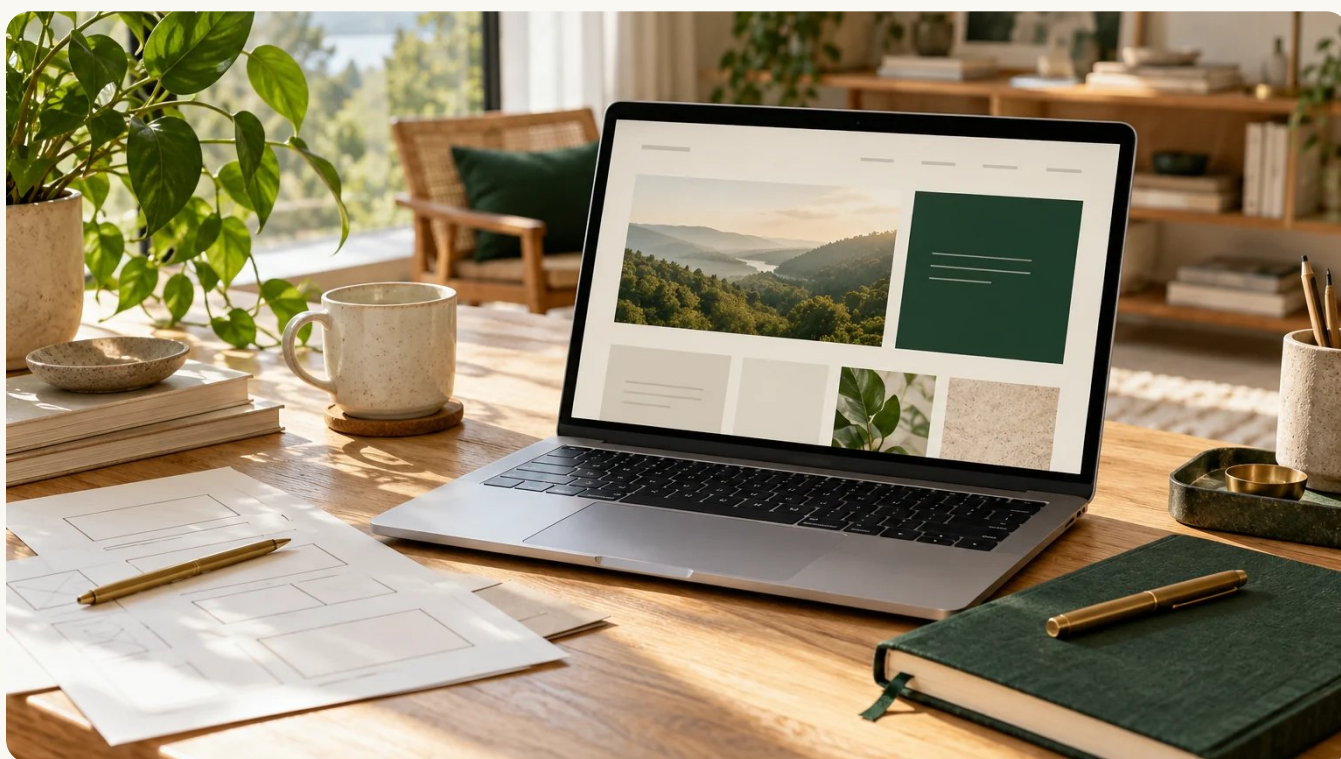


# How I Build with AI

The complete workbook collection: build a website, create a course, and test an income idea.



Editorial illustration. The worked examples inside are labeled teaching scenarios.

## Ashley Kays / 18 practical steps

Read the example. Adapt the prompt. Make something useful.

[wealthexperiment.live](https://wealthexperiment.live) • [info@waymaker.cx](mailto:info@waymaker.cx)

## YOUR WORKBOOK COLLECTION

# Start with the thing you want to make

You do not need to complete all three workflows in order. Choose the output closest to your current goal, work through one step at a time, and keep the evidence from your own project.

## 01 / Build a website

A published page with a clear offer, a tested contact path, useful imagery, and a record of what you will improve next.

[Open the online guide](#)

## 02 / Create a course

Leave with one complete lesson: an observable objective, a worked example, a learner worksheet, a review rubric, and a plan to test the lesson with suitable learners.

[Open the online guide](#)

## 03 / Test an income idea

Leave with one experiment card, a realistic sample, a bounded offer, a plan to reach relevant people, and a decision method that accounts for your time and costs.

[Open the online guide](#)

### INCLUDED IN EVERY WORKBOOK

A project brief, six teaching and practice spreads, visual examples, copyable prompts, review checks, writing space, an assignment, troubleshooting, original sources, and a final decision record.

Examples are illustrative. A website going live, a lesson being completed, or a sample being created does not by itself establish commercial results.

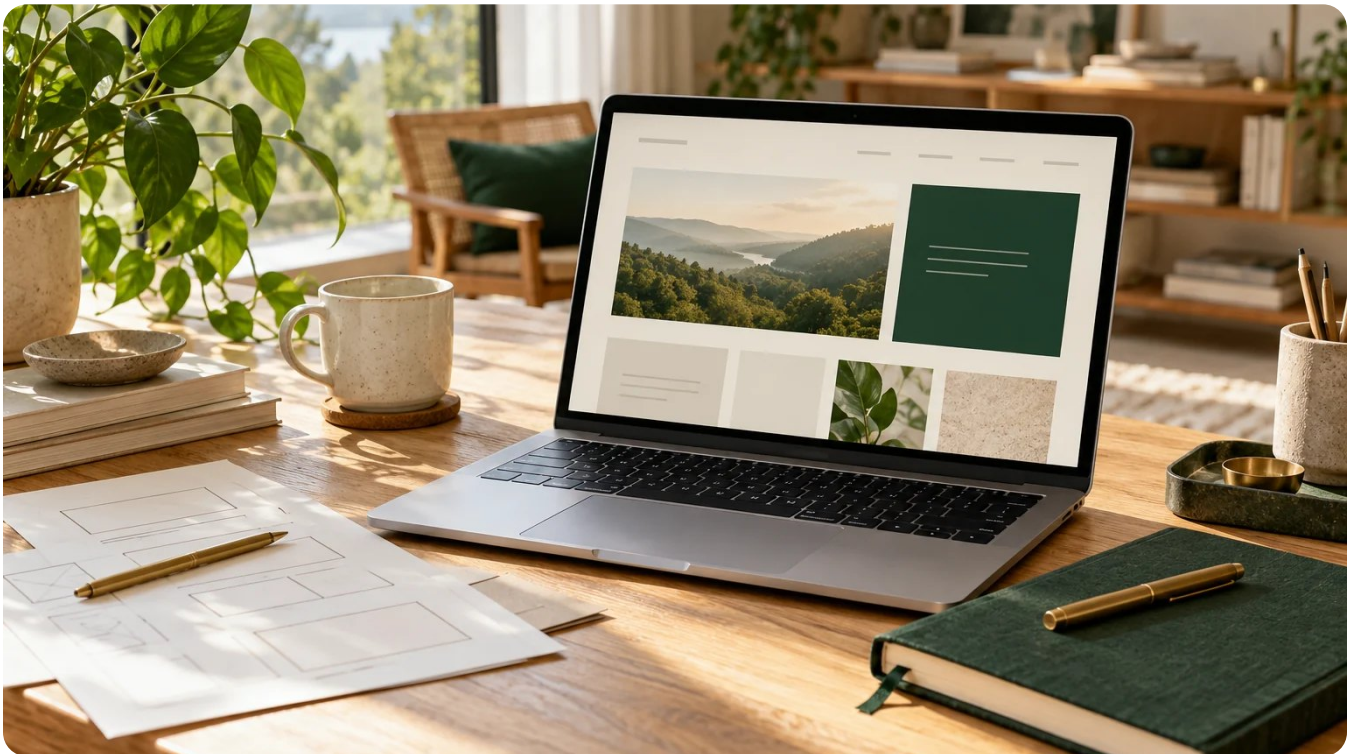
## THE WEALTH EXPERIMENT

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### PRACTICAL WORKBOOK

# Build a website

Follow one service page from the first idea through research, design, building, review and publication. See what to give your AI team, what each step should produce, and how to judge the result.



Editorial illustration. The worked examples inside are labeled teaching scenarios.

### Ashley Kays / How I Build with AI

Read the example. Adapt the prompt. Make something useful.

