

# What's Actually Inside The Launch Code

---

Want to see what's actually inside The Launch Code before you decide?

Here it is.

This isn't a website-building course. It's a complete **full-cycle go-to-market motion** — built live with you over 30 days. Leads come in. Email nurtures. Calls book. Payments process. Search engines find you. Analytics measures everything. It all runs on a site you own at your own domain.

The skill to build, ship, and own that full motion used to live behind a \$25K+ agency invoice and a \$5K-a-year SaaS stack. It doesn't anymore. Here's everything that's in your hands when you [JOIN THE LAUNCH CODE](#).

---



## The 4-week Curriculum — Your Full-Cycle GTM, Built Live

Four live sessions. 90 minutes each. Taught by me, in a small cohort, on Zoom. Recorded. Yours forever.

By the end of week 4, your go-to-market motion is running end-to-end — and you know how to evolve every piece of it yourself.

---

### Session 1 — Foundation: Install & First Deploy

**The promise:** by the end of today, Claude Code is on your machine, and your foundation is live at a URL you control — ready to wire the rest of the motion into.

- Install Claude Code, your terminal, Node, and GitHub — together, live, no one stuck alone
- Get your GitHub Personal Access Token configured so deploys work
- Deploy a starter site and watch it go live in minutes
- Set up your **CLAUDE.md** — the file that makes every Claude session smarter, faster, and cheaper. It carries your business context, your voice, and your rules into every prompt

- The mental model: how Claude Code actually works, why context matters more than cleverness, and how to direct it in plain English without writing a line of code
- Push your first change through the GitHub → Vercel pipeline and confirm the auto-deploy works

By Session 2, you'll know how to start a working session, push every change safely, and ship updates in minutes — not days.

---

## **Session 2 — Build: Domain, Copy, Branding**

**The promise:** your custom domain is live, your homepage converts as a homepage should, and your brand looks like yours — not a default template. The platform is now ready to carry the rest of the motion.

- Connect your custom domain — DNS, hosting domain add, SSL, all without breaking your existing email
- Direct Claude Code to write headlines, sub-heads, and CTAs that convert — using the Copywriting and Copy-Editing Skills
- Site architecture: the 5–8 pages a v1 site actually needs (and the ones you do not)
- Bring your brand to life — logo, hero image, color palette, fonts — installed in your code so every page inherits the look
- Mobile-first by default — your site reads beautifully on phone, tablet, and desktop without "responsive-design" being a separate project

You leave with a site that says exactly what you do, to the exact people you serve, and looks like a real brand — not a Squarespace, Wix, WordPress, Webflow, or another "what you see is what you get" template.

---

## **Session 3 — Publish: SEO, Accessibility, Analytics, Legal**

**The promise:** the discovery motion goes live — you are findable by humans AND AI search engines, accessible to screen readers, measured by analytics that respect your visitors, and legally complete.

- On-page SEO: meta titles, descriptions, heading hierarchy, and structured data (schema markup) so Google can read your site cleanly and surface you in rich results
- GEO — Generative Engine Optimization. The thing nobody is teaching yet. How to get cited by ChatGPT, Perplexity, Claude, and Google AI Overviews — because more and more buyers are searching there first
- Privacy-friendly analytics setup (GA4 or Plausible) wired into your site — plus the 5 numbers I track weekly that actually drive decisions

- Accessibility audit — WCAG 2.1 AA. Color contrast, alt text, keyboard navigation, screen reader support. Done right, not as an afterthought
- Privacy policy, Terms of Service, and Accessibility statement — personalized to your business, not templated boilerplate

You leave with a site that's findable everywhere people now search, passes legal review, and welcomes every visitor, regardless of how they browse.

---

## **Session 4 — Monetize & Launch: Payments, Forms, Email, Go-Live**

**The promise:** the full motion is now running — leads in, payments out. Email capture is wired, your welcome sequence is automating, payments are live, and you know exactly what to announce, where, and when.

