BREATH AWAKENS · THE RUNNING CAPSTONE

The Mirror Build.

Turn everything you have named into a website you build yourself, with AI as your builder.

The mirror only works when both sides are clear. Completed one section per week, it becomes a single, buildable asset.

Name

Cohort dates

HOW TO USE THIS EXERCISE

A Running Capstone.

Most of the journey asks you to see your idea clearly. This exercise asks you to make it real enough to build. It is not separate work; it is where the WHY, the offering, the prototype, and the communication you have already named become a single, buildable thing, your web presence. Work one section per week alongside the sessions. By the end of Week Four you hold a complete picture, ready to hand to an AI assistant and build yourself. Your Mirror Build becomes the brief the AI builds from.

> THE SPIRIT OF THIS CAPSTONE
>
> *The aim of this work is that you thrive, not strive and not merely survive. Clarity is what makes thriving possible: when the idea is truly clear, the building stops being a struggle and becomes an unfolding.*

BEFORE YOU BEGIN

Five Disciplines.

1. **Complete every section.** The AI can only reflect what you give it. If a section does not apply, write N/A and say briefly why.
2. **Be specific.** Vague answers produce vague results. The more precise your input, the more precise the reflection.
3. **Your words, your truth.** AI can help you draft and polish, but every word on your site must be true for you and approved by you before it goes live.
4. **Gather assets first.** Photographs, logo, and brand materials ready to upload. AI can build around placeholders, but real images of you build trust.
5. **You are the decision-maker.** Gather input from your Board, then decide as one voice. Conflicting feedback stalls any build, the same way cross-talk fractures the field in the room.

WEEK OF SESSION 1

01 · Business Identity.

Who you are, who you serve, and what you want visitors to do. Draw on your WHY and your Offering.

Business name. ***Legal business name as it should appear on the site.***

What you do. ***Your business in one clear sentence, no jargon.***

Who you serve. ***Your ideal client in specific detail: age, role, situation, need.***

The problem you solve. ***What would your client's life or work look like without your service?***

What makes you different. ***Why choose you over every alternative? Not 'holistic' or 'transformational.'***

Primary call to action. ***The ONE thing you want every visitor to do.***

Secondary goal. ***The second most important action a visitor could take.***

WEEK OF SESSION 2

02 · Brand Direction.

The feeling, the look, and what to avoid. Draw on your voice work from Week Four's communication.

Three words. ***Three words describing the feeling you want visitors to have.***

Brand colours. ***Primary and secondary, hex codes if known; if not, describe the feeling.***

Brand fonts. ***Font names if established; if not, describe the style.***

Tone of voice. ***Professional, warm, direct, playful? Give an example if you can.***

Sites you admire. ***Three to five sites you admire, and what specifically about each.***

What to avoid. ***Styles, colours, or elements you do not want, be specific.***

Existing brand assets. ***Any existing brand guidelines or design materials.***

WEEK OF SESSION 2

03 · Site Architecture.

Every page, what goes on it, and what you want visitors to do there.

Page list. ***Every page the site needs, e.g. Home, About, Services, Contact.***

Each page. ***For each: page name, its purpose, what the visitor should feel, and their next action.***

Primary navigation. ***The menu items, in order.***

Functional requirements. ***Booking, payment, member portal, e-commerce, other, describe each.***

WEEK OF SESSION 3

04 · Content.

All copy, final and approved. AI can help you draft from your Workbook answers, but this is still the section that most often delays a build, so start early.

Homepage copy. ***Headline, subheadline, body, and call to action, final.***

About copy. ***Your story, mission, team bios if any, final.***

Services copy. ***Each service or offering described, final.***

Additional page copy. ***All remaining page copy, final, for every page in Section 03.***

Testimonials. ***Three to five, with full name and title, written permission obtained.***

Press / awards. ***Mentions, awards, certifications to feature, with copy and links.***

Copy to draft with AI. ***Pages where you want the AI's help drafting from your Workbook. You approve every word.***

WEEK OF SESSION 3

07 · Context and Expectations.

