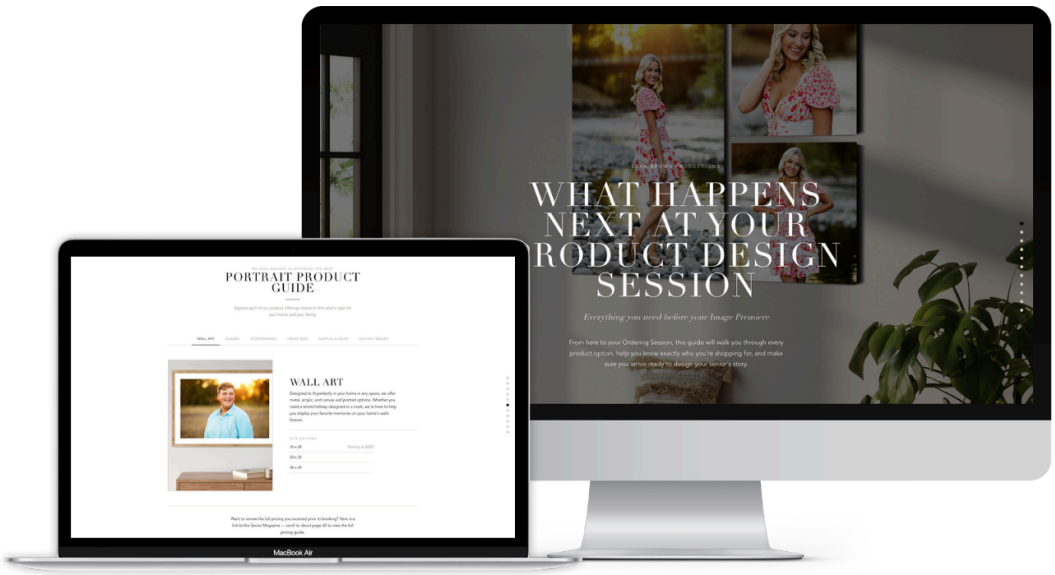
VIP GIFT · DAY 2 · MAKE MORE

Post-Session Prep Portal

How to customize your post-session portal in Claude and publish it to Static.app, so every client arrives at their ordering session ready to invest



Sean Brown · Senior Photography Education · VIP Resource

START HERE

Your Prep Portal, Ready to Make Yours

The Post-Session Prep Portal is what my clients get right after their session and before their ordering session. It shows them what's coming, walks them through every product, and helps them prepare, so they arrive expecting wall art. Clients who come in expecting wall art buy more.

Download Your Files

Post-Session Prep Portal HTML

The portal itself. This is the file you'll customize and publish.

DOWNLOAD THE PORTAL

Customization Guide (MD File)

Instructions written for Claude. Upload it with the portal so Claude knows exactly how to customize it.

DOWNLOAD THE GUIDE

WATCH THE WALKTHROUGH

Watch me publish a Claude-built portal to Static.app from start to finish. It's the same process for this portal.

▶ WATCH THE STATIC.APP WALKTHROUGH

Already set up Client Portal HQ?

You'll follow the exact same process: customize in Claude, package as index.html, publish to Static.app. Most of this will feel familiar.

THE TUTORIAL

Your Step-by-Step Roadmap

Work through these ten steps in order. Most photographers finish in an afternoon.

STEP	WHAT YOU'LL DO	TIME
01	**Gather your details** before you start	20 min
02	**Download both files** and preview the portal	5 min
03	**Upload them to Claude** with the starter prompt	5 min
04	**Customize it** section by section	30–60 min
05	**Add your photos**	15 min
06	**Test it** on your phone and computer	10 min
07	**Package it** for Static.app	5 min
08	**Publish it** on Static.app	10 min
09	**Connect your own domain** (optional)	15 min
10	**Share and update it**	Ongoing

STEP 01 · GATHER YOUR DETAILS

Have Everything Ready Before You Start

Customizing goes fastest when you can answer Claude's questions right away. Put all of this in one document first.