[wealthexperiment.live](https://wealthexperiment.live) • [info@waymaker.cx](mailto:info@waymaker.cx)

## START HERE

# Make this workbook yours

A practical workbook. Examples are illustrative; replace them with your project.

**THE OUTCOME**

A published page with a clear offer, a tested contact path, useful imagery, and a record of what you will improve next.

Read the teaching page for each step, then use the visual and prompt page to adapt the work. Keep your decisions, evidence, and review notes together. The spaces are designed for handwriting or PDF annotation.

[Open the complete online guide](#)

## Gather your starting materials

- [ ] A description of your audience, the problem you can help with, and one action you want a visitor to take. Rough notes are enough to start.
- [ ] Your existing website and project files, if you have them. Include the brand rules, current contact destination, and content that must be preserved.
- [ ] Material you have permission to publish: your own examples, approved images, accurate service details, and source links for factual claims.
- [ ] A written limit for the first release. In this example: one service page, one sample, and one enquiry route. Accounts, checkout, and an entire application can wait.

## Choose tools for the job

**Plan and write - Your preferred AI assistant**

Use ChatGPT or Claude to organize your notes, challenge assumptions, draft alternatives, and review the brief. Start with the tool you already know.

**Explore the layout - Paper, a simple outline, or Figma**

A prototype is useful when it resolves a real layout question. You can also sketch the content order before asking a builder to create the first version.

**Build and keep versions - Your site builder or coding workflow**

Give the builder access only to the project needed for this work. A coding assistant can prepare source changes; the repository keeps a reviewable history.

**Publish and observe - Your existing host and contact tools**

Follow the deployment path already used by the site. Wealth Experiment publishes through GitHub and Railway. Choose tools for your project rather than copying every item in someone else's stack.

**YOUR PROJECT**

# A clear brief comes first

Write enough to guide the first useful version. You can revise this brief as you learn, while keeping the original question visible.

**AUDIENCE**

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**PROBLEM**

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**DESIRED OUTPUT**

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**TIME AND CASH LIMITS**

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**SOURCES**

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**WHAT EXISTS ALREADY**

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**DEFINITION OF DONE**

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## STEP 01 / DO THE WORK

# Write a brief your team can build from

Owner: You + product lead

A website request becomes easier to execute when the team knows whose decision it must support. “Make it beautiful” leaves the purpose open. A brief should connect the audience, the offer, the evidence, and the next action before anyone chooses a layout.

## What to do

- 01 Describe one visitor in a real situation. Our visitor is an independent consultant who has signed a client but still coordinates onboarding through scattered emails. Record what you know from conversations separately from what you are assuming.
- 02 Write the primary action and explain what happens afterward. Here it is “Ask about an onboarding review.” The page should say what to include in the enquiry and that scope is agreed before work begins. Use the contact route that actually exists.
- 03 Set the boundaries and acceptance checks. List required sections, content to preserve, and features to leave out. Ask someone to read the brief and explain the page’s job back to you; revise anything they interpret differently.

## Example: the one-page build brief

Audience: independent consultants with a repeatable client-onboarding task. Offer: a review of one existing onboarding flow, with written findings and prioritized recommendations. Evidence: an original sample review using fictional client details. Primary action: request a conversation.

Required content: the problem, who the review helps, what is included, the working process, a sample, common questions, and contact details. Finished means: the offer is understandable on a phone, every link works, and the contact action reaches its intended destination. No invented testimonials or numerical improvement claims.

### KEEP THIS OUTPUT

An approved brief that the writer, designer and builder can all use.

## MY NOTES AND PROJECT-SPECIFIC DECISIONS

## STEP 01 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

BUILD A WEBSITE / STEP 01

### The website brief

**1 Visitor**

A consultant improving client onboarding

**2 Primary action**

Ask about a focused onboarding review

**3 Finished means**

Clear offer · readable page · working contact

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Act as the product lead for one service page. Use these notes: [paste audience, offer, sources and contact route]. Return a brief with the visitor's situation, one primary action, required sections, exclusions and acceptance checks. Separate facts I supplied from assumptions and questions. Identify information that is missing before drafting claims. Keep the first release to one page. Do not build or publish yet.

**Review before moving on**

- [ ] The audience and visitor's next action are specific.
- [ ] Every promise has supporting information or has been removed.
- [ ] The definition of done describes observable behavior.

If you get stuck: If the AI returns a broad business plan, ask it to reduce the answer to the visitor decision this single page must support.

## STEP 02 / DO THE WORK

# Inspect the site before choosing a solution

Owner: Researcher + builder

An existing website already has useful decisions inside it: navigation, typography, content sources, contact handling, and a release process. Understanding those pieces helps the team extend the site coherently and prevents a later build from erasing the edit.

## What to do

- 01 Ask the builder to locate the source of the page. In a generated site, a template or content file creates the final HTML. Record which source should change, which files are generated, and how the project is built. If you use a visual site builder, identify the reusable template and page settings instead.
- 02 Walk the existing visitor path. Open navigation, contact links, downloads, and important pages. Record the actual behavior: an email link opens a draft, an enquiry form may save a request, and a booking tool may reserve a time. These are different outcomes.
- 03 Make a small change list with three columns: reuse, change now, and later. Keep functioning shared elements. Check whether the request really needs a database, account system, paid plugin, or new service before adding one.

## Example: a useful current-state note

Reuse: the site header, footer, body typography, and current enquiry page. Change now: add the onboarding-review page, an original sample, and links from the relevant service section. Later: a customer portal, automated document uploads, and online payment.

The release note identifies the editable content source and the host. Wealth Experiment itself uses a Python content generator and a GitHub-to-Railway publishing path; that is an example of documenting an existing setup, not a requirement for your website.

### KEEP THIS OUTPUT

A current-state map and a bounded implementation plan.

## MY NOTES AND PROJECT-SPECIFIC DECISIONS

## STEP 02 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

BUILD A WEBSITE / STEP 02

### Keep the useful foundation

**1 Reuse**

Navigation, typography and enquiry route

**2 Change now**

One offer page and an original sample

**3 Save for later**

Accounts, uploads and payment automation

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Inspect this existing site and the project sources available to you. Identify the page's content source, shared layout, assets, contact behavior and deployment path. Return a current-state note, a reuse/change/later table, and a short implementation plan for the approved brief. Mark anything you cannot inspect. Do not replace functioning infrastructure or change unrelated pages.

**Review before moving on**

- [ ] The actual editable source has been identified.
- [ ] The contact outcome matches the wording visitors will see.
- [ ] Each proposed dependency solves a requirement in the brief.

If you get stuck: If the team only edits generated output, the next site build can overwrite it. Ask for the source change and regenerated page together.

## STEP 03 / DO THE WORK

# Design the journey and prepare real content

Owner: Designer + writer

A good page answers the visitor's questions in a helpful order. A wireframe becomes more useful when it contains realistic words and a meaningful sample, because you can judge the offer and the layout together.

## What to do

- 01 Arrange the page around the questions a visitor needs answered: Is this for me? What will I receive? How does it work? What evidence can I inspect? What happens next? Keep the main contact action consistent throughout the page.
- 02 Draft the headline, short introduction, deliverables, process, sample caption and FAQs. Replace vague claims with concrete details. "A clear plan for your next client onboarding" gives the reader more information than "Transform your business with AI." Treat both as copy examples, not measured conversion findings.
- 03 Choose visuals that explain something. Show an original sample review or a labeled process diagram. Use photography for atmosphere, and keep the instructions in HTML. Describe informative images with useful alternative text; provide a text explanation for complex diagrams.

## Example: the page outline

Headline: "Make your next client onboarding easier to follow." Deliverables: a review of one current flow, a list of friction points, and a prioritized improvement plan. Process: share the current steps, agree the scope, review the findings together.

The sample demonstrates a fictional handoff checklist. Its caption explains that it is an illustrative sample, and the page avoids implying it came from a real customer. The CTA is "Ask about a review," followed by a short explanation of what to include in the message.

### KEEP THIS OUTPUT

Reviewed copy, a page outline, and an asset list with captions and image descriptions.

## MY NOTES AND PROJECT-SPECIFIC DECISIONS

## STEP 03 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

BUILD A WEBSITE / STEP 03

### The visitor's reading path

- 1 Understand**  
Who it helps + what the review includes
- 2 Evaluate**  
See a sample + understand the process
- 3 Act**  
Ask a question or request a conversation

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

#### COPY AND ADAPT THIS PROMPT

Use the approved brief to produce a page outline and draft copy. Organize the visitor journey around audience, problem, deliverables, process, sample, questions and next action. For each section state its purpose and suggested visual. Keep claims traceable to my source notes. Label fictional examples. Include mobile reading order and meaningful image descriptions. Return the content for review before implementation.

