VIP TRAINING · DAY 1 · BOOK MORE

Build & Publish Your Own Client Tools

A step-by-step guide to vibe coding client portals, guides and tools with Claude, publishing them to Static.app and embedding them on your website, with no coding experience required

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START HERE

If You Can Describe It, You Can Build It

"Vibe coding" means building a working web page or tool by describing what you want in plain English, and letting AI write the code. You don't need a website builder, a developer or any coding knowledge.

What You Can Build

Client Portal

A private hub with your welcome, timeline, guides and FAQs in one place.

What to Wear Guide

Outfit ideas by style, with tips on fit, layers and accessories.

Skin Tone Color Finder

A quick quiz that suggests the best colors for each senior to wear.

Location Guide

Your favorite spots, filterable by vibe: urban, nature, water.

Session Prep Checklist

Hair, makeup, outfits and what to bring, with boxes to tick off.

Session Countdown

A countdown to their session date with a tip for each week.

STEP	WHAT YOU'LL DO	TIME
01	**Plan your tool** before you build	10 min
02	**Build it** with one detailed prompt	10 min
03	**Refine it** one change at a time	15–30 min
04	**Check it** on your phone and computer	10 min
05	**Package it** so it's ready to host	5 min
06	**Publish it** to Static.app	10 min
07	**Share it** with clients	5 min
08	**Embed it** on your website (optional, and sparingly)	15 min
09	**Keep it safe** and keep it updated	Ongoing

STEP 01 · PLAN YOUR TOOL

Know What You're Building

The clearer your plan, the better your first version. Ten minutes of planning saves an hour of back-and-forth.

TIME: 10 MINUTES

1

Start with a real client problem

What do seniors and parents always ask, stress about or get wrong? "What should I wear?" "Which colors look good on me?" "What happens on session day?" Your tool should solve one of those.

2

Answer five questions

Who is it for? **What problem** does it solve? **What should it do** (show information, ask questions, calculate something)? **What sections** does it need? **What should it look like** (fonts, colors, style)?

3

Gather your content

Your actual timeline steps, outfit tips, locations, FAQs and brand colors (hex codes). AI builds better tools from your real information than from its guesses.

4

Turn it into a plan with Claude

Use the prompt below. You'll get a one-page plan you can approve or adjust before anything gets built.

PLANNING PROMPT

I'm a high school senior portrait photographer and I want to build a simple web tool for my clients. Don't build it yet. First, help me plan it.

The tool: **[e.g., a skin tone color finder / a client portal / a what-to-wear guide]**
Who it's for: **[booked seniors and their parents]**
The problem it solves: **[e.g., seniors don't know which colors look best on them]**
What I want it to include: **[list sections or features]**
My brand: fonts **[fonts]**, colors **[hex codes]**, style **[editorial / clean / warm]**

Give me a one-page plan: the sections, what each one does, how someone would use it on their phone, and anything I should decide before you build it. Ask me any questions you need answered first.

STEP 02 · BUILD IT

One Detailed Prompt

Once your plan looks right, ask Claude to build it. The technical requirements at the bottom of the prompt are what make your tool easy to host later. Don't skip them.

TIME: 10 MINUTES

1. ### Stay in the same chat as your plan

   Claude will build from the plan you just approved.

2. ### Paste the build prompt

   Adjust the sections to match your tool. The example below is a client portal.

3. ### Attach a screenshot of your website

   This helps Claude match your look without you having to describe it.

4. ### Preview it right in Claude

   Claude will show you a live preview. Click through everything before asking for changes.

BUILD PROMPT · CLIENT PORTAL EXAMPLE

Build the tool we planned as a single, mobile-friendly web page for my senior portrait studio, **[Studio Name]**, in **[City]**.

Sections:
1. A welcome message from me, with a spot for my photo
2. "Your Session Timeline": what happens from booking to reveal: **[list your steps]**
3. What to Wear guide: outfit tips for casual, dressy and athletic/activity looks, plus what to avoid
4. Skin Tone Color Finder: a few quick questions (vein color, how their skin reacts to the sun, whether gold or silver jewelry looks better) that suggest their undertone and the best colors to wear
5. Location guide: **[list your locations and the vibe of each]**
6. Hair and makeup prep checklist
7. FAQs: **[paste your top FAQs]**

Brand: headline font **[font]**, body font **[font]**, colors **[hex codes]**. I've attached a screenshot of my website to match.

Technical requirements:
- One single HTML file, with all CSS and JavaScript inside the file
- No external libraries or frameworks. Google Fonts is fine.
- Works on phones first, then desktop
- No login, no forms that collect personal information, no tracking
- Use only the details I've provided. Use clearly labeled placeholders for anything missing.

STEP 03 · REFINE IT

One Change at a Time

Your first version is a starting point. Small, specific requests get better results than long lists of changes.

TIME: 15–30 MINUTES

1 **Ask for one change per message**

Check the preview after every change. If you ask for ten things at once, it's harder to tell what broke.