TIME: 20 MINUTES

Your Brand

- Studio name, exactly as you use it
- Logo (PNG, ideally with a transparent background)
- Brand colors as hex codes and your fonts
- A screenshot of your website homepage

Your Process

- What happens from session to ordering to delivery
- What you call your ordering appointment
- In person or virtual, and how long it takes
- Who should attend and what to bring

Your Products

- Every product: wall art, albums, boxes, gifts, digitals
- Sizes, finishes and starting prices
- Product photos, ideally in real homes
- Your collections or a link to your pricing guide

Your Walls & Answers

- How clients send wall photos (link, email or StoryWalls)
- Your payment options and timeline
- Your top post-session FAQs, with answers
- Permission for any client photos you use

STEP 02 · DOWNLOAD & PREVIEW

Download Both Files

TIME: 5 MINUTES

1

Open each Dropbox link

Use the buttons on page 2. On the Dropbox page, click **Download**. You don't need a Dropbox account.

2

Put both files in one folder

Create a folder on your computer called **prep-portal** and move both files into it: **post-session-prep-kit_v1.html** and **post-session-prep-customization-guide.md**.

3

Preview the portal

Double-click the HTML file. It opens in your web browser so you can click through every section and see what you're working with. Nothing is online yet.

4

Keep an untouched copy

Make a copy of the original HTML file and leave it alone. If anything ever goes sideways, you can always start fresh.

STEP 03 · UPLOAD TO CLAUDE

Give Claude Both Files and One Prompt

The customization guide tells Claude how the portal is built and how to change it safely. Always upload it together with the HTML file.

TIME: 5 MINUTES

1 ## Create a Claude Project (recommended)

In Claude, create a new Project called **Prep Portal** (or add it to your Client Portal Project) and add both files to the Project's files. Every chat in that Project can see them, which makes future updates easy. Or simply start a new chat and attach both files.

2 ## Attach your brand material

Add your logo and a screenshot of your website so Claude can match your look.

3 ## Paste the starter prompt

Claude will read the guide, then walk you through customizing one section at a time.

STARTER PROMPT

I've attached two files: post-session-prep-kit_v1.html (my post-session prep portal) and post-session-prep-customization-guide.md (the instructions for customizing it).

Read the customization guide first and follow it for every change. Then help me customize this portal for my senior portrait business, **[Studio Name]**, in **[City, State]**.

Here's how I'd like to work:

- Go one section at a time, starting with my brand and the welcome screen, then each section in the order it appears in the portal
- Before each section, ask me for the details you need
- After each section, show me a preview before moving on
- Keep the layout, features and mobile design working exactly as they do now
- Use only the information I give you. Never invent products, prices or policies. If something is missing, ask me.

I've also attached my logo and a screenshot of my website. Match my brand: colors **[hex codes]**, fonts **[fonts or "match my website"]**.

STEP 04 · CUSTOMIZE IT

Make It Yours, Section by Section

Claude will ask you for details as you go. Here's what to focus on in each section, plus follow-up prompts if you want to go further.

TIME: 30–60 MINUTES

1

Brand & welcome screen

Your studio name, logo, colors, fonts and hero image. Use the name you actually call your ordering appointment, whether that's a product design session, image premiere, reveal or ordering session, everywhere it appears.

2

What happens next

Your real timeline from session to ordering to delivery, so nothing feels like a surprise.

3

Product guide

Replace every product with yours: wall art, albums, image boxes, acrylic blocks, digitals and anything else you offer. Include sizes, finishes and starting prices, with photos of each product, ideally in real homes. Remove anything you don't offer.

4

Your walls

How clients send wall photos before their ordering session: an upload link, an email reply or StoryWalls. Link your "How to Photograph Your Walls" instructions.

5

Investment & ordering day prep

Link your pricing guide or show your collections, explain payment options, and tell families who should come and what to bring so every decision-maker is in the room.

6

FAQs

Answer the questions families ask between the session and the sale: how long ordering takes, when products arrive, what if they can't decide.

FOLLOW-UP PROMPTS

"Rename every mention of the ordering appointment to '**[your name for it]**'."

"Replace the product guide with my products: **[list each product, sizes, finishes, starting price]**. Remove any product I don't offer."

"Add a 'Send Your Wall Photos' button that links to **[upload link]**, with these instructions: **[paste]**."

"Link the pricing section to my pricing guide: **[URL]**."

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

"Add a new section called **[name]** with this content: **[content]**. Match the existing design."