#### Review before moving on

- [ ] The headline and deliverables communicate a specific offer.
- [ ] The sample is understandable without a sales call.
- [ ] Every image has a clear purpose and an appropriate text alternative.

If you get stuck: A polished mockup with placeholder copy can conceal a confusing offer. Review the actual words and the real contact action before signing off on the layout.

## STEP 04 / DO THE WORK

# Build a version you can review

Owner: Builder + independent reviewer

Implementation should turn the approved brief into something you can use. A screenshot is useful for visual review, but the first version also needs functioning navigation, accessible controls, and honest loading, error and confirmation states.

## What to do

- 01 Give the builder one handoff containing the brief, reviewed copy, assets, existing design rules and acceptance checks. Ask for a reviewable version with a concise explanation of changed files and unresolved questions. Do not give it unrelated credentials or private client material.
- 02 Inspect the page at a narrow width and with the keyboard. Read the longest heading, follow the focus indicator, activate buttons, and look for sideways scrolling. Form fields need visible labels. Important instructions should not exist only inside a picture.
- 03 Exercise the primary action deliberately. For an email link, check the address, subject and context in the draft without sending a test message to a real person. For a server form, use a designated test environment when available and distinguish a saved request from an email delivery or confirmed booking.

## Example: the builder handoff

Build the approved onboarding-review page using the current header and footer. Use the sample asset and approved text. Keep the existing enquiry route. Add visible focus styles, readable mobile spacing, and a clear explanation of the next step. Return the preview, changed sources, and the checks performed.

A useful review note might read: “The email draft has the correct recipient and subject. The mobile sample caption wraps correctly. The form route is linked but a real enquiry has not been submitted.” Report precisely what you checked rather than marking every behavior as complete.

### KEEP THIS OUTPUT

A usable preview and a short review record.

## MY NOTES AND PROJECT-SPECIFIC DECISIONS

## STEP 04 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

BUILD A WEBSITE / STEP 04

### Review the working version

**1 Read it**

Clear headings and comfortable mobile text

**2 Use it**

Keyboard, links and contact behavior

**3 Record it**

Checks passed, open issues and next owner

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Implement this approved page in the existing project. Preserve shared design and working behavior. Include accessible headings, labels, focus states, responsive imagery and useful errors where relevant. Keep secrets and private information out of public files. Return a preview, the changed source files, checks completed and remaining issues. Keep publication separate until the review is complete.

**Review before moving on**

- [ ] The page can be read and operated on a narrow screen.
- [ ] Links and controls produce their stated outcomes.
- [ ] The review record distinguishes checked behavior from remaining unknowns.

If you get stuck: If a button looks clickable but has no working destination, resolve the behavior before adding more decorative polish.

## STEP 05 / DO THE WORK

# Publish, then check the live result

Owner: Reviewer + you

Publishing puts the reviewed version where visitors can reach it. Keep enough information to recognize the release, confirm the intended page is live, and return to a known working version if an issue appears.

## What to do

- 01 Review the final wording, images, links and contact destination. Run the project's relevant build and validation checks. Confirm the intended domain and audience. Keep the change scoped to the approved page and any necessary shared assets.
- 02 Publish through the existing workflow. Save the change summary and version reference, such as a commit or the site builder's revision. A queued deployment is still in progress; wait for the host to report completion before calling the release deployed.
- 03 Open the public page and use it. Verify the updated heading, images, downloads, navigation and contact link. Record anything you could not verify. If a contact submission triggers a real message or customer record, use an agreed test process rather than creating misleading production enquiries.

## Example: a compact release record

Page: the final published URL. Change: new service explanation and sample. Evidence: successful build, reviewed mobile layout, working internal links, correct email draft. Version: the actual release reference. Remaining question: whether visitors understand the sample without help.

Keep the previous working release reference alongside this note. If the new page causes a problem, use the host's normal rollback process and verify the restored page. Your record should contain observed results, not a blanket "everything works."

### KEEP THIS OUTPUT

A published URL with a release record and verified core behavior.

## MY NOTES AND PROJECT-SPECIFIC DECISIONS

## STEP 05 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

BUILD A WEBSITE / STEP 05

### A release you can verify

- 1 Before publish**  
Approved copy, visuals and contact route
- 2 Release record**  
Version, change summary and checks
- 3 Live review**  
Open the public page and use its controls

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

#### COPY AND ADAPT THIS PROMPT

Review this candidate release against the approved brief. Return blocking issues, checks that passed, and checks still needed. Verify the exact domain, audience, asset paths and contact destination. After authorized publication, report the release reference, terminal deployment state and live URL. Do not describe a queued build or untested submission as successful.

#### Review before moving on

- [ ] The host reports the intended release as complete.
- [ ] The public page shows the updated content and loads its assets.
- [ ] A previous working version and any remaining limits are recorded.

If you get stuck: A preview can look correct while the live page serves an older version or missing assets. Always inspect the public destination after publication.

## STEP 06 / DO THE WORK

# Learn from the next real visitor

Owner: You + analyst

A live page is an output; useful visitor behavior is a different kind of evidence. Start with the action the page was designed to support, then observe where people hesitate and choose one focused improvement.

## What to do

- 01 Invite a suitable person to try the page and explain what they think is offered. Ask them to find the sample and tell you what would happen after contacting you. Observe before explaining; a rescue can hide the instruction that needs improvement.
- 02 Record relevant visits, contact attempts, qualified enquiries and customers separately when your measurement setup supports them. Note the source and time period. Use consent-aware analytics where configured, and avoid adding personal message contents to analytics events.
- 03 Choose a small revision linked to an observation. If people cannot describe the deliverable, clarify it. If nobody relevant has seen the page, test distribution before concluding the offer is wrong. Keep the original observation so the next review has context.

## Example: observation becomes a change

Illustrative observation: a volunteer reads the page and asks whether the service includes implementing every recommendation. The sample shows findings, but the boundary is unclear. Revision: add a plain-language inclusion and exclusion near the deliverables.

Next review: ask another suitable reader to describe what they would receive. Record their answer and any help you gave. This is a usability observation, not a claim that the revised page produces more sales.

### KEEP THIS OUTPUT

An evidence log and one justified next improvement.

## MY NOTES AND PROJECT-SPECIFIC DECISIONS

## STEP 06 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

BUILD A WEBSITE / STEP 06

### Turn observations into improvements

**1 Observation**

A reader cannot explain what is included

**2 Small change**

Clarify the deliverables and exclusions

**3 Next check**

Ask a new reader to explain the offer

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Review this observation log and any configured site metrics. Separate evidence, interpretation and missing information. Relate each issue to the page's primary visitor action. Recommend one small change, explain what observation supports it, and define how I can evaluate it. Do not invent conversion rates or treat limited traffic as proof that the offer works or fails.

**Review before moving on**

- [ ] Visits, clicks, enquiries and purchases are not mixed together.
- [ ] The next change addresses an observed problem.
- [ ] Unknowns and the next review date remain visible.

If you get stuck: Avoid changing the headline, offer, pricing and channel at once. You will find it harder to understand which change explains a different response.

## PUT THE PIECES TOGETHER

# Your assignment: one page, one useful action

Choose an existing service, resource or project and create its smallest useful page. Follow the six steps, keep the output from each one, and finish by showing the published page to a suitable reader. Treat their questions as material for the next revision.

## What you will make

- [ ] A one-page brief and current-state note.
- [ ] Reviewed copy, a sample and an image list.
- [ ] A working page, release record and contact path.
- [ ] An observation log with one next improvement.

## How to review it

- [ ] A visitor can explain who the page helps and what is offered.
- [ ] They can find and use the intended next action.
- [ ] You can identify the published version and what remains unmeasured.

### MY FIRST USEFUL VERSION

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### NEXT ACTION AND REVIEW DATE

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## WHEN THE WORK GETS STUCK

# Diagnose one problem at a time

**The copy sounds like every other AI website.**

Give the writer specific customer questions, the actual deliverable, exclusions and an example. Ask it to replace every broad claim with a concrete detail supported by those inputs.

**The page looks different after the next build.**

Check whether the change was made in generated HTML instead of its source. Update the content file or template, rebuild, and compare the output before publishing again.