2 **Describe what you see, not how to fix it**

"The buttons are too small on my phone" works better than trying to guess the technical fix.

3 If something breaks, say so plainly

“That last change broke the color finder. The results don’t show anymore. Please fix it without changing anything else.”

4 Save versions you like

When a version looks great, download it and name it (for example, **portal-v3.html**). If a later change goes wrong, you can always go back.

FOLLOW-UP PROMPTS

"Make the headings bigger and add more space between sections."

"Replace the locations with mine: **[list with a short description of each]**."

"Add a printable outfit checklist the senior can tick off."

"Make the color finder show example outfit color swatches for each result."

"Add a countdown to their session date that they can set themselves."

"Make the location guide filterable by vibe: urban, nature, water."

"Add a sticky menu at the top so they can jump to each section."

STEP 04 · CHECK IT

Test It Like a Client Would

Before anyone else sees it, use it the way a senior would: on a phone, in a hurry, tapping everything.

TIME: 10 MINUTES

- [ ] Every button, tab, quiz answer and link works
- [ ] It looks right on your phone, not just your computer
- [ ] Every fact is accurate: prices, dates, policies, locations, spelling
- [ ] No placeholder text is left (search for “placeholder,” “TODO” and brackets)
- [ ] Fonts and colors match your brand
- [ ] Photos load and aren’t huge files (see the photo note below)
- [ ] Nothing private is on the page: no client names, addresses, phone numbers or personal details

A NOTE ON PHOTOS

Photos are what make tools heavy and slow. Resize images to about 1600 pixels wide before adding them, and ask Claude to use image links (for example, photos already on your website) instead of stuffing full-size images inside the file. A fast tool feels more professional, and keeps your Static.app storage small.

SELF-CHECK PROMPT

Review this tool as if you were a busy high school senior using it on an iPhone. List anything that's broken, confusing, hard to tap, slow to load or inconsistent with my brand. Then list any leftover placeholders. Don't make changes yet. Just give me the list.

STEP 05 · PACKAGE IT

Get It Ready to Host

*Static.app needs your tool in a specific format: a main file named **index.html**, uploaded as a ZIP file. Claude can do most of the packaging for you.*

TIME: 5 MINUTES

1 **Ask Claude to package it**

Use the packaging prompt below. It makes sure everything the page needs is inside the file or included in the folder, with the right name.

2 **Download the file**

Download the final **index.html** from Claude. If Claude gives you extra files (like images), download them all into one folder.

3 **Check the name**

The main file must be named exactly **index.html** (lowercase). Web hosts look for that name to know which page to show first. If your file downloaded as “portal.html,” rename it.

4 Put it in a folder and zip it

Create a folder (for example, **client-portal**) and put index.html and any other files inside, with index.html at the top level, not inside another folder.
Mac: right-click the folder and choose **Compress**.
Windows: right-click the folder and choose **Compress to ZIP file** (or **Send to → Compressed (zipped) folder**).

PACKAGING PROMPT

I'm ready to publish this tool on Static.app, a static website host. Package it for me:

1. Give me the final version as one file named index.html
2. Make sure all CSS and JavaScript are inside the file, with no external dependencies except Google Fonts
3. Make sure any images either use full web addresses (https://...) or are listed as separate files I need to include in the same folder. Tell me exactly which files, if any.
4. Add a proper page title and a short meta description for **[tool name]**
5. Double-check that it works on mobile and has no leftover placeholders

Then tell me exactly what my folder should contain before I zip it.

Your folder should look like this

```
client-portal/
    index.html        ← required, at the top level
    (any image files Claude listed, if any)
```

STEP 06 · PUBLISH IT

Put It Online With Static.app

Static.app hosts simple web pages like the ones you build with Claude. You upload your ZIP, choose a web address, and your tool is live.

TIME: 10 MINUTES

1. ### Go to static.app

   Find the upload area on the homepage.

2. ### Upload your ZIP

   Drag your ZIP file onto the upload area, or click to choose it from your computer.

3. ### Choose your web address

   Pick a free Static.app subdomain (something like **yourstudio-portal**), or keep the one it suggests. Choose something short and professional, since clients will see it.

4. ### Create your account

   Enter your name, email and a password when prompted. Your tool goes live with a secure (https) address.

5. ### Open the link and test it

   Open your new link on your phone and computer. Tap through everything one more time.

Updating Your Tool Later

1. ### Make changes in Claude

   Open the chat where you built it (or upload your latest index.html to a new chat) and ask for the change.

2. ### Re-package

   Download the new index.html and zip it the same way.

3. ### Replace the files in your dashboard

   Log in to Static.app and upload the new version to the same site. Your link stays the same, so anyone you've shared it with sees the update.

USING YOUR OWN DOMAIN

You can connect your own address, like **portal.yourstudio.com**, on a paid Static.app plan. Static.app walks you through pointing your domain there and sets up the security certificate. Plans, prices and limits change, so check static.app/pricing for what's currently included.

