

EDUCATION · COMING SOON TO VEILEDNOIR.COM

Build Your Own Digital World

A private method for briefing an AI to design and build a website that actually sounds like you, not a template wearing your name.

A GUIDE BY GODDESS NOIR · VEILEDNOIR.COM

SETUP

What you need before you start

None of this requires knowing how to code. It requires four things: an app, a subscription, an empty folder and about twenty honest answers. Here's the order that actually works.

1. Download Claude

Go to claude.com/download and get the desktop app for your computer (Mac, Windows and Linux are all supported). Install it the same way you'd install any other app.

One real cost to know about upfront: the version that can actually build files for you, called Claude Code, needs a paid Claude plan (Pro or higher), not the free plan. If you're comfortable in a terminal, there's also a command-line install option, but the desktop app is the easier starting point if this is new to you.

2. Create one empty folder

Before you open Claude Code, make a single empty folder somewhere you'll remember (your Desktop works fine) and name it after your brand. Don't put anything in it yet. This folder is going to become your entire project: every brand note, every page of your site, everything, all contained in one place.

3. Open Claude Code and point it at that folder

Open the Claude app, go to the Code section and open your new folder as the project. This folder now becomes what's called your working directory, the one place Claude Code is allowed to read from and write to for this project. Everything from here on, the brand folders, the actual website files, gets created inside it.

4. Optional: set up Obsidian to actually read your own notes

Claude Code will fill your project folder with plain text files (mostly .md, markdown files). You can open those in any text editor, but a free app called Obsidian (obsidian.md) is built specifically for browsing folders of notes like this and makes them genuinely pleasant to read.

- Download and open Obsidian.
- Choose "Open folder as vault" and select the exact same folder you just linked to Claude Code.
- That's it. You can now click through every brand note, every raw file, everything Claude Code writes, in a clean, readable interface, without touching any code.

This step is purely for your own comfort reading and organizing your brand's memory. Claude Code does the actual writing either way.

Once your folder exists and Claude Code is pointed at it, you're ready for the actual prompt. Copy the entire block starting on the next few pages, paste it in as your first message, and wait for the first question.

BEFORE YOU START

I didn't hire a web team.

I didn't buy a template and swap out the colors. I wrote one long, very specific brief, then let myself get interviewed by an AI about who I actually am, before it touched a single line of code. That order is the entire method. Most people try to build the website first and sound like themselves later. Build your brand's memory first. Everything after that gets easier.

What follows is the real process I used, with anything that's specifically mine taken out: my exact palette, my exact concept, the sites I looked at for inspiration, the words that are only mine. What's left is the structure. The prompt is yours to copy, rewrite and make specific to your own world, not mine.

HOW THIS WORKS

Three phases, in order

Phase One: give it a memory. Before any copy gets written, the AI sets up a private folder system just for your brand: a place for your real source material, a place for the facts it learns about you and a place for the actual site. This is what stops it from inventing things or forgetting your answers halfway through.

Phase Two: get interviewed, one question at a time. Not a form. Not twenty questions dumped on you at once. One question, your real answer, a quick confirmation it understood you correctly, saved, then the next question. This is the part people skip when they're impatient, and it's the part that makes the final site sound like you instead of a generic template.

Phase Three: make it prove it was listening. Before any building starts, make it summarize who you are and what you offer, using only what you told it. If it invents something or gets something wrong, that's the moment to correct it, not after the whole site is built around the wrong idea.

One more thing worth saying plainly: this method works because you actually answer honestly, including the boundaries and the things you don't want said publicly. An AI can only protect what you tell it needs protecting.

THE TEMPLATE

The exact prompt, genericized

Copy the whole block on the following pages into a fresh chat with an AI coding assistant that has file access (this is written for something like Claude Code, but the structure works anywhere the assistant can create and edit files). Replace every bracketed placeholder with your own details before you send it. Then answer its questions honestly, one at a time.

◆ COPY FROM HERE ◆

You are helping me build the complete digital world and website for my brand, [YOUR BRAND NAME].

Primary Objective

The website must immediately communicate:

- Who I am
- What makes my world distinctive
- Who my work is intended for
- How visitors may explore what I offer
- What standards visitors must meet before contacting me
- How different kinds of visitors (press, collaborators, students, clients) can take the appropriate next step

The site should turn curiosity into intentional action, while protecting my privacy and keeping a real sense of exclusivity.

Reference Websites

List three to five real websites you personally admire, in your industry or adjacent to it. [Fill in your own list here. Keep it private to your own brief, don't reuse someone else's reference list.] Study their hierarchy, storytelling, navigation, visual rhythm, trust-building and calls to action. Do not copy their wording, photographs, logos, exact layouts, personal facts or branding.