"That last change broke **[feature]**. Please fix it without changing anything else."

WORK IN SMALL STEPS

Ask for one change at a time and check the preview after each. When a version looks great, download it and save it with a version number (**portal-v2.html**, **portal-v3.html**). If a later change goes wrong, you can go back.

STEP 05 · ADD YOUR PHOTOS

Add Your Product Photos

Product photos are what sell here. Show your products in real homes, and keep images light so the portal loads quickly on a phone.

TIME: 15 MINUTES

1 Choose your images

A strong hero image, plus photos of each product, ideally installed in real client homes. Wall art mockups from the **Wall Art Room Mockups** guide work beautifully here. Only use client images you have written permission to use.

2 Resize them

Export each image at about 1600–2000 pixels wide as a JPG. Full-size camera files will make your portal slow.

3 Choose how to add them

Option A: Use image links. Upload your images to Static.app's **Media** tab after you publish (or use images already on your website), copy each image's link, and ask Claude to use those links.
Option B: Include them in your ZIP. Put the image files in your portal folder and ask Claude to reference them by file name (for example, **images/hero.jpg**).

PHOTO PROMPT

Replace the placeholder images in the portal with mine:

- Welcome screen hero: **[image link or file name]**
- **[Product]**: **[image link or file name]**
- **[Product]**: **[image link or file name]**

Keep the same sizes, cropping and layout. Add short, descriptive alt text to every image. If I'm using file names, tell me exactly what my folder structure needs to look like.

STEP 06 · TEST IT

Click Everything, Like a Parent Would

TIME: 10 MINUTES

- [ ] Every menu link jumps to the right section
- [ ] Every product tab and section opens and shows the right content
- [ ] The wall photo upload link and pricing link work
- [ ] Every button and link goes where it should
- [ ] It looks right on your phone, not just your computer
- [ ] Every fact is correct: products, sizes, prices, policies, spelling
- [ ] No placeholder text or images are left
- [ ] No private client information appears anywhere

SELF-CHECK PROMPT

Review the portal as if you were a parent using it on an iPhone the week before their ordering session. List anything that's broken, confusing, hard to tap or inconsistent with my brand, plus any leftover placeholders. Don't make changes yet. Just give me the list.

STEP 07 · PACKAGE IT

Get It Ready for Static.app

*Static.app needs your portal as a ZIP file with the main page named **index.html**. Claude can prepare it for you.*

TIME: 5 MINUTES

PACKAGING PROMPT

I'm ready to publish this portal on Static.app. 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
3. Check that every image either uses a full web address (https://...) or a file name that I'll include in the same folder. List any image files I need to include.
4. Add a page title and a short meta description for "**[Studio Name]** Post-Session Prep Portal"
5. Double-check that everything works on mobile and there are no leftover placeholders

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

1

Download index.html

Download the final file from Claude. Make sure it's named exactly **index.html** (lowercase).

2

Build your folder

Create a new folder, such as **prep-portal-static-app**. Put index.html inside it, at the top level, plus any image files Claude listed.

3

Zip it

Mac: right-click the folder and choose **Compress**. **Windows:** right-click and choose **Compress to ZIP file** (or **Send to → Compressed (zipped) folder**). You'll get a file like **prep-portal-static-app.zip**.

STEP 08 · PUBLISH ON STATIC.APP

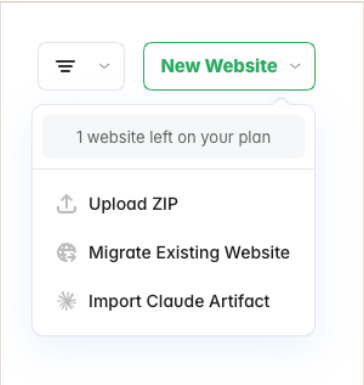
Put Your Portal Online

Follow along with the screenshots below, or watch the video walkthrough.