**The desktop layout works but mobile is hard to read.**

Inspect long headings, wide tables, fixed-width images and dense columns. Stack related content, keep body text comfortable, and test the actual contact control at the narrow width.

**The contact button does not create an enquiry.**

Identify the intended behavior first. An email link opens a draft the visitor must send; a form needs a working endpoint. State the behavior accurately, keep a visible email fallback, and inspect the configured route.

**The page is live but there are no enquiries.**

Check whether suitable visitors reached it, whether they understood the offer, and whether the contact action worked. These are separate questions. Gather enough context to choose the next test instead of promising a universal conversion target.

**THE OBSTACLE I AM SEEING**

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**ONE CHANGE I WILL TRY AND HOW I WILL CHECK IT**

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## COMMON QUESTIONS

# Decisions you can make with confidence

**Do I need separate agents for every role?**

No. Run the roles in sequence with one assistant if that is easier to review. Start a distinct review pass with the approved brief and the current output. Delegate parallel work when inputs and responsibilities are clear.

**Can I use my existing website builder?**

Yes. The brief, content journey, examples and review checks still apply. Adapt the implementation and publication steps to the builder you already use. You do not need to migrate a functioning site to follow this guide.

**Should the first version include payments or accounts?**

Include them only when the visitor task requires them and you can support the resulting workflow. For this teaching project, an accurate service page and a reliable enquiry route are sufficient.

**Can Ashley help me build or improve my page?**

Use the email or project enquiry options below. Share the current URL, your audience, the outcome you want, and the part that is blocking you. Scope, availability and pricing are discussed before any work is booked.

## Go deeper with the original sources

[W3C WAI: image alternatives and complex visuals](https://www.w3.org/WAI/tutorials/images/decision-tree/)

<https://www.w3.org/WAI/tutorials/images/decision-tree/>

[W3C WAI: accessible form labels and instructions](https://www.w3.org/WAI/tutorials/forms/labels/)

<https://www.w3.org/WAI/tutorials/forms/labels/>

[Anthropic: simple, reviewable agent workflow patterns](https://www.anthropic.com/research/building-effective-agents)

<https://www.anthropic.com/research/building-effective-agents>

Tool interfaces and features can change. Recheck current official instructions when you apply the method.

## FINAL REVIEW

# Keep an honest result record

A finished artifact, demand, learner performance, and business results are different forms of evidence. Record what you know and what you still need to learn.

## WHAT EXISTS

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## WHAT I CHECKED

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## EVIDENCE AND SOURCE

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## TOTAL HOURS (INCLUDING SETUP AND REVIEW)

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## CASH SPENT

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## WHAT REMAINS UNKNOWN

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## NEXT DECISION

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## ASK ASHLEY

# Bring your project. Let's work through the next step.

Share your project, current URL and main question. Scope, availability and pricing are agreed before work is booked.

**MAKE YOUR FIRST MESSAGE USEFUL**

What are you trying to create or improve?

Who is it for, and what have you already made?

Which part is blocking you, and what kind of help would be useful?

[Email Ashley: info@waymaker.cx](mailto:info@waymaker.cx)

[Explore working together](#)

[Send a project enquiry](#)

[Return to this guide](#)

**WHAT I WANT TO ASK OR WORK ON**

## Continue with the series

[Create a course](#)

[Test an income idea](#)

## THE WEALTH EXPERIMENT

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### PRACTICAL WORKBOOK

# Create a course

Turn something you know into a learning experience someone else can complete. Follow the work from a clear learner outcome to a demonstrated example, useful practice, a pilot, and publication.



Editorial illustration. The worked examples inside are labeled teaching scenarios.

### Ashley Kays / How I Build with AI

Read the example. Adapt the prompt. Make something useful.

[wealthexperiment.live](https://wealthexperiment.live) • [info@waymaker.cx](mailto:info@waymaker.cx)

## START HERE

# Make this workbook yours

A practical workbook. Examples are illustrative; replace them with your project.

**THE OUTCOME**

Leave with one complete lesson: an observable objective, a worked example, a learner worksheet, a review rubric, and a plan to test the lesson with suitable learners.

Read the teaching page for each step, then use the visual and prompt page to adapt the work. Keep your decisions, evidence, and review notes together. The spaces are designed for handwriting or PDF annotation.

[Open the complete online guide](#)

## Gather your starting materials

- [ ] One task you can perform and explain, with a clear example of what good work looks like.
- [ ] A description of the intended learner, their starting knowledge, and the situation in which they will use the skill.
- [ ] Fictional or de-identified practice inputs, plus reliable sources for any factual or product-specific instructions.
- [ ] A document editor, an AI assistant you can review, and a place to keep lesson drafts, visuals, and revision notes.

## Choose tools for the job

**Plan and draft - Your preferred AI assistant**

Organize your expertise, propose exercises, and critique unclear instructions. Supply examples and keep the instructional decisions with you.

**Create the materials - A document editor; Figma when useful**

Start with a readable worksheet and simple visual. Use a design tool when layout or annotation needs more control.

**Teach and collect feedback - A shared lesson and a notes document**

Start with an accessible format. Add a learning platform or recorded course when the tested experience needs those capabilities.

**YOUR PROJECT**

# A clear brief comes first

Write enough to guide the first useful version. You can revise this brief as you learn, while keeping the original question visible.

**AUDIENCE**

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**PROBLEM**

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**DESIRED OUTPUT**

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**TIME AND CASH LIMITS**

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**SOURCES**

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**WHAT EXISTS ALREADY**

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**DEFINITION OF DONE**

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## STEP 01 / DO THE WORK

# Define the learner and outcome

Owner: You + research assistant

Name what the learner will be able to do. That outcome guides the examples, prerequisites, and practice you include in the lesson.

**What to do**

- 01 Describe one learner in a real situation: what they already know, what they are trying to do, and where they get stuck. Use conversations or observations when available; mark your guesses.
- 02 Write an outcome that begins with an observable action, such as draft, compare, diagnose, or build. Name the output and the conditions under which the learner should produce it.
- 03 Set the boundaries. List what the learner must bring, what the lesson teaches, and what belongs in a later lesson. Give the AI this brief before asking for a curriculum.

**A task replaces a broad promise**

Our sample learner is a freelancer who can deliver a service but struggles to turn scattered customer notes into a clear offer. The starting material is a fictional conversation note describing repeated proposal work and deadline pressure.

The outcome: given those notes, draft an offer with a specific buyer, a supported problem, a defined deliverable, exclusions, and one next customer test. The lesson covers offer design; pricing negotiation and sales automation can come later.

**KEEP THIS OUTPUT**

A learner brief and one outcome that can be checked against an actual piece of work.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

## STEP 01 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

CREATE A COURSE / STEP 01

### From broad topic to useful task

**1 Learner**

A freelancer with customer notes

**2 Task**

Turn the notes into one service offer

**3 Evidence**

A completed offer and a next test

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Act as an instructional designer. Use this learner description [learner] and task [task]. Propose one observable lesson outcome, prerequisites, the final learner artifact, and clear exclusions. Separate what my notes establish from assumptions. Identify questions I should ask a potential learner before developing the lesson.

**Review before moving on**

- [ ] The outcome describes an action and an inspectable output.
- [ ] The example fits the learner's experience and context.
- [ ] Prerequisites and exclusions are explicit.

If you get stuck: If the outcome says only “understand AI,” ask what the learner should be able to produce or decide afterward.

## STEP 02 / DO THE WORK

# Design backward from the task

Owner: Curriculum assistant + you

Decide what acceptable work looks like before writing lessons. A shared rubric makes practice purposeful and feedback easier to apply.

**What to do**

- 01 Create a small rubric for the final artifact. Describe the features of usable work in plain language, including the mistakes that would make the output difficult to apply.
- 02 Break the task into teachable decisions. For each decision, specify what the learner sees, what they do, and what feedback helps them improve.
- 03 Match every planned section to a rubric criterion. Move background material into optional reading if it does not help the learner complete or review the task.

**A rubric for the offer worksheet**

Review five things: a reachable buyer; a problem connected to the notes; a specific deliverable; useful boundaries; and a next test that could change the decision. Mark each “needs revision” or “usable,” with a reason.

“I help businesses with AI” needs revision because neither the buyer nor the deliverable is clear. “I prepare a proposal draft from an independent consultant's approved notes” is more specific, but the learner must still explain inputs, exclusions, and how they would test interest.