- Stripe products, prices, and embedded checkout — going live, not just testing. Coupons, promo codes, recurring vs. one-time, all configured
- Forms + email capture wired into Kit — every signup hits your list and triggers an automated welcome sequence written in your voice
- Calendly booking integration — if you sell paid calls, they book and pay before the call lands on your calendar
- The Launch Checklist — a 50+ point pre-flight walkthrough so you go public without a broken link, missing alt tag, or unconfigured 2FA
- Announcement plan — exactly what to say where: your list, social, your existing channels, anyone you want to tell

We end with a graduation moment. You walk out with a live, end-to-end go-to-market motion. Not a website. A business that runs and is ready for launch.

---

## **The Reference Library — Yours Forever**

Every guide you use during Launch Code stays with you forever. New guides get added — you get those too. To get all of it, you must [JOIN THE LAUNCH CODE](#).

### **Setup & tooling**

- **Universal Setup Guide** — install Claude Code on any device, from zero to working terminal
- **Launch Code Prerequisites** — every account to create before Session 1, in the right order, with the right plan tier
- **Mac Setup Guide** — Homebrew, iTerm2, Node, and the platform-specific gotchas to avoid

- **Windows Setup Guide** — WSL setup, Windows Terminal, and how to work on a Windows machine without fighting the OS
- **GitHub for Non-Developers** — what Git actually is, the 3 commands you'll use every day, and how to recover when you mess up
- **Global Skills Guide** — how Claude Code Skills work, how to install them, how to keep them updated



## Working with Claude

- **Vibe Coding with Claude** — how to launch a session, direct Claude Code in plain English, and review what it writes before you ship
- **Claude Code Mastery** — the mental model. Context layers, token economics, plan-first prompting, session hygiene, when to start fresh
- **Your CLAUDE.md Template** — the file that makes Claude smarter on every session. Built progressively across the program — by week 4 you have a working operator's manual for your own business
- **Prompt Patterns for Go-to-Market** — a library of ready-to-use prompts for writing copy, building pages, fixing bugs, integrating services, reviewing your site, repurposing content for social



## Core how-tos

- **Project Structure Guide** — what every file in your Next.js project means, what to touch and what to leave alone
- **Domain + Hosting** — DNS, hosting platform, moving cleanly from GoDaddy or wherever, without breaking your email
- **Hosting and Publishing Guide** — the complete GitHub → Vercel auto-deploy workflow, end to end
- **Copy That Converts** — homepage structure, headlines that pull, sub-heads that earn the next line, CTAs that name the real action
- **Images and Branding** — logos, headshots, color palettes, font pairing, and how to make AI-generated imagery look like a brand and not a stock-photo dump



## Discoverability & quality

- **SEO and AI Search** — meta tags, schema markup, sitemaps, the on-page fundamentals
- **GEO — Generative Engine Optimization** — the deeper play for showing up in ChatGPT, Perplexity, Claude, and Google AI Overviews
- **Accessibility Guide** — WCAG 2.1 AA done right. The checklist, the tools, and the tests that catch what eyes miss
- **Analytics Guide** — privacy-friendly setup, the 5 numbers to track weekly, and how to actually use them to make decisions

## Monetize & launch

- **Stripe Setup Guide** — full Stripe setup from account creation to going live: products, prices, embedded checkout, coupons, payouts, identity verification
- **Payments + Booking** — Stripe and Calendly wired together so paid calls book and pay in one motion
- **Forms and Email Capture** — contact forms, waitlist forms, lead capture forms, and how to wire each one into Kit
- **Email Marketing Integration** — Kit setup, automated welcome sequences, broadcasts, segmentation, and the rhythm of email that doesn't burn your list out

## Safety & compliance

- **Security and 2FA Guide** — two-factor authentication on every account, API key safety, what to keep in environment variables and what never to commit
  - **Legal Pages Guide** — privacy policy, terms of service, and accessibility statement — personalized to your business
- 

## The Skills — AI Commands Inside Claude Code

Skills are commands that live inside Claude Code. Each one runs a workflow I've built for a specific job in your go-to-market motion. You type a slash, the command kicks off, and Claude walks you through it — asking questions, generating drafts, refining with you, shipping the result.

You'll use these forever — long after the cohort ends. To get the Skills, you must [JOIN THE LAUNCH CODE](#).