Competitive context, timeline, and what your AI builder needs to know. Draw on your competitors, numbers, and launch date.

Primary competitors. ***Your three main competitors, and what their sites do better right now.***

Your advantage. ***What you offer that none can honestly claim.***

Target launch date. ***When the site must be live, fixed or flexible.***

Decision maker. ***You, or the one person who approves the site before it goes live.***

Review process. ***Which members of your Board review it before launch, and how you gather their feedback into one voice.***

Anything else. ***Anything about your business or situation your AI builder should know.***

WEEK OF SESSION 4

05 · Visual Assets.

Gather, do not write. AI can build the site, but it cannot photograph you. Real images of you and your work matter most.

Logo files. ***Vector (.svg, .ai, or .eps) plus PNG with transparent background, both.***

Brand photography. ***Professional, minimum ten images. No low-resolution phone photos.***

Stock photography. ***If used, approved selections with source links.***

Hero images. ***The primary visual for the homepage and key pages.***

Video content. ***Any video to embed, links or file specifications.***

Icons / graphics. ***Custom icons, illustrations, infographics, press logos.***

WEEK OF SESSION 4

06 · Technical Requirements.

Domain, hosting, and integrations, resolved before you publish. Draw on your Operations section.

Your AI builder. ***The AI assistant you will build with, such as Claude or Grok, and whether you have a paid plan.***

Domain name. ***Your URL. Do you own it? Who controls it?***

Hosting platform. ***Where your site will live: a simple host such as Netlify, or Squarespace, Webflow, WordPress, Wix, other.***

Existing website. ***Current URL, and what to keep, change, or remove.***

Integrations. ***CRM, booking or scheduling, payment processing, analytics, note each.***

THE BRIDGE FROM THOUGHT TO FORM

Building It with AI.

A completed Mirror Build is everything an AI assistant needs to build your site with you.

You are not handing it to a builder; you are the builder, and the AI is your mirror. The steps are the same with any AI assistant.

1. **Gather your Mirror Build and assets.** Every section complete, copy approved, images in one folder. The clearer the brief, the clearer the reflection.
2. **Open your AI assistant.** Use Claude, Grok, or another assistant you are comfortable with. Paste the starter prompt below, followed by your full Mirror Build.
3. **Build the homepage first.** Ask for one page, look at it in a preview, and respond in plain language: what feels right, what does not, one change at a time.
4. **Add the remaining pages.** Work through your page list from Section 03, one page at a time, keeping the same look and voice throughout.
5. **Check every word and link.** Read the site aloud. Confirm your prices, booking and payment links, and contact details. Remove any claim you cannot stand behind, and use testimonials only with written permission.
6. **Witness it before launch.** Share a preview with your Truth-Teller and your Board. Gather their feedback, then decide as one voice.
7. **Publish and connect your domain.** Ask the AI to walk you step by step through publishing on your chosen host and connecting your domain. Keep a copy of every file and your login details.

Your Starter Prompt.

A NOTE ON THE MIRROR

AI is a mirror, a gatherer and clearer of form, never the source. You remain the author of your site, as you are the author of your work. If something it writes does not sound like you, it is not finished.

You are a careful web designer and builder. Help me build a simple, clear website for my practice from the brief below.

- ◇ Build one page at a time, starting with the homepage, and show me a preview before moving on.
- ◇ Use only the words, facts, and prices in my brief. If something is missing, ask me rather than inventing it.
- ◇ Follow my brand direction: my three words, colours, fonts, tone of voice, and what to avoid.
- ◇ Make my primary call to action clear on every page, and make the site work well on a phone.
- ◇ Use plain language, with no jargon and no claims I have not given you.
- ◇ When the pages are done, walk me step by step through publishing on [my hosting platform] and connecting my domain.

Here is my Mirror Build: [paste your completed Mirror Build]

What shall we make today?