

THE MICRO-SAAS STARTER KIT

One painful job to your first ten owners: the pitch message, the Claude build prompt, the payment-link steps, the fee math

A micro-SaaS is a tiny paid web tool that does one job for one kind of customer. Claude can help you draft it. Nobody can promise that anyone will pay for it, so this kit starts with the cheapest test there is: ask before you build. The fee and plan facts below are quoted from Stripe's and Claude's own pages (read October 9, 2026). Educational only. Not affiliated with Stripe or Anthropic. No income is promised.

THE 5 STEPS

- Step 1. Pick ONE painful job a local owner does by hand. Examples: keeping track of who needs a follow-up call; turning a list of leads into a follow-up schedule; reminding clients about a renewal date. Not "business software".
- Step 2. Sell it before you build it. Send the message on page 2 to five owners. If none of the five will pay, stop or pick another job.
- Step 3. Build the smallest version with Claude: one page, one job. Claude writes the first draft, you test every button (prompt and checklist on page 3).
- Step 4. Take payment with a Stripe payment link. Stripe: "no code required" (steps and fee math on page 3).
- Step 5. Message ten owners, set it up for them, and ask what to change (tracker on page 4).

THE FEES AND RULES, IN THEIR OWN WORDS

Stripe pricing page (stripe.com/pricing)

"No setup fees, monthly fees, or hidden fees." "2.9% + 30¢ per successful transaction for domestic cards." Also listed on the same page: "+ 0.5% for manually entered cards", "+ 1.5% for international cards", "+ 1% if currency conversion is required". (Prices as shown to a US visitor.)

Claude Help Center (support.claude.com, article 9876003)

"A paid Claude subscription enhances your chat experience, and the Claude API is billed separately. Claude Max and Team plans include monthly credits for the Claude API." And: "The Claude Console is our developer platform providing API keys and access to Claude models for building applications and integrations."

STEP 1: FIND THE PAINFUL JOB (5 QUESTIONS FOR AN OWNER)

- What do you still do by hand every week?
- The last time it went wrong, what happened?
- How long does it take you, and who does it?
- What do you use today: a spreadsheet, paper, nothing?
- If a simple page did it for you, what would you expect to pay for it each month?

Listen for a job that repeats, costs them time or money, and has one clear result. If you need three sentences to explain the tool, the job is too big.

STEP 2: THE PRE-SELL MESSAGE (FILL THE BRACKETS)

Copy, paste, send to five owners

Hi [NAME], I'm building a small tool that [DOES ONE JOB] for [TYPE OF BUSINESS]. You would [RESULT THEY CAN SEE, IN ONE LINE]. If I had it ready in [NUMBER] days, would you try it for [PRICE] a month? If yes, I'll send you a payment link when it's ready. If it's not a fit, tell me what would be.

WHAT COUNTS AS A YES

- A yes names a price, or puts down a small deposit through a payment link. "Sounds cool" is not a yes.
- If none of the five say yes, do not build yet. Change the job, the customer or the price, and ask five more.
- Write down the exact words each owner uses for the problem. Use them on your page.

PRE-SELL TRACKER

Owner	Their painful job	Would pay? Y/N	Price said	Next step

Rule: build only after at least one owner has said yes with a price.

STEP 3: THE CLAUDE BUILD PROMPT (FILL THE BRACKETS)

Paste into Claude

Build a single-page web tool for [TYPE OF BUSINESS] that does ONE job: [JOB]. The user enters: [WHAT THEY TYPE OR UPLOAD]. The tool shows: [WHAT THEY GET, ONE SCREEN]. Rules: no login yet, no extra features, plain words, works on a phone. First list your assumptions and any questions you need answered, then build the smallest version. Then write me a test checklist with 10 cases, including an empty field, a very long entry and a wrong format.

LAUNCH CHECKLIST: TEST EVERY BUTTON

Claude writes the first draft, you test it. Tick each line before an owner pays.

- Leave every field empty and press the button. Then type something very long. Then symbols.
- Open it on your phone. Try it in two browsers.
- Press Submit twice. Refresh half way through. Go back and forward.
- Check every number the tool shows with a calculator or a spreadsheet.
- The page says what the tool does, the price, and how to reach you.
- Click your own payment link and read what a customer sees.
- Hand it to one owner without explaining anything. Watch where they stop.

STEP 4: THE PAYMENT LINK (STRIPE'S OWN WORDS)

- Create a link. "You can use payment links to sell a product or service, start a subscription, or collect a donation. Match the look and feel of your brand by adding your logo and colors."
- Share the link. "Paste or embed the link anywhere. The same payment link can be shared with many customers and used across multiple channels."
- Get paid. "Use the Dashboard or email to be notified of a successful payment, and have the funds deposited into your bank account."
- Stripe's page: "Create a full payment page in just a few clicks and share the link with your customers—no code required."

THE FEE MATH (EXAMPLE ONLY, NOT MY INCOME, NOT TYPICAL)

Stripe fee on a domestic card = price x 0.029 + \$0.30. The extras listed on page 1 are added when they apply. The row below is arithmetic, not a price I recommend.

My price	Stripe fee	Claude API cost per use	Left over
Example: \$30.00	$\$30 \times 0.029 + 0.30 = \1.17	look up on your account	\$28.83 before API

STEP 5: YOUR FIRST TEN OWNERS (TRACKER)

#	Owner	Messaged	Reply	Set up?	What they would change
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

- Message them yourself, set it up for them, then ask: "What would you change?" Fix one thing a week.
- Treat month one as a test, not a paycheck. Count the owners who pay again in month two.

THE CATCH

- Stripe takes its fee from each successful card payment, as quoted on page 1. Put it in your price.
 - If your tool calls Claude inside it, that is the Claude API, billed separately from a Claude plan (page 1). Put an estimate of that cost in your price, and check your own account for the real figure.
 - Claude's first draft can be wrong. You are the tester, so test it before an owner pays.
 - If your tool stores customer details, ask a professional about privacy rules before you launch.
- Educational only. Not legal, tax or financial advice.

WHERE THIS COMES FROM

- Stripe pricing
- Stripe Payment Links
- Claude Help Center: why Claude API usage is billed separately from a paid plan

Checked October 9, 2026. Fees, plans and rules change; read the live page before you rely on a number. Educational only. Not affiliated with Stripe or Anthropic. No income or results are promised.

Need owners to pitch?

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