**KEEP THIS OUTPUT**

A review rubric and a short lesson sequence that prepares the learner to meet it.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

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## STEP 02 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

CREATE A COURSE / STEP 02

### Align the lesson with the output

**1 Criterion**

The offer names a specific deliverable

**2 Practice**

Rewrite a vague service description

**3 Review**

Can someone tell what they receive?

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Build a plain-language rubric for this outcome [outcome]. Use five criteria, with descriptions of usable work and work needing revision. Map each criterion to one practice activity. Review my proposed lesson sections [outline] and identify sections that do not support the final task.

**Review before moving on**

- [ ] Each criterion can be judged from the submitted work.
- [ ] The practice covers all required decisions.
- [ ] The learner can use the rubric without an instructor.

If you get stuck: A list of topics is not a learning sequence. Put the learner's decisions in order, then add explanations where they are needed.

## STEP 03 / DO THE WORK

# Research and storyboard

Owner: Research assistant + lesson writer

A storyboard makes the teaching visible before production. It reveals skipped decisions, assumed knowledge, and unsupported claims while the lesson is still easy to change.

**What to do**

- 01 Collect the sources behind factual instructions. Record the page, relevant claim, and date checked. Verify changing tool instructions against official documentation and your own demonstration.
- 02 Outline five parts: the problem, a worked demonstration, guided practice, an independent attempt, and review. Write what the learner does in each part.
- 03 Prepare a different input for the independent attempt. Give the reviewer the storyboard and rubric together, then ask where learners may need an example or a clearer instruction.

**Show the decision inside the demonstration**

The fictional note says, “I rewrite the same proposal sections whenever a new prospect asks for details.” The demonstration highlights a repeated task, then marks willingness to pay as unknown. It turns the task into a proposed deliverable without inventing demand.

Guided practice asks learners to sort statements into evidence, assumptions, and questions. Independent practice uses a different fictional note about client onboarding. Learners must transfer the method instead of copying the instructor's proposal offer.

**KEEP THIS OUTPUT**

A teachable storyboard, a source log, and two distinct practice inputs.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

## STEP 03 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

CREATE A COURSE / STEP 03

### Make the learning sequence visible

**1 Demonstration**

Sort proposal notes into evidence and guesses

**2 Guided practice**

Improve an offer using the shared rubric

**3 Independent task**

Apply the method to onboarding notes

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Storyboard this lesson using the outcome [outcome], rubric [rubric], and sources [sources]. Include a demonstration, guided practice, an independent example, and feedback instructions. Show the decisions inside the demonstration. Label fictional inputs and flag unsupported factual claims instead of filling the gaps.

**Review before moving on**

- [ ] Every demonstration explains why a choice was made.
- [ ] Factual claims have an appropriate source.
- [ ] Independent practice requires applying the method again.

If you get stuck: A polished script can hide a missing demonstration. Show the messy starting input and the choices that improve it.

## STEP 04 / DO THE WORK

# Make the learning assets

Owner: Writer + designer + accessibility reviewer

The materials should make it easier to do the task. Build a matched set of instructions, examples, and practice tools so learners do not have to infer how one resource connects to another.

## What to do

- 01 Create a completed example and a blank worksheet with identical headings. Include a short instruction and one useful example wherever a field could be misunderstood.
- 02 Make a visual for each important decision. Use real screenshots for an actual interface demonstration, or label original mockups as illustrations. Keep essential instructions in selectable text.
- 03 Review the materials on a phone and in the format you will share. Check reading order, text size, contrast, descriptive links, image alternatives, and transcripts if you record instruction.

## One worksheet, two views

The completed worksheet has six fields: buyer, observed problem, supporting note, deliverable, exclusions, and next test. Beside it, the blank version uses the same labels and enough space for the learner's answer.

The supporting-note field says, "Quote or summarize the relevant input; write unknown if you have no evidence." That instruction helps prevent the learner from replacing missing information with an attractive story. A separate prompt card helps organize the notes without supplying invented customer facts.

### KEEP THIS OUTPUT

A complete lesson pack: explanation, example, worksheet, prompt card, visuals, and rubric.

## MY NOTES AND PROJECT-SPECIFIC DECISIONS

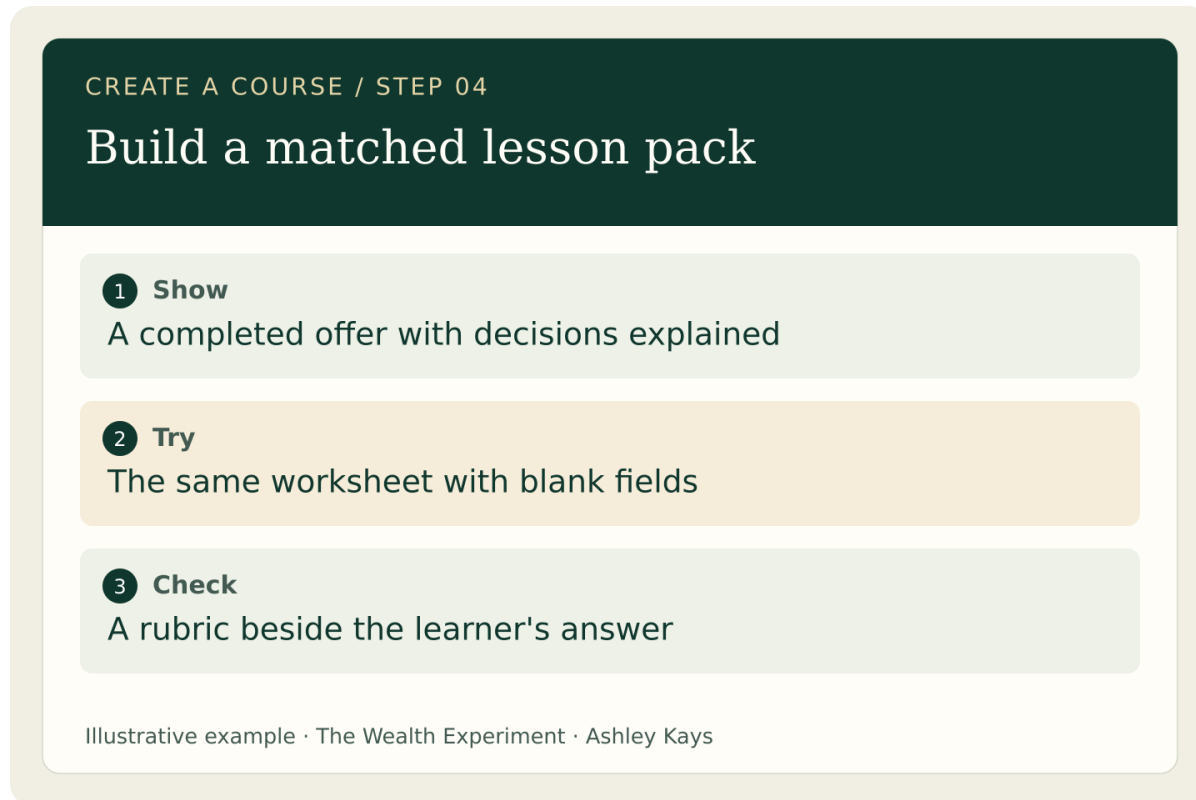
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## STEP 04 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review



Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Create a completed example and a blank worksheet for this storyboard [storyboard]. Use the same headings in both. Add concise field instructions and a rubric checklist. Keep fictional inputs labeled. Review the materials for confusing language, missing context, and content that is only understandable from an image.

**Review before moving on**

- [ ] The worksheet matches the taught method.
- [ ] Visual information is also available in text.
- [ ] Files and links open in their intended format.

If you get stuck: More slides do not automatically add value. Prefer one clear example that supports the exercise over several decorative screens.

## STEP 05 / DO THE WORK

# Pilot with learners

Owner: You + learner-review assistant

The first pilot tests whether people can use the lesson. Watch the work they produce and where they hesitate, then revise the explanation or activity responsible for the difficulty.

**What to do**

- 01 Invite a small group who resemble the intended learner and explain what is ready for testing. Agree on what feedback you will collect; ask separately before recording anyone.
- 02 Let participants attempt the task before explaining it again. Record unclear instructions, missing prerequisites, requests for help, and the difference between assisted and independent work.
- 03 Compare the submitted artifact with the rubric. Ask the learner to explain one decision and try a different input. Prioritize revisions that address observed barriers to completing the task.