- **Product Marketing Context** — set up your positioning document (do this first, before writing copy)
- **Copywriting** — draft a page from scratch in your voice, with conversion structure built in
- **Copy Editing** — tighten existing copy, fix voice drift, sharpen CTAs
- **Page Conversion Rate Optimization (CRO)** — audit a page for conversion issues and propose specific fixes
- **Site Architecture** — plan page hierarchy and navigation for a v1 site
- **Forms Conversion Rate Optimization (CRO)** — optimize lead / contact forms for completion rate
- **Signup / Opt-In Flow Conversion Rate Optimization (CRO)** — optimize the moment between visitor and subscriber
- **SEO Audit** — full SEO health check across the site
- **Schema Markup** — add structured data so Google can index you cleanly and surface rich results

- **AI Search Optimization (GEO)** — optimize for AI answer engines
- **Analytics & Performance Tracking** — GA4 or Plausible setup with a complete event plan

The Skills Pack grows. New Skills are added between cohorts. Yours grows with it.

---

## 🌟 **Pre-cohort Strategy Bonus — Bold Foundations**

The strategy work that runs underneath the build. If you complete it before Session 1, every Skill you use in Launch Code is sharper — because it's built on a sharp foundation.

This isn't generic strategy. Each Skill is an intake → live working session → versioned artifact you own.

- **Positioning** — what you do, who you serve, why it matters. The internal document that answers it all. I believe wealth in the hands of more women means greater things for our culture and our planet. This is the foundation. Every Skill builds from it.
  - **Positioning Example Walkthrough** — a full example of how to write a positioning statement, end to end
- **Ideal Client Profile — ICP** — your ideal customer in 5 layers: surface emotions, deeper emotions, body experience, limiting beliefs, and the job-to-be-done. If you serve everyone, you serve no one. Choose one path and you'll find so many more magnetize to you
- **Offer Architecture** — how your offer is structured, priced, and named. The foundation for digital and physical products
- **Brand Voice DNA** — how you sound on the page. Generated from samples of your actual writing, not a generic template. Sets up the Copywriting Skills you'll use in Session 2
- **Brand Book** — if you don't have one yet, this walks you through colors, fonts, and aesthetic
- **Business Launch Readiness** — a guide that helps you understand how ready you actually are. Becomes the assistant that never lets you forget what to do next, so you can keep moving without breaking things
- **Now What?** — a simple guide for keeping your content consistent and aligned with your foundation as the business evolves

### **Extra:**

- **Digital Products** — your first digital product build, when it fits the offer architecture
-

## The Ultimate CEO Delegation Playbook

The companion to everything above. Once you've learned a topic yourself, this teaches you how to hand pieces of it off to a VA, EA, or contractor. Covers every guide with:

- **CEO-only sections** — what only you can do, no matter how big your team gets
- **Delegatable sections** — what to hand off, in what order, with what skill prerequisites
- **Starter briefs** — copy-paste templates for hiring, onboarding, and assigning work

Read it after Session 1. Apply it gradually over the months after the cohort. You'll spend less time maintaining your site and more time on the work only you can do.

---

### Extras

- **Client Site Setup** — if you ever want to grow toward client work, this is the workflow from intake to handoff. Not part of the core curriculum — included for the operators who want to scale into agency-track work later
- 

## What You Walk Out With

- **A full-cycle GTM motion running end-to-end** — lead capture, payments, scheduling, click-to-call, email, Google + AI search, analytics, automated follow-up
- **A live, production-quality site at your own domain** — the platform the motion runs on
- **The skill to evolve every piece of it yourself** — the same day your business changes
- **A complete reference library** — 20+ guides you keep forever
- **The Skills Pack** — 11 AI commands inside Claude Code, growing with every cohort
- **Bold Foundations** — the strategy library that makes everything else sharper
- **The CEO Delegation Playbook** — for the season when you're ready to hand pieces off
- **A small community of founders** — doing this work alongside you

The skill that used to live behind a \$25K agency invoice is now yours. Admin work shrinks. Creativity lets you soar.

---

## Ready to come inside?

[JOIN THE LAUNCH CODE →](#)