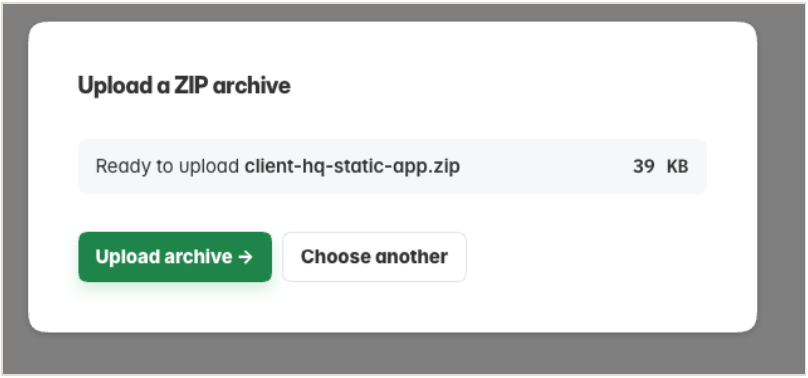
▶ WATCH: PUBLISH CLAUDE CODE TO STATIC.APP

1 Create a new website

Log in to static.app (or create a free account). Click **New Website** and choose **Upload ZIP**.



Click New Website, then Upload ZIP.



Choose your ZIP, then click Upload archive.

2 Upload your ZIP

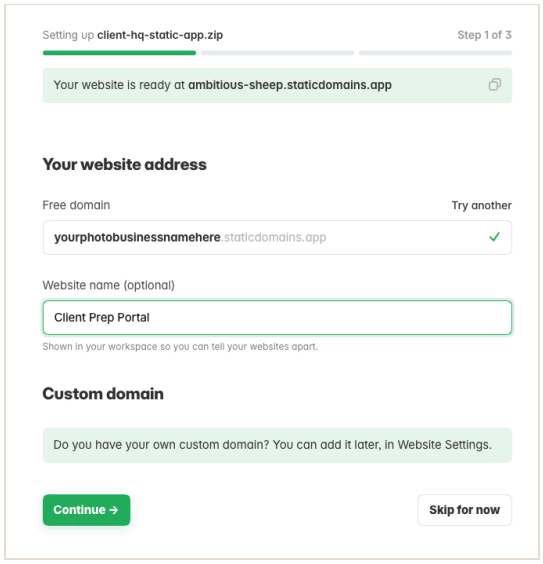
Select **prep-portal-static-app.zip** (or whatever you named it) and click **Upload archive**.

ANOTHER OPTION: IMPORT CLAUDE ARTIFACT

The New Website menu also offers **Import Claude Artifact**. If you published your portal from Claude, you can bring it in that way instead. The ZIP method gives you the most control over your files and images.

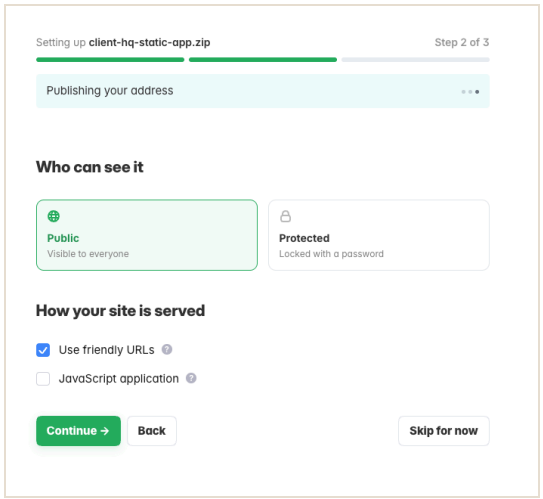
3 Choose your web address (Step 1 of 3)

Static.app gives you a random free address. Click **Try another** or type your own, like **yourstudioname**.staticdomains.app. Add a **Website name** (for example, “Post-Session Prep Portal”) so you can tell your sites apart. Skip the custom domain for now; you’ll add it in Step 9. Click **Continue**.



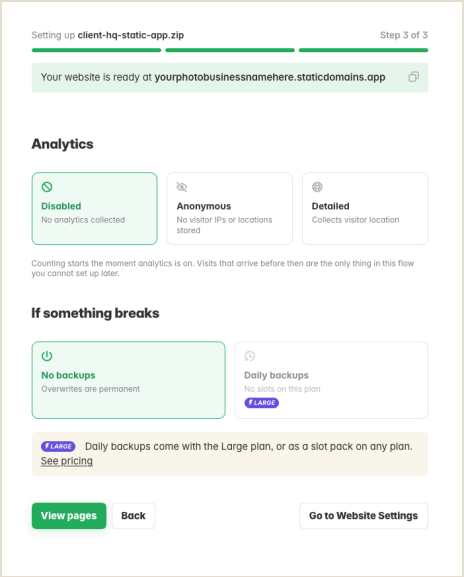
4 Choose who can see it (Step 2 of 3)

Public means anyone with the link can view it. **Protected** adds a password, which is handy if you only want booked clients to see it. Leave **Use friendly URLs** checked. Leave **JavaScript application** unchecked; the portal is a single page. Click **Continue**.