**Turn a difficulty into a specific revision**

Possible pilot observation: a learner writes “all small businesses” as the buyer and cannot describe how to reach one. This is a hypothetical difficulty to watch for, not a report from a completed pilot.

A useful revision would add a short buyer-selection example and a question about an actual access route. The next attempt should use a different service idea so you can see whether the learner applies the selection process independently.

**KEEP THIS OUTPUT**

An observation log, reviewed learner artifacts, and a prioritized revision list.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

## STEP 05 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

CREATE A COURSE / STEP 05

### Use learner evidence to revise

**1 Possible barrier**

Buyer is too broad to reach

**2 Revision**

Add a specific buyer-selection example

**3 Next check**

Try another offer without instructor help

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Review these de-identified pilot observations [notes] against this rubric [rubric]. Separate observed difficulties from interpretations. Recommend specific lesson revisions, explain which evidence supports each, and propose a follow-up task. Preserve whether work was independent or required help. Do not invent learner feedback or results.

**Review before moving on**

- [ ] Feedback describes behavior as well as opinions.
- [ ] Assisted work is identified accurately.
- [ ] Each proposed revision addresses an observed issue.

If you get stuck: Positive comments are useful feedback, but they do not demonstrate the skill. Review the learner's actual work and reasoning.

## STEP 06 / DO THE WORK

# Publish and maintain

Owner: Publishing assistant + you

A finished lesson needs a clear entry point, working materials, and an owner for updates. Publish the version you can support, then expand the course using the lesson quality you have established.

**What to do**

- 01 Write the lesson page around the learner: outcome, prerequisites, contents, practice instructions, review method, and next step. Explain access and support terms before asking someone to enroll.
- 02 Walk through the public experience as a learner. Open each download, follow the lesson order, try the exercise, and verify any configured request or enrollment path.
- 03 Keep a dated update log with the change, reason, and materials affected. Review demonstrations when tools change and revise dependent worksheets together so the lesson remains consistent.

**Publish one coherent learning path**

Our example page opens with the task: turn customer notes into a testable offer. It then offers the sample notes, demonstration, blank worksheet, and rubric in the order the learner needs them.

The closing action is to test the offer with a relevant person and record what happens. A related lesson can teach how to interpret that feedback. Describe the current lesson honestly; do not imply a larger course, credential, or live support is included unless it is available.

**KEEP THIS OUTPUT**

A published lesson path with verified materials, clear expectations, and an update record.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

## STEP 06 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

CREATE A COURSE / STEP 06

### Give the lesson a clear path

**1 Start**

Read the outcome and prepare the notes

**2 Complete**

Watch, practice, and review the offer

**3 Continue**

Run a customer test and record learning

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Review this lesson package [materials] as a first-time learner. Check the promised outcome, prerequisites, navigation, downloads, practice, review instructions, and support description. Return concrete gaps and a publication checklist. Draft an update-log entry using only the changes I provide; do not claim checks you have not performed.

**Review before moving on**

- [ ] The page accurately describes what is available.
- [ ] Learners can access and complete the materials.
- [ ] There is a named next step and update owner.

If you get stuck: Publishing every outline at once multiplies unfinished work. Let a complete, tested lesson set the standard for the next one.

## PUT THE PIECES TOGETHER

# Make one lesson ready for a pilot

Choose a task you know well and build one complete lesson. Replace the example learner, inputs, demonstration, and rubric with material relevant to your expertise.

## What you will make

- [ ] A learner brief and observable objective.
- [ ] A completed example and a different independent exercise.
- [ ] A blank worksheet, review rubric, and accessible visual.
- [ ] A pilot invitation plan and a place to record revisions.

## How to review it

- [ ] A suitable learner can explain the task and locate the materials.
- [ ] The exercise produces work that can be reviewed with the rubric.
- [ ] You have a concrete plan to observe independent performance.

### MY FIRST USEFUL VERSION

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### NEXT ACTION AND REVIEW DATE

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## WHEN THE WORK GETS STUCK

# Diagnose one problem at a time

**The curriculum feels large and generic.**

Return to one learner task. Ask which sections directly help someone perform it, then move the rest into optional or later material.

**Learners can copy the example but cannot adapt it.**

Add an independent exercise with a different input. Ask learners to explain the decisions, then revise the demonstration where the reasoning is missing.

**The worksheet generates vague answers.**

Add a specific instruction, an example, and a review question to the unclear field. Test that field with a fresh input.

**A tool screenshot is already outdated.**

Check the current interface and official instructions, update the demonstration, and preserve a text explanation of the underlying task.

**THE OBSTACLE I AM SEEING**

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**ONE CHANGE I WILL TRY AND HOW I WILL CHECK IT**

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## COMMON QUESTIONS

# Decisions you can make with confidence

**Do I need a learning platform before I begin?**

A shared lesson and accessible worksheet may be enough to pilot the experience. Choose a platform when you know what access, delivery, assessment, or support your learners actually need.

**Can the AI write the whole course?**

It can help draft the components, but your expertise establishes the method, examples, and quality standard. Review factual claims and observe whether learners can apply the instruction.

**When should I add more lessons?**

Expand when the first lesson is complete enough to use and you understand its remaining gaps. Choose the next task from learner needs and observed difficulties rather than the size of an AI-generated outline.

**Go deeper with the original sources**

[Carnegie Mellon: align learning objectives, assessment, and instruction](https://www.cmu.edu/teaching/designteach/design/learningobjectives.html)

<https://www.cmu.edu/teaching/designteach/design/learningobjectives.html>

[W3C WAI: choosing appropriate text alternatives for images](https://www.w3.org/WAI/tutorials/images/decision-tree/)

<https://www.w3.org/WAI/tutorials/images/decision-tree/>

[Anthropic: simple workflows, bounded tasks, and evaluation](https://www.anthropic.com/research/building-effective-agents)

<https://www.anthropic.com/research/building-effective-agents>

Tool interfaces and features can change. Recheck current official instructions when you apply the method.

## FINAL REVIEW

# Keep an honest result record

A finished artifact, demand, learner performance, and business results are different forms of evidence. Record what you know and what you still need to learn.

## WHAT EXISTS

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## WHAT I CHECKED

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## EVIDENCE AND SOURCE

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## TOTAL HOURS (INCLUDING SETUP AND REVIEW)

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## CASH SPENT

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## WHAT REMAINS UNKNOWN

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## NEXT DECISION

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## ASK ASHLEY

# Bring your project. Let's work through the next step.

Share your project, current URL and main question. Scope, availability and pricing are agreed before work is booked.

**MAKE YOUR FIRST MESSAGE USEFUL**

What are you trying to create or improve?

Who is it for, and what have you already made?

Which part is blocking you, and what kind of help would be useful?

[Email Ashley: info@waymaker.cx](mailto:info@waymaker.cx)

[Explore working together](#)

[Send a project enquiry](#)

[Return to this guide](#)

**WHAT I WANT TO ASK OR WORK ON**

## Continue with the series

[Build a website](#)

[Test an income idea](#)

## THE WEALTH EXPERIMENT

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### PRACTICAL WORKBOOK

# Test an income idea

Move from an interesting idea to a customer test. Use AI to organize evidence, make a sample, prepare an offer, and review what happened while you own the customer relationship and delivery.



Editorial illustration. The worked examples inside are labeled teaching scenarios.

### Ashley Kays / How I Build with AI

Read the example. Adapt the prompt. Make something useful.

[wealthexperiment.live](https://wealthexperiment.live) • [info@waymaker.cx](mailto:info@waymaker.cx)

## START HERE

# Make this workbook yours

A practical workbook. Examples are illustrative; replace them with your project.

**THE OUTCOME**

Leave with one experiment card, a realistic sample, a bounded offer, a plan to reach relevant people, and a decision method that accounts for your time and costs.

Read the teaching page for each step, then use the visual and prompt page to adapt the work. Keep your decisions, evidence, and review notes together. The spaces are designed for handwriting or PDF annotation.

[Open the complete online guide](#)

## Gather your starting materials

- [ ] A skill you can deliver reliably, including the parts you must personally review or cannot responsibly offer.
- [ ] A specific customer group you can reach through appropriate relationships, communities, or an existing audience.
- [ ] Observed problems, voluntary conversation notes, or public sources that you can separate from your assumptions.
- [ ] A written time limit, cash limit, review date, and simple record of activity, responses, delivery effort, and costs.