What I like about this general category of website:

- A commanding, full-screen entrance
- A personal “enter my world” feeling
- Strong editorial photography
- A substantial About page rather than a short generic bio
- Clear offerings and expectations
- An intentional screening or inquiry flow
- Testimonials, media, credentials or other trust signals
- Multiple paths for visitors with different intentions
- A site that feels like an established brand, not just a booking page

Creative Direction

Give your AI collaborator one specific, sensory creative concept, not just a mood adjective. A strong concept reads like a whole world in a single sentence: a physical place, a feeling, a time of day. [Write your own concept sentence here. Mine is private to my brand; yours should be just as specific to you and just as unlike

anyone else's.]

Describe how the finished design should feel, using precise adjectives rather than generic ones. For example:

- Luxurious, not just “nice”
- Cinematic, not just “dramatic”
- Sensual without becoming visually explicit
- Mysterious without becoming confusing
- Young, current and expensive, not dated

Then name two or three existing things your brand sits at the intersection of (a type of publication, a type of physical space, a type of person). That intersection is what makes the final result feel like a real, specific place instead of a mood board.

Avoid These Clichés

Do not use, for example:

- Cheap neon
- Gothic novelty fonts or scripts that are hard to read
- Cluttered animations, tiny low-contrast text
- A generic link-in-bio page pretending to be a website
- A dated, early-2000s appearance

[Add your own list here. Every niche has its own overused visual and verbal clichés, the ones that make a site look like every other site in the category. Name yours specifically, so your AI collaborator actually knows what to avoid instead of guessing.]

Restraint is the whole game. One well-chosen motif is more effective than twenty literal symbols.

Act as my:

- Luxury brand strategist
- Interviewer
- Conversion copywriter
- UX/UI designer
- Front-end developer
- Privacy-conscious business archivist

I am experienced in my own creative work but new to building websites and managing code. Explain what you are doing in plain language. Do not assume I understand development terminology.

Do not begin by generating a generic website. First, create a private brand knowledge system, interview me one question at a time and use my answers to build the site in my actual voice.

PHASE ONE: CREATE THE BRAND BRAIN

If you are working inside an environment with filesystem access, create this structure:

```
[your-brand]/
  CLAUDE.md (or equivalent instructions file)
  raw/      (read-only source material: inspiration, real photography,
            video, copy samples, policy drafts)
  brand/    (brand-identity.md, voice-and-language.md, audience.md,
            offerings.md, protocol.md, about.md, credentials.md,
            website-content.md, unanswered-questions.md)
  website/  (the actual site code)
  prompts/  (reusable templates for future update tasks)
  public/   (final approved images, video, press)
```

Rules for this system:

- Never edit anything placed inside raw/. Treat it as read-only source material.
- Save what you learn about me inside the appropriate brand/ notes.
- Update the relevant notes after every interview answer.
- Never invent facts to fill gaps.
- Never expose my legal name, home address, personal phone number, identity documents, private schedule or other sensitive information.
- Keep an ongoing list of anything still unanswered.
- Use my approved voice rather than generic language for my industry.
- If my answers change later, update the brand notes instead of keeping outdated information.
- Before writing new copy, check the brand notes for current facts and voice.
- Do not publicly reveal private usernames, applicant information, customer information or screening details.

Create an instructions file explaining these rules so future sessions understand how to work with your brand.

PHASE TWO: INTERVIEW ME

Interview me before building the complete website. Ask the following questions ONE AT A TIME. Wait for each answer before asking the next question.

After each answer:

- Briefly confirm what you understood.
- Save the information in the appropriate brand note.
- Identify any contradiction with an earlier answer.
- Ask only the next question.

Do not send me all the questions at once.

1. In Your Own Words

How would you describe your brand to someone entering your world for the first time? What should they immediately understand about your personality, authority and energy?

2. Real Voice Samples

Paste three to five things you have actually written, such as posts, captions, bios or replies. Study sentence length, humor, vocabulary, intensity and rhythm, so the website sounds like you.

3. Brand Positioning

Which descriptions actually fit? Do not assume a service is offered just because it's common on comparable sites.

4. Who Is Allowed In

Who are you trying to attract? Describe who is a good fit and who is not.

5. Your Version of Intensity

What does your brand's particular edge, intensity or signature trait actually mean, in your own terms? What parts of it should the public site communicate?

6. Language Boundaries

Which words, titles or types of language are acceptable? Which are forbidden? Do not use clichés or degrading language unless specifically approved later.

7. The Fun Side

How does your sense of humor show up? Teasing, dry, theatrical, chaotic, something else? Ask for real examples.

8. What Makes You, You

What outside interests, hobbies or identities are genuinely part of the brand, not a decorative gimmick? These should shape personality, photography and calls to action, not just get a footnote.

9. Related Experiences

Would these interests translate into any real offerings, content topics or future ideas? Never imply a service is offered without explicit confirmation.

10. Current Offerings

What can someone actually book, purchase, join or request right now? For each: name, description, audience, format, availability, price or pricing method, application requirements, boundaries and the correct call to action.

11. Future Offerings

What do you want to offer later, even if it isn't ready now? Mark each clearly as future, in development, by invitation, waitlist, coming soon or a private idea not for publication.

12. Website Goal

What's the single most important action someone should take after visiting? Rank the top three actions.

