

SHIP IT WITH AI

The *Starter Kit*

Idea on Friday night. In production by Sunday.

The exact system I use to go from an idea to a real app in production, using AI and no engineering team. Three parts: the Spec Sheet, the Prompt Pack, and the Deploy Checklist. Fill in the brackets and ship.

01 The Spec Sheet

Do this BEFORE you touch any tool. Clarity is the real skill, not code. One sentence each.

The problem	[what is broken or slow, and for whom]
The one user	[one specific person, not "everyone"]
The one job	[the single thing it must do well]
In scope (v1)	[3 bullets, max]
Out of scope	[everything you are tempted to add. Park it here]
Done means	[live at a real URL and ___ can do ___ on their phone]
The boring stack	[reliable, not trendy: framework + database + real host]

If a feature is not required to prove the one job, it goes in **Out of scope**. You can always add it after it is live.

02 The Prompt Pack

Copy, paste, steer. You are the director, not the typist.

Prompt A — Define it with AI before building

```
I want to build a small, real app. Act as a pragmatic senior engineer.
Here is my spec: [paste your Spec Sheet].
Ask me up to 5 questions that would change the design. Then propose the
simplest architecture that gets this to production fastest, using a boring,
reliable stack. Do not write code yet. Push back on anything in scope that
is not needed for v1.
```

Prompt B — Build, while you steer

Build [the one job] first, end to end, so I can run it. Use [your stack].
Give me exact files and the commands to run it locally. Keep it simple, no extra features, no premature abstraction. After each step, tell me what to run and what I should see. Wait for me before moving on.

Prompt C — When it breaks (it always breaks)

Here is the exact error and what I did right before it:
[paste full error + last action].
Do not patch it yet. First tell me the ROOT CAUSE in one sentence. Then give me the smallest fix that addresses the cause, not the symptom.

Prompt D — Make it real (deploy)

The app works locally. Walk me through deploying it to a real, public URL on [host], step by step, with exact commands. Then give me a 6-item pre-launch checklist to test it on a phone with a weak connection before I share it.

03 The Deploy Checklist

Shipping is 20% building and 80% this. Do not skip it.

- ☐ It runs at a **real, public URL** (not localhost, not a preview tunnel)
- ☐ Loads on a **cheap phone** on a **slow connection** without breaking
- ☐ The **one job works** end to end for a first-time user
- ☐ No secrets or keys committed; environment variables set on the host
- ☐ Basic error state: a failure shows a message, not a blank screen
- ☐ You sent the link to **one real person** and watched them use it
- ☐ You wrote down the **one thing** they got stuck on (your next build)

Ship it.

Pick one idea. Fill the Spec Sheet. Run Prompts A to D. Work the checklist. Put it in front of one real person this week. More builds every week at Ship It With AI on YouTube.