## Choose tools for the job

### Research and organize - Your AI assistant and original sources

Organize evidence and unanswered questions. Check original sources before treating a claim as a fact.

### Make the sample - Tools suited to the deliverable

A document may be enough for a proposal pilot. Choose tools that help produce and review the promised work.

### Record the experiment - A spreadsheet or simple log

Keep counts, dates, hours, costs, and outcomes together so you can explain the eventual decision.

**YOUR PROJECT**

# A clear brief comes first

Write enough to guide the first useful version. You can revise this brief as you learn, while keeping the original question visible.

**AUDIENCE**

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**PROBLEM**

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**DESIRED OUTPUT**

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**TIME AND CASH LIMITS**

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**SOURCES**

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**WHAT EXISTS ALREADY**

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**DEFINITION OF DONE**

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## STEP 01 / DO THE WORK

# Find a reachable buyer

Owner: You + research assistant

Name a buyer, a recurring task, and a realistic access route. Your skills and evidence about their current work give the experiment a practical starting point.

**What to do**

- 01 List tasks you can complete to a useful standard. Pair each with a specific customer and the situation that makes the task important; include your delivery limitations.
- 02 Collect observations about current behavior: what triggers the task, how it is handled, where effort accumulates, and what happens when it goes badly. Preserve the source and context.
- 03 Separate facts, interpretations, and unknowns. Ask AI to organize the notes and suggest research questions, then choose the buyer you can actually learn from.

**Narrow the buyer before designing the offer**

“Anyone who needs sales help” is too broad for this sample. A more useful starting group is independent consultants who prepare proposals from discovery-call notes and existing service descriptions.

The research questions are concrete: how often do proposals arise, which parts take work, what information must remain private, and who approves the final document? Repeated proposal writing may be observable; willingness to pay for outside preparation remains a separate question.

**KEEP THIS OUTPUT**

A buyer shortlist with sources, access routes, and questions worth investigating.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

## STEP 01 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

TEST AN INCOME IDEA / STEP 01

### Keep evidence and assumptions apart

**1 Observed task**

Consultants prepare proposals from notes

**2 Assumption**

They may want help with a first draft

**3 Next question**

Which part would they pay to improve?

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Use my skills [skills], access routes [routes], and observations [notes] to compare three possible buyers. For each, list the task, supporting evidence, missing information, and a practical way to learn more. Separate facts from assumptions. Do not invent customer quotes, demand estimates, or market size.

**Review before moving on**

- [ ] The buyer describes a recognizable group and situation.
- [ ] At least one realistic access route is identified.
- [ ] Unknown demand is still labeled unknown.

If you get stuck: An AI-generated persona can suggest questions, but it cannot establish that real customers have the problem or want your offer.

## STEP 02 / DO THE WORK

# Choose the risky assumption

Owner: Product assistant + you

Match the test to the uncertainty. A conversation can reveal workflow problems; a defined paid pilot can test a purchase decision. Choose the important question first.

**What to do**

- 01 List what must be true: the buyer has a relevant problem, you can reach them, the offer is understandable, they will agree to terms, and you can deliver sustainably.
- 02 Choose one assumption and match the test to it. Write what you will show, who will see it, and what observable action would change your confidence.
- 03 Set cash and total-hour limits, a review date, and continue/change/pause criteria in advance. Include preparation and follow-up time so the limit reflects the whole experiment.

**An experiment card with a clear question**

Sample question: will a relevant consultant with an upcoming proposal consider a clearly scoped preparation pilot after inspecting a sample? The test is a direct conversation and a specific offer, not an app build.

Illustrative boundaries are 14 calendar days, 10 total hours, and a \$50 cash cap; choose limits that fit your circumstances. A meaningful commitment is agreement to a defined pilot and its terms. Praise, curiosity, and an accepted paid engagement belong in separate evidence categories.

**KEEP THIS OUTPUT**

One experiment card with a question, test, limits, evidence rule, and review date.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

## STEP 02 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

TEST AN INCOME IDEA / STEP 02

### Give the test clear boundaries

**1 Question**

Will a consultant agree to a scoped pilot?

**2 Test**

Show a sample and discuss specific terms

**3 Record**

Response, commitment, effort, and uncertainty

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Identify the riskiest assumption in this idea [idea]. Design one small test using my buyer access [access] and limits [limits]. Specify the artifact, audience, primary observation, denominator, review date, and continue/change/pause rules. Explain what the test cannot establish and which alternative explanations to consider.

**Review before moving on**

- [ ] The proposed test addresses the chosen uncertainty.
- [ ] The evidence rule describes an observable action.
- [ ] Limits include selling, delivery, and review effort.

If you get stuck: Do not change the success rule after seeing the result. Record a revised hypothesis as the next experiment instead.

## STEP 03 / DO THE WORK

# Make a small sample

Owner: Delivery assistant + you

A representative sample helps someone evaluate the offer. Rehearsing it also reveals missing inputs and delivery problems before you make a customer commitment.

**What to do**

- 01 Build one representative deliverable using fictional or authorized inputs. Include enough detail to demonstrate your judgment and quality without pretending it was completed for a real client.
- 02 Describe the offer's boundaries: required inputs, exact output, turnaround to agree, revisions, exclusions, and acceptance criteria. Identify any work that requires specialist knowledge you do not provide.
- 03 Run the delivery process yourself and record the effort, including review and correction. Improve the sample until you can explain how you would produce comparable work again.

**A proposal draft with useful boundaries**

The sample includes a project summary, proposed scope, deliverables, assumptions, and questions for the consultant. It uses fictional source notes and marks information that the consultant must confirm.

The offer covers organizing approved material into a first draft and one agreed review round. The consultant owns commercial terms, factual approval, and the final send. Legal advice, invented credentials, and guaranteed sales outcomes are outside the service. Any sample price is a hypothesis until terms are agreed.

**KEEP THIS OUTPUT**

A clearly labeled sample, a bounded offer, and a rehearsed delivery checklist.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

## STEP 03 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

TEST AN INCOME IDEA / STEP 03

### Make the offer easy to inspect

**1 Inputs**

Approved notes and service information

**2 Deliverable**

A proposal first draft for client review

**3 Boundary**

Client approves terms and sends the proposal

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Create a sample deliverable from these fictional inputs [inputs]. Preserve the stated facts and mark missing information. Then draft an offer with client inputs, deliverables, exclusions, review steps, and acceptance criteria. Identify delivery risks and questions to resolve before I make a customer commitment.

**Review before moving on**

- [ ] A buyer can tell exactly what they would receive.
- [ ] Sample data and unresolved details are clearly marked.
- [ ] You can perform and review the promised work.

If you get stuck: A beautiful sample does not prove that delivery is repeatable. Rehearse the work from fresh inputs and include corrections in the effort log.

## STEP 04 / DO THE WORK

# Run one distribution test

Owner: Marketing assistant + you

A test needs relevant people to encounter the offer. Choose one appropriate channel so you can understand who saw it, what they were offered, and how they responded.

**What to do**

- 01 Choose a channel that fits your buyer access: existing relationships, a relevant community that permits the activity, or a useful demonstration for your audience. Respect the channel's expectations.
- 02 Prepare a clear invitation that identifies the problem, sample, proposed next step, and any pilot terms. Review the exact message and recipient before sending or publishing it.
- 03 Track the date, channel, relevant reach where known, responses, conversations, and commitments. Use aggregate or minimal personal information and preserve the difference between observed counts and estimates.

**A draft invitation someone can evaluate**

Example wording: "I'm testing a service that turns a consultant's approved notes into a proposal first draft. I have a fictional sample showing the format and review process. If proposal preparation is a current bottleneck, would you be open to a brief conversation about whether a scoped pilot would help?"

Adapt the message to a relevant relationship. A reply requesting the sample is interest; a conversation is a deeper signal; agreed pilot terms are a different event. Record each accurately and respect a decline.

**KEEP THIS OUTPUT**

Reviewed invitations or a demonstration, plus a dated record of relevant exposure and responses.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

## STEP 04 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

TEST AN INCOME IDEA / STEP 04

### Track different kinds of response

**1 Attention**

A relevant person sees the offer

**2 Interest**

They ask a question or inspect the sample

**3 Commitment**

They agree to the defined pilot terms

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Draft a short invitation for this buyer [buyer], channel [channel], offer [offer], and sample [sample]. State the pilot honestly, avoid unsupported claims, and give one clear next step. Then propose a simple tracking table that separates relevant reach, replies, conversations, commitments, and completed work.