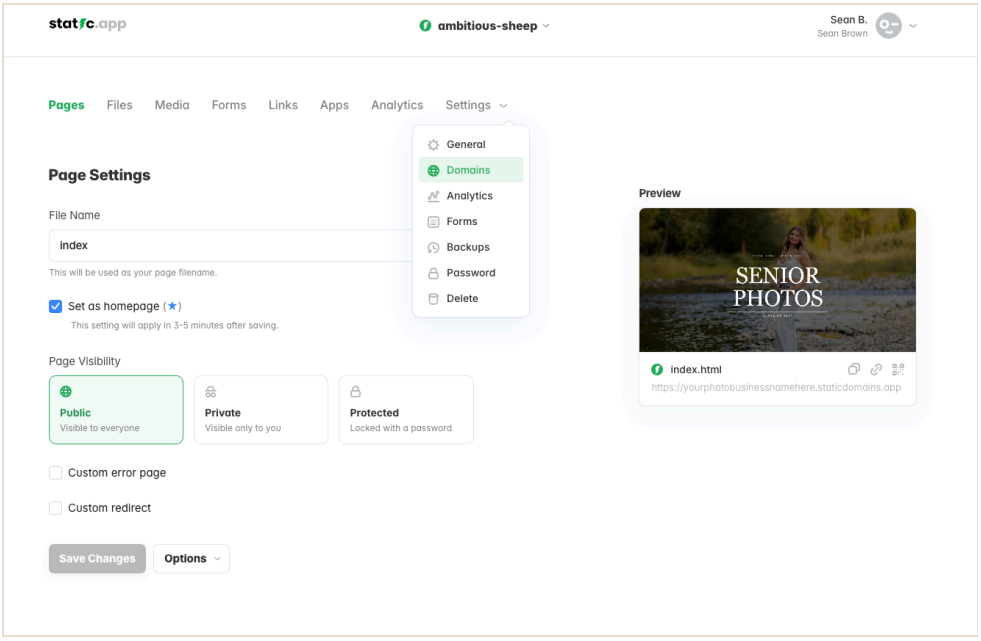
5 Analytics and backups (Step 3 of 3)

Choose whether to track visits. **Anonymous** counts visits without storing visitors' IP addresses or locations. Note the backup warning: without a backup plan, **overwrites are permanent**, so always keep your own copy of every version. Click **View pages**.



6 Check your page settings

Your index file should show **Set as homepage** checked and a preview of your portal. Click the link icon under the preview to open your live portal. Test it on your phone.



The Settings menu is where you'll find Domains, Password, Backups and more.

STEP 09 · YOUR OWN DOMAIN (OPTIONAL)

Use Your Own Web Address

*A web address like **design.yourstudio.com** looks more professional than a free Static.app address. Custom domains require a paid Static.app plan, and each portal is its own website, so check how many sites your plan includes.*

