

A BEGINNER COURSE. A REAL PROJECT.

30-day AI

Start small. Make something useful.

Four weeks • Eight in-person classes • Sixteen classroom hours

YOUR PROJECT

A clear website, a working inquiry form, a customer acknowledgment, an owner alert and a lead tracker. Then test the entire path.

My name

My idea or practice business

My class schedule and location

Use English or Spanish, whichever helps you explain your goal clearly. Use fictional practice data. Never put passwords or private customer records in this workbook.

GET READY

A little confidence first.

You do not need coding experience. Bring a laptop, charger and an idea. Confirm your group's dates, venue and teaching language before payment.

- ☐ I can open my email and sign in to my own accounts.
- ☐ I know how to open a browser tab and find a saved conversation.
- ☐ I have an idea, or I will use a fictional business to practice.
- ☐ I will check third-party tool costs before subscribing.

Week 1 / Find your first spark. Everyday AI and a business brief.

Week 2 / Build a website. Make the form and phone experience work.

Week 3 / Connect the emails and the inquiry tracker.

Week 4 / Attract the right people and test the whole system.

One thing I want AI to help me do

A website is one part of a business. This class does not guarantee income, sales, search rankings or fully autonomous operations.

CLASS 1 / THE MYSTERY WEBSITE

Your words become the brief.

Funny ideas are welcome. Choose fictional details. Do not invent testimonials or present a practice business as a real company.

Business name

What the business offers

City or service area

Who the customer is

The customer's problem

Two personality words

Two colors

Exact slogan

Exact words on the main button

A surprising website feature

One true detail about the business

Keep your original answers. At the website reveal, point to three places where those details appear. The teacher-led preview is a demonstration, not a completed business launch.

CLASS 1 / AFTER THE SANDWICH

Clear directions make a difference.

Write the original sandwich instructions on blank paper before the demonstration. Use this page afterward to improve them.

What did someone interpret differently than I expected?

Which detail did I leave unstated?

Rewrite one instruction for a complete beginner.

After asking AI for a revision, what changed?

A PROMPT IS...

What you ask or tell AI to do. Explain your goal, the important details, the output you want and what needs correction.

CLASS 2 / EVERYDAY AI

Find the person. Define the offer.

Practice one real-life task, then write a business brief someone else can understand. A real customer is more useful than “everybody.”

A daily task I practiced with AI

The person my business helps

The problem that person has

My offer and service area

One real reason to trust the offer

Homework: bring correct contact details and images you have permission to use. Save your brief where you can find it next class.

CLASS 3 / WEBSITE DRAFT

Give the page one clear job.

Use your brief in the website builder. Check the output. A polished-looking preview can still contain invented or confusing details.

My headline: what I do and who it helps

Three useful benefits, supported by real facts

Exact text on my main button and where it goes

An AI assumption I need to remove or verify

☐ A partner can name the business, customer and next action after a quick look.

One change from the partner review

CLASS 4 / WEBSITE AND FORM

Try it from a real phone.

The main action should lead somewhere useful. Check the facts and form destination before publishing. A private preview is fine while you correct them.

- ☐ The headline is readable on a phone.
- ☐ The main button is visible and reaches the form.
- ☐ Phone, email, service area and business facts are correct.
- ☐ The form only asks for necessary information.
- ☐ A test request reached the actual form dashboard.
- ☐ The confirmation says what actually happened.

My published or preview URL

Test result and the issue I fixed

Search basics: an accurate page title, description, service area and helpful image text. Submitting for indexing does not guarantee indexing or ranking.

CLASS 5 / AUTOMATIC FIRST REPLY

Receive. Acknowledge. Notify.

An automatic acknowledgment confirms receipt. It does not mean a quote is approved, an appointment is booked or a human has reviewed the request.

The trigger: what starts the automation?

The customer's acknowledgment email

The owner alert and its correct destination

☐ I submitted a sample request and found both emails, including the spam folder check.

Test time, results and corrections

CLASS 6 / LEAD TRACKER

Put the right details in the right row.

Connect a new form submission to a new Google Sheets row. Use fictional test data and verify each mapped field.

THE PATH

New form submission → Zapier action → Google Sheets row → human review

FIELD MAPPING

Timestamp	
Name	
Contact	
Requested service	
Status	
Consent	
Notes	

First test: which fields matched, and which did not?