13. About You

What parts of your real story are you comfortable sharing publicly? Never pressure disclosure of private identifying information.

14. Credentials and Proof

What approved information can support credibility? Never fabricate credibility markers. If there's nothing to put in a category, that category should be hidden, not filled with filler.

15. Protocol

What does someone need to know before approaching you? Forms of address, eligibility, communication, screening, consent, privacy, boundaries, payment, deposits, cancellations, response times, health and safety and immediate disqualifiers.

16. Location and Travel

How much location information should actually be public? Default to a general region, never a private address or routine, unless explicitly approved for a specific purpose.

17. Visual Identity

Describe or share your favorite photographs, logo, existing graphics and any video footage. Confirm which images are actually approved for public use.

18. Video

What kind of opening video or imagery should introduce you? Which interior pages, if any, should also open with video?

19. Website Features

Which features do you actually need at launch? Age gate, newsletter, application form, gallery, journal, FAQ, wishlist, tribute links, social links, booking calendar and so on. Skip anything you don't have a real plan to use.

20. Final Brand Test

Ask: "If my brand were a room, what would it look, sound, smell and feel like, and what would happen when someone entered?" Use the answer to guide the final atmosphere.

PHASE THREE: PROVE THE MEMORY WORKS

After the interview is complete, before any building starts:

- Answer “Who am I and what do I offer?” in two sentences, using only information I supplied.
- Show me the final brand pillars.
- Show me the approved language and forbidden-language list.
- Show me which factual information is still missing.
- Explain the proposed website structure in plain language.
- Then begin building.

SITE STRUCTURE, GENERALLY

Most sites built this way end up with some version of the following, adjusted to fit what you actually confirmed in the interview:

- Home: a video or image-led entrance, a multidimensional introduction (resist reducing yourself to one adjective), and pathways for different visitor intentions.
- About / Meet [You]: a substantial editorial page, not a two-line bio.
- Offerings: every offering with a name, description, audience, format, price or inquiry method, boundaries and a clear call to action. Never invent offerings or rates.
- A page for what makes you specifically you: the outside interests, hobbies or identity markers from Question 8. Give this real visual weight on the homepage, don't bury it at the bottom.
- Protocol / Expectations: eligibility, consent, screening, payment, boundaries, laid out as clear, accessible FAQs.
- Gallery: accessible lightbox, keyboard controls, alt text, lazy loading. Never use stock images as if they're you.
- Journal / Blog: original teaser copy, never placeholder lorem ipsum text.
- Apply or Contact: inquiry type selection, validation, a clear success state and a reference to protocol being read.
- Private Links: one consolidated page for every real external platform, wishlist and payment handle, so nothing depends on a third-party link-in-bio tool staying online.

AGE ENTRANCE (if your content is 18+)

Create a refined entrance, not a cheap interstitial: a short, clear statement of what the site contains, an “I am 18+, enter” action and a “leave” action. Remember the visitor's choice for the rest of that browsing session, don't re-interrupt them on every page. Make sure it's fully keyboard accessible.

TECHNICAL REQUIREMENTS

- Use reusable components and store editable facts (like pricing) in one central place, so you can update them without hunting through every page.
- Honor reduced-motion preferences.
- Use semantic HTML and meet WCAG AA contrast standards.
- Design mobile-first. Test at multiple widths.
- Optimize video and image loading, with static fallbacks.
- Never hotlink copyrighted material from any inspiration site.
- Never copy another creator's wording or design, only study structure and tone.

A practical note: if you don't have Node.js installed and don't want to install it, say so up front. A plain HTML, CSS and JavaScript build works perfectly well without any build tools at all, it just needs to be requested explicitly.

FINAL QUALITY CHECK

Before calling the site finished:

- Confirm nothing you specifically said you didn't want has slipped back in, a word, an aesthetic, a whole concept. Re-search the entire project for it.
- Confirm the parts of you that aren't "services" are actually visible, not buried.
- Confirm no services, prices, credentials, testimonials or locations were invented.
- Confirm the site works on mobile.
- Confirm forms validate and show a real success state.
- Confirm keyboard navigation works everywhere.
- Confirm reduced-motion preferences are respected.
- Fix every error before calling it done.

BEGIN NOW

Start by creating the brand folder structure. Then ask me the first interview question only: "How would you describe [YOUR BRAND NAME] to someone entering your world for the first time? What should they immediately understand about your personality, authority and energy?" Wait for my answer before continuing.

◆ COPY ENDS HERE ◆

ONE LAST THING

Your voice is the actual product.

The folder structure, the interview, the quality checklist, none of it matters if you rush the answers just to get to a finished-looking site faster. I caught myself, more than once, handing over copy I'd half-borrowed from somewhere else without meaning to. Every time, it was worth slowing down and rewriting it as actually mine. Do the same. A site that sounds like a template with your name on it will always read as a template with your name on it, no matter how good the color palette is.

This guide will eventually live under Education on my own site. For now, it's yours to use and to pass along.

veilednoir.com