

THE THREE QUESTIONS

Answer These Before You Touch Claude

Before you build ANYTHING, answer these three questions.

Write them down. Not in your head — on paper or in a doc.

QUESTION 1:

WHAT PROBLEM DOES THIS SOLVE?

Not "what's cool." Not "what would be fun to build." What PROBLEM does this fix?

- "People can't easily sign up for my newsletter"
- "I have no way to collect testimonials"
- "My clients can't book appointments without emailing me"

If you can't name the problem, you're not ready to build yet.

QUESTION 2:

WHO IS IT FOR?

Be specific. "Everyone" is not an answer.

- "Readers of my blog who want updates"
- "Potential clients visiting my website for the first time"

Your mom? Your audience? Yourself? All valid. Just know WHO.

QUESTION 3:

WHAT DOES "DONE" LOOK LIKE?

Specific. Testable. Finish this sentence: "It's done when it can ____."

- "It's done when someone can enter their email and it saves to my Airtable"
- "It's done when it shows on my website and looks like my brand"
- "It's done when I get a notification every time someone uses it"

THE PATTERN:

1. DREAM IT — What do you wish existed?
2. QUESTION IT — Answer the three questions above
3. SPEC IT — Use the Documentation Starter Kit prompt
4. THEN BUILD — NOW you're ready. Not before.

"The blueprint IS the shortcut. Everything else is the long way around."

