

# THE WEEKEND BUILD KIT

Five things a small business can make in Claude this weekend, no code: the exact prompts, what to upload, and what to check before it goes out

Two Claude features do all five builds: a Project (your files plus your rules, kept together) and an Artifact (a document or small app Claude makes for you). Both are on the free plan. Every prompt below is written to paste as-is; replace the [BRACKETS]. Claude writes the first draft; you check every price and promise before anything reaches a customer. Checked October 8, 2026. Educational only. Not affiliated with Anthropic. Features and plans change often.

## THE TWO FEATURES, IN CLAUDE'S OWN WORDS

### Projects (Claude Help Center)

"Projects are available to all users, including those with free Claude accounts. Free users can create a maximum of five projects." ... "Anything you upload to this space will be used across all of your chats within that project." ... "Claude will use these instructions for all the chats within the project."

### Artifacts (Claude Help Center)

"Claude can make an artifact out of almost anything, including documents, code snippets, single-page websites, images, diagrams and flowcharts, dashboards, and small interactive tools." ... "Artifacts are available on Free, Pro, Max, Team, and Enterprise plans". Sharing a new artifact by link is on Pro and Max; the free plan can publish legacy artifacts.

## BUILD 1: THE REPLY ASSISTANT (A PROJECT)

- Upload: your price list (PDF or text), three of your best past replies, your hours and service area.
- Set project instructions (paste):

### Project instructions

You answer customer messages for [BUSINESS] in [TOWN]. Use only the prices and services in the attached price list; if something is not listed, say you will check and ask one question back. Match the tone of the attached emails: short, friendly, plain words. Never promise a date, a discount or a result that is not in the files. End every reply with one next step.

## BUILD 2: THE QUOTE CALCULATOR (AN ARTIFACT)

### Prompt

Build a simple quote calculator as an interactive artifact for [BUSINESS]. Inputs: [INPUT 1, e.g. square feet], [INPUT 2, e.g. number of rooms], [OPTION, e.g. same-day service yes/no]. Prices: [PASTE YOUR PRICE LIST]. Show a line-by-line estimate and a total, with a note that the final price is confirmed after a visit. Large buttons, works on a phone, no login.

## BUILD 3: THE 30-DAY CONTENT CALENDAR

### Prompt

Make a 30-day content calendar for [BUSINESS] in [TOWN] as a table: date, topic, the first line of the post, and the format (photo, short video, text). Base it on these customer questions: [PASTE 10 QUESTIONS]. Mix: 12 tips, 8 answers to questions, 5 behind-the-scenes, 5 offers. No fake reviews, no prices I did not give you.

## BUILD 4: THE FAQ PAGE

### Prompt

Write an FAQ page for [BUSINESS]'s website from these real questions: [PASTE 10 QUESTIONS]. Plain language, two to four sentences per answer, no jargon, no guarantees. Where an answer depends on price or timing, say "it depends on [X], call us for an exact answer". Put the questions people ask most first. Output as clean text I can paste into my website.

## BUILD 5: THE REVIEW REQUEST KIT (SAVE IN A PROJECT)

### Prompt

Write three messages asking a happy customer of [BUSINESS] for a Google review: 1) a text message under 300 characters, 2) a short email, 3) a one-line follow-up for five days later. Friendly, no pressure, include the placeholder [REVIEW LINK]. Do not offer anything in exchange for the review.

- Google's review policy does not allow offering incentives for reviews; the prompt is written to keep you clear of that.

## THE WEEKEND PLAN

| When         | Do this                                                                      | Done when                  |
|--------------|------------------------------------------------------------------------------|----------------------------|
| Sat 9-10 am  | Gather the files: price list, 3 best replies, 10 real questions              | one folder on your desktop |
| Sat 10-11 am | Build 1: create the project, upload, paste the instructions, test 5 messages | 5 replies you would send   |
| Sat 11-12    | Build 2: the calculator prompt, test 3 real jobs vs your own math            | totals match yours         |
| Sun 9-10 am  | Build 3 and 4: calendar + FAQ, read every line                               | nothing you would not say  |
| Sun 10-11 am | Build 5: review kit, send one to a real customer                             | first request out          |
| Sun 11 am    | Write down what to fix next weekend                                          | one list                   |

## THE CHECK BEFORE ANYTHING GOES OUT

- Every price matches the price list you uploaded. If the file is missing a number, Claude may guess. Check every price against your list.
- No promise you did not make: dates, discounts, results.
- Read it out loud once. If it does not sound like you, add two more of your own emails to the project and ask again.
- Claude Help Center: "Context is not shared across chats within a project unless the information is added into the project knowledge base." Put the facts in the files, not in a chat.

## WHAT IT COSTS (CLAUDE.COM/PRICING, OCT 8, 2026)

| Plan | Price                                  | Fits this kit?                        |
|------|----------------------------------------|---------------------------------------|
| Free | \$0                                    | yes: projects (up to 5) and artifacts |
| Pro  | \$17/month billed yearly, \$20 monthly | more usage, share artifacts by link   |
| Max  | from \$100/month                       | not needed for these builds           |

## THREE MISTAKES THAT WASTE THE WEEKEND

- Uploading nothing and asking Claude to "write like me". The files are the whole trick.
- Letting the assistant reply to customers on its own. It drafts; you send.
- Building all five at once. Build 1 pays back first; start there and ship it.

## WHERE THIS COMES FROM

- Claude Help Center: How can I create and manage projects
- Claude Help Center: What are artifacts and how do I use them
- Claude Help Center: Share artifacts
- [claude.com/pricing](https://claude.com/pricing)

Checked October 8, 2026. Features, limits and prices change often; read the live page first. Educational only. Not affiliated with Anthropic. No income or results are promised.

### Want customers to send these to?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: [skool.com/unlimitedleads](https://skool.com/unlimitedleads)
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)