Quick share option

Need to share something quickly, like a draft for feedback? Claude can publish a tool directly from the chat and give you a shareable link. For tools you'll send to every client or embed on your website, Static.app gives you a permanent, professional address you control.

STEP 07 · SHARE IT

Put It in Front of Clients

A tool only helps if clients use it. Build it into the moments they already hear from you.

Booking Confirmation

Include the link in your "you're booked!" email so families start planning right away.

Planning Consult

Walk through it together, or show a QR code on your phone or a printed card.

Reminder Emails

Link to the right section: what to wear two weeks out, prep checklist the week of.

Inquiry Replies

A sneak peek of your portal shows the experience clients get when they book with you.

STEP 08 · EMBED IT (OPTIONAL)

Add a Tool to Your Website With an iFrame

An iframe is a window on your website that shows another web page inside it. It lets a tool you published on Static.app appear right on a page of your site, like a color finder on your "What to Wear" page.

TIME: 15 MINUTES

1. ## Copy your tool's Static.app link

   This is the address you tested in Step 6.

2. ## Create your embed code

   Use the code below, replacing the link and title. Or ask Claude: "Write iframe embed code for **[your link]** that's full width, lazy-loads, and looks good on mobile."

3. ## Add it to the right page

   Paste it into your platform's embed or custom HTML element (see the table below).

4. ## Adjust the height

   If the tool is cut off or has a big gap below it, change the **height** number and check again on your phone.

5. ## Test your page speed

   Run the page through **pagespeed.web.dev** before and after adding the embed, and compare the results.

```
<iframe
  src="https://your-tool-address-here"
  title="Senior Session Color Finder"
  width="100%"
  height="900"
  loading="lazy"
  style="border:0; width:100%;">
</iframe>
```

What each part does: **src** is your tool's link. **title** describes it for screen readers. **height** controls how tall the window is. **loading="lazy"** tells the browser not to load it until a visitor scrolls near it, which helps your page load faster.

Where to Paste It

Platform menus change often. If a label below doesn't match, search your platform's help center for "embed code" or "custom HTML."

PLATFORM	WHERE EMBED CODE USUALLY GOES
Showit	Add an **Embed Code** element to your canvas, paste the iframe code, then size the box on both desktop and mobile views.
WordPress	In the block editor, add a **Custom HTML** block and paste the code. Preview before publishing.
Squarespace	Add a **Code** block to the page and paste the code. Code blocks with custom code are only available on certain plans.
Wix	Add an **Embed Code** element (Embed HTML), choose the code option and paste it, or use the option to embed a website by its address.

IMPORTANT: DON'T OVERDO EMBEDS

Every iframe loads a **whole separate web page** inside your page. That makes your website bigger and slower, especially on phones. A slow site frustrates parents and can hurt how search engines rank you.

- **Limit it to one embed per page**, and only a few across your whole site.
- **Keep embeds off your homepage** and out of the first screen visitors see. Your homepage needs to load fast.
- **Always use loading="lazy"** so the embed doesn't load until someone scrolls to it.
- **When in doubt, link instead of embed.** A button that says "Open Your Planning Guide" works great and adds no weight to your page.
- **Test before and after** with pagespeed.web.dev. If your score drops noticeably, remove the embed or switch to a link.
- **Don't put your important words inside an iframe.** Search engines and AI generally credit iframe content to the tool's address, not your page. Keep your FAQs, location content and authority statement as real text on your website.

STEP 09 · KEEP IT SAFE & UPDATED

A Few Rules for Every Tool You Build

These tools are public web pages. Build them like anyone could see them, because anyone with the link can.

PRIVACY & SAFETY RULES

- **Never put private client information on a page.** No names, addresses, phone numbers, school schedules or session details for a specific person. Anyone with the link can view it.
- **Remember that most of your clients are minors.** Only use a senior's photos or name with written permission from them and their parent.
- **Don't collect personal information** through a tool unless you know exactly where it goes and how it's protected. Simple static pages can't safely store form submissions on their own. Use your existing CRM or booking forms for that.
- **No passwords or payment details** in anything you vibe code. Leave logins and payments to your established systems.
- **Double-check every fact** before publishing. Your tool represents your business.

Keeping It Updated

- [ ] Keep your latest index.html in a backed-up folder, with versions named clearly (portal-v1, portal-v2…)
- [ ] Review every tool once a year: prices, policies, locations, dates
- [ ] Update your Static.app site whenever anything changes, then re-test the link

More Tool Ideas to Build Next

TOOL	PROMPT STARTER
Outfit Planner	"Build a page where a senior picks 3–4 outfits by style and gets tips for each one, based on my guide: **[paste]**."
Session Day Timeline	"Build a page that shows a sample session-day timeline, from hair and makeup to the last location at golden hour: **[paste steps]**."
Parent Guide	"Build a page just for parents that answers their top questions about the experience, timeline and investment: **[paste FAQs]**."

Every photographer shows pretty pictures. The one who helps families the most becomes the go-to. Now you can build the tools that make you that photographer.