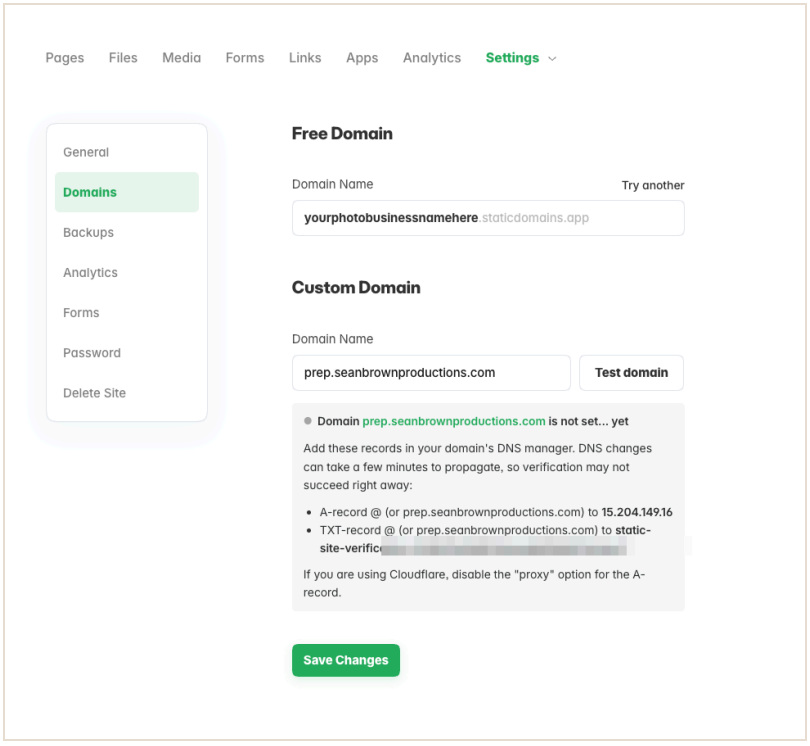
TIME: 15 MINUTES, PLUS WAITING TIME

1 Pick a subdomain

Use a subdomain of your existing website, like **design.**, **ordering.** or **premiere.**yourstudio.com. If you already use prep. for Client Portal HQ, choose a different one. That keeps your main website untouched.

2 Enter it in Static.app

Go to **Settings** → **Domains**, type your subdomain under **Custom Domain**, and click **Save Changes**. Static.app will show you the DNS records to add.



3 Ask Claude exactly what to do for your DNS provider

Every domain provider's screens are different. Copy the records Static.app shows you, and paste them into the prompt on the next page. Claude will walk you through it click by click.

4 Add the records, then wait

DNS changes can take anywhere from a few minutes to a few hours. Come back and click **Test domain** in Static.app until it says your domain is connected.

DNS PROMPT · TELL CLAUDE EXACTLY WHAT YOU HAVE

I'm connecting a custom subdomain to a website hosted on Static.app.

My domain is registered with / my DNS is managed by: **[GoDaddy / Squarespace Domains / Namecheap / Cloudflare / Bluehost / Showit / other]**
The subdomain I want to use: **[design.yourstudio.com]**
My main website is hosted on: **[Showit / WordPress / Squarespace / Wix]**

Static.app told me to add these DNS records:
[paste the exact records from the Domains screen]

Walk me through adding these records step by step, click by click, for my DNS provider. Tell me exactly what to type in each field (type, host/name, value, TTL). Point out anything I must NOT change so my main website and email keep working. If I use Cloudflare, tell me how to turn off the proxy for this record.

PROTECT YOUR MAIN WEBSITE AND EMAIL

- **Only add new records** for your subdomain. Don't edit or delete existing records. Those keep your main website and your email working.
- **Watch the host/name field.** For a subdomain like design.yourstudio.com, the host is usually just **design**, not "@". An "@" record points your whole main domain, which would take your website offline. Claude will confirm the right entry for your provider.
- **Using Cloudflare?** Static.app says to turn off the "proxy" (orange cloud) for the A-record.
- **Not comfortable with DNS?** Send the records to whoever manages your website or domain. It's a two-minute job for them.

STEP 10 · SHARE IT & KEEP IT FRESH

Put It to Work

Your portal only helps when clients use it. Build it into every step of your client experience.

Right After the Session

Send the link the same day, along with your wall photo request, while excitement is highest.

Your Email Sequence

Link to it in each wall photo email (see **Get More Wall Photos**).

Day-Before Reminder

Point families back to the portal to review products before they come in.

At the Session Itself

Mention it at the end of the session: “Watch for your prep portal tonight.”

Updating Your Portal

1. ### Make changes in your Claude Project

   Upload your latest index.html (and the customization guide) and ask for the change.

2. ### Save your own backup first

   Keep every version in a backed-up folder. Without a Static.app backup plan, uploading a new version overwrites the old one permanently.

3. ### Re-package and upload

   Zip the new version and replace the files in your Static.app site. Your link stays the same.

4. ### Update once a year

   Whenever your products, prices or policies change, and before each new senior season.