**Review before moving on**

- [ ] The audience is relevant to the offer.
- [ ] The message matches the scope you can deliver.
- [ ] Counts use consistent definitions and denominators.

If you get stuck: Silence has several explanations. Check relevance, delivery, timing, and clarity before concluding the problem does not matter.

## STEP 05 / DO THE WORK

# Deliver and count the costs

Owner: Delivery assistant + quality reviewer

A purchased pilot is useful evidence only when you understand the work required to fulfill it. Keep a record of delivery quality, customer acceptance, cash movement, and the full effort behind the result.

## What to do

- 01 Before starting, confirm scope, inputs, price, timing, review arrangements, and what acceptance means. Use only customer information you are authorized to process in the chosen tools.
- 02 Follow the delivery checklist and review the output against the source material. Record defects, revisions, customer questions, and the final acceptance decision rather than counting an unfinished draft as delivered.
- 03 Log setup, research, selling, production, review, revisions, and support time. Record cash received, direct expenses, refunds, and shared costs consistently; keep pending amounts separate.

## Make the effort visible

For the proposal pilot, the ledger includes preparing the fictional sample, discussing fit, clarifying source notes, producing the draft, checking every claim, and handling the agreed review. Failed attempts still belong in the record.

Subtract direct cash costs and refunds from gross collected revenue to describe contribution before other overhead and tax. Do not subtract refunds twice if receipts are already net. Record total human hours separately. Explain any allocation of shared subscriptions or setup effort so later comparisons stay consistent.

### KEEP THIS OUTPUT

A reviewed deliverable, an acceptance record, and a complete effort and cash ledger.

## MY NOTES AND PROJECT-SPECIFIC DECISIONS

## STEP 05 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

TEST AN INCOME IDEA / STEP 05

### Count the whole delivery effort

**1 Before delivery**

Research, sample, selling, and preparation

**2 During delivery**

Production, review, and correction

**3 After delivery**

Acceptance, revisions, support, and costs

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Audit this experiment ledger [ledger]. Separate collected revenue, pending amounts, direct costs, refunds, shared-cost allocations, and all human hours. Show the arithmetic and flag missing categories without treating missing values as zero. Summarize delivery acceptance and unresolved defects separately from financial observations.

**Review before moving on**

- [ ] The customer has accepted the agreed work or gaps are recorded.
- [ ] Preparation, selling, revisions, and failed attempts are included.
- [ ] Revenue, contribution, and total profit are not confused.

If you get stuck: Counting only generation time hides much of the work. Include the conversations and judgment needed to produce something the customer accepts.

## STEP 06 / DO THE WORK

# Continue, change or stop

Owner: Analysis assistant + you

Compare the evidence with your original rule, explain what remains unknown, and choose the next move. A useful experiment changes a decision.

**What to do**

- 01 Review the original question, limits, and evidence rule alongside the dated log. Separate work completed, customer behavior, delivery quality, and economics so activity does not stand in for results.
- 02 Consider alternative explanations. A weak channel, unclear offer, delayed buying need, or difficult delivery process may require a different next test; document which interpretation the evidence supports.
- 03 Write a short decision memo: continue, change, or pause; why; what remains uncertain; and the next test or stopping point. Set new limits before beginning another round.

**Three possible decisions, each grounded in evidence**

Continue if the observed commitments and accepted delivery justify another bounded test. Change if relevant conversations reveal that organizing discovery notes matters more than drafting a proposal. Pause if you reach your limits without enough useful access or cannot deliver to the required standard.

These are possible interpretations, not reported outcomes. A small pilot informs the next decision; repeatable demand and dependable income require further evidence.

**KEEP THIS OUTPUT**

A dated decision memo with the supporting evidence, unresolved questions, and next action.

**MY NOTES AND PROJECT-SPECIFIC DECISIONS**

## STEP 06 / SEE IT, ADAPT IT, CHECK IT

## Your prompt and review

TEST AN INCOME IDEA / STEP 06

### Let the evidence choose the next move

**1 Continue**

Repeat a promising test within fresh limits

**2 Change**

Adjust the offer or access route

**3 Pause**

Stop at the limit and preserve the learning

Illustrative example · The Wealth Experiment · Ashley Kays

Use this illustrative example to recognize the shape of a useful output. Replace its details with your own project.

**COPY AND ADAPT THIS PROMPT**

Use this original experiment card [card] and evidence log [log] to draft a decision memo. Distinguish observations, interpretations, and unknowns. Assess the preselected criteria, explain alternative causes, and recommend one bounded next test or a pause. Do not infer repeatable revenue from a small sample.

**Review before moving on**

- [ ] The decision refers to the original test question.
- [ ] Alternative explanations and missing evidence are visible.
- [ ] The next action has a clear limit and review point.

If you get stuck: Do not keep adding features to avoid a difficult decision. Resolve the uncertainty that the current evidence actually exposes.

## PUT THE PIECES TOGETHER

# Prepare your first experiment for real feedback

Choose a service you could deliver with existing skills. Complete the experiment card before building the sample, then review the offer and outreach plan so your first conversation has a clear purpose.

## What you will make

- ☐ One experiment card with a question, limits, and review date.
- ☐ One clearly labeled sample and a scoped offer.
- ☐ One appropriate channel and a reviewed invitation.
- ☐ One ledger for effort, costs, responses, and the final decision.

## How to review it

- ☐ A relevant person can explain the proposed deliverable.
- ☐ Your next test addresses a specific uncertainty.
- ☐ You can record an honest outcome, including a decision to pause.

### MY FIRST USEFUL VERSION

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### NEXT ACTION AND REVIEW DATE

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## WHEN THE WORK GETS STUCK

# Diagnose one problem at a time

**People praise the idea but do not commit.**

Make the deliverable and next decision concrete. Ask about timing, current alternatives, and what they would need to evaluate a pilot; keep compliments separate from purchase evidence.

**The test reaches few relevant people.**

Revisit your access route and audience fit. Record the distribution limitation before making conclusions about demand, and choose a realistic channel for the next test.

**Delivery takes much longer than expected.**

Find the work creating the overrun. Clarify inputs, narrow scope, improve the review process, or change the terms before accepting another engagement.

**AI research produces confident but unsupported claims.**

Ask for the original sources and inspect them. Remove claims that cannot be established, and convert the remaining uncertainty into a customer question or test.

**THE OBSTACLE I AM SEEING**

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**ONE CHANGE I WILL TRY AND HOW I WILL CHECK IT**

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## COMMON QUESTIONS

# Decisions you can make with confidence

**Do I need a website before testing an offer?**

Often a clear document and representative sample are enough for an initial conversation. Build a page when it helps a relevant person understand or act on the offer.

**Should my first pilot be free?**

Choose based on the question. A free test can reveal usability or delivery issues, but it does not test willingness to pay. Explain the arrangement and avoid treating free participation as purchase evidence.

**What if the first experiment does not work?**

Record what happened, what it cost, and what you learned. Decide whether the evidence supports a different test or a pause. A bounded attempt can be useful without becoming an ongoing business.

## Go deeper with the original sources

Anthropic: choosing simple workflows and evaluating their results

<https://www.anthropic.com/research/building-effective-agents>

U.S. Small Business Administration: customer research and business planning

<https://www.sba.gov/counseling/plan-your-business/>

Tool interfaces and features can change. Recheck current official instructions when you apply the method.

## FINAL REVIEW

# Keep an honest result record

A finished artifact, demand, learner performance, and business results are different forms of evidence. Record what you know and what you still need to learn.

## WHAT EXISTS

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## WHAT I CHECKED

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## EVIDENCE AND SOURCE

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## TOTAL HOURS (INCLUDING SETUP AND REVIEW)

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## CASH SPENT

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## WHAT REMAINS UNKNOWN

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## NEXT DECISION

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## ASK ASHLEY

# Bring your project. Let's work through the next step.

Share your project, current URL and main question. Scope, availability and pricing are agreed before work is booked.

**MAKE YOUR FIRST MESSAGE USEFUL**

What are you trying to create or improve?

Who is it for, and what have you already made?

Which part is blocking you, and what kind of help would be useful?

[Email Ashley: info@waymaker.cx](mailto:info@waymaker.cx)

[Explore working together](#)

[Send a project enquiry](#)

[Return to this guide](#)

**WHAT I WANT TO ASK OR WORK ON**

## Continue with the series

[Build a website](#)

[Create a course](#)