Second test after fixing the mapping

If your tool plan does not support a connection, map the paper version and follow the instructor demo. Confirm plan requirements before purchasing.

CLASS 7 / FIND AND FOLLOW UP

Make a useful offer to the right person.

Choose a realistic way customers can find you. Follow up with people who have agreed to receive that type of message.

One way the right customer can find me

One useful message matched to my actual offer

One metric I will track, and why it matters

My opt-in follow-up draft

Keep promotional and service messages separate. Review claims, sender details, links, permission and the unsubscribe path. Quotes and commitments need human approval.

CLASS 8 / GRADUATION LAB

Show that the full path works.

Use a second device or a test account. Evidence matters more than a message saying “success.” Fix one real issue and repeat the test.

- ☐ I can find my saved prompt and improve it.
- ☐ The page works on a phone and has one clear next action.
- ☐ A sample request appears in the form dashboard.
- ☐ The customer acknowledgment and owner alert arrive.
- ☐ The request appears in the correct Google Sheet.
- ☐ I know which messages are allowed and which need review.
- ☐ I can identify a failure and pause the automation.

The issue I found, the correction and my successful retest

What stays with a human?

PROMPT CARDS / 1 TO 3

Ask clearly. Then improve.

Replace the brackets with your real details. Use the language you understand best.

1 / AN EVERYDAY TASK

Help me [task]. This is for [context and audience]. The important details are [facts]. Give the result as [format]. Ask one question if a necessary detail is missing. Use plain language.

2 / IMPROVE A DRAFT

Compare your answer with my goal: [goal]. Tell me what is missing or assumed. Revise it without inventing business facts. Show the three most useful changes.

3 / BUILD THE WEBSITE

Create a clear mobile-friendly page for [business], serving [customer] in [area]. The offer is [offer]. Use [tone and colors]. Include benefits, how it works, FAQs and a contact form. Main button: [exact text]. Do not invent prices, reviews or awards. Mark missing facts.

My most useful correction phrase

Plan it. Check it. Fix it.

AI suggestions are drafts. Confirm what a system actually does before you rely on it.

4 / PLAN A WORKFLOW

Map my workflow as trigger, actions, conditions, human review and error handling. The form fields are [fields]. The customer reply is [acknowledgment]. The owner alert goes to [destination]. Identify three possible failures and a test for each.

5 / DEBUG A FAILURE

I expected [result]. What happened was [actual result]. I can see [evidence or logs]. Ask one question at a time to isolate the problem. Do not say it works until we confirm a full successful test.

6 / WRITE AN HONEST MESSAGE

Draft a useful message for [audience] about [accurate offer]. The action is [link or call]. Use only supplied facts. No fake urgency, testimonials or savings. Flag claims I need to verify before publishing.

One task I will keep under human review

YOUR 30-DAY PRACTICE PLAN

Small steps you can repeat.

Use this as a practice sequence around your actual class dates. It is not a fixed class calendar. Check a day when you have tried the task.

- | | |
|--|---|
| ☐ 01 Open AI and ask one question | ☐ 16 Write the acknowledgment |
| ☐ 02 Find the saved conversation | ☐ 17 Configure the owner alert |
| ☐ 03 Improve one instruction | ☐ 18 Check both test emails |
| ☐ 04 Draft a polite email | ☐ 19 Create the lead tracker columns |
| ☐ 05 Explain a confusing letter | ☐ 20 Map the form fields |
| ☐ 06 Name a specific customer | ☐ 21 Find the test row in the sheet |
| ☐ 07 Write a one-page business brief | ☐ 22 Choose one acquisition channel |
| ☐ 08 Check your real business facts | ☐ 23 Draft one useful offer |
| ☐ 09 Generate a homepage draft | ☐ 24 Choose a meaningful metric |
| ☐ 10 Improve the main headline | ☐ 25 Review follow-up permission |
| ☐ 11 Choose one main action | ☐ 26 Test from a second device |
| ☐ 12 Review the page on a phone | ☐ 27 Fix one real defect |
| ☐ 13 Build a short inquiry form | ☐ 28 Repeat the complete test |
| ☐ 14 Send and find a sample request | ☐ 29 Explain how to pause the system |
| ☐ 15 Name the automation trigger | ☐ 30 Choose the next useful improvement |

Return to topazcandy.com/30-day-ai/ for worksheets and the project checklist. For class questions, use the enrollment form there or call 512-553-2552.