

WORKSHOP 3 OF 4 · STUDY NOTES

Build a Professional Website with Deep Agent

From Brochure to Business Hub — You Build It, You Own It

Complete study notes covering all 84 slides from Workshop 3. Website structure, SEO, location pages, domain connection, CRM integration, automation, and the LLM-first planning method.

AI WITHOUT FEAR · DOUGLAS MIZZI · AIWITHOUTFEAR.COM.AU

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The Big Idea: Website vs Business Hub

"Think of your website as the front door — and a whole business behind it."

SLIDES 1-4 · INTRODUCTION, WORKSHOP OVERVIEW & AGENDA

Welcome to Workshop 3 — By the End of Today

Workshop 3 has a clear, concrete promise: you leave with a real website — or at the very least, one prompt away from going live. This is not a theory workshop. Every concept you encounter today is immediately connected to something you can build.

By the end of the session, you will have produced four tangible outputs:

Voice Brief

A recorded five-to-ten minute brain-dump of your website vision. Speaking your ideas aloud is often faster and more natural than typing them — and the LLM you use next can work from a transcript.

Handover Spec

A structured brief — refined by your LLM conversation — ready to hand directly to Deep Agent. This is the document that drives the build.

Live Website

A Deep Agent-built site you can view on your phone today. Not a wireframe, not a sketch — actual pages with real content, viewable in any browser.

Launch Plan

A checklist with your target go-live date and clearly defined next steps. You leave knowing exactly what to do tomorrow morning to take the site fully live.

The Workshop Agenda — Ten Sections

The day is structured into ten sections, building progressively from the big idea through to live publishing:

Time	Section	What You Cover
0:00	01 — Introduction	The Big Idea — website as business hub

0:20	02 — Website vs Business Hub	Public pages, navigation, mobile design
0:45	03 — Public Pages	Hero sections, CTAs, first impressions
1:10	04 — Customer Login	What clients can access in their portal
1:30	05 — Manager Dashboard	Team access, leads, tasks, pipeline
1:50	06 — Super-Admin Backend	Full site control — pages, users, data
2:10	07 — CRM & Enquiry Capture	Form to client workflow, five-stage pipeline
2:40	08 — Automation & Follow-up	Triggered emails, newsletters, sequences
3:05	09 — Ask LLMs First	Plan before you build — the critical insight
3:40	10 — Vision & Next Steps	Go live, grow, expand

SLIDES 5-6 · SECTION 01 — WHAT MOST PEOPLE BUILD

What Most People Build — And Why It Is Not Enough

Most business owners, when they hear "website," think of four pages: Home, About, Services, Contact. And when they build it, they get something that looks nice, represents their brand reasonably well, and then sits there passively, waiting for someone to stumble across it.

This is the classic brochure site. It tells people who you are. It might give them your phone number. But it does nothing on its own. It does not capture enquiries in an organised way. It does not have a space for existing customers to log in. It does not alert you when a new lead arrives. It does not follow up automatically when someone shows interest. And it has no dashboard for your team.

THE FOUR THINGS A BROCHURE SITE LACKS

No enquiry capture that feeds a CRM · No customer portal · No automation or follow-up · No team management area. These four absences are not minor — they represent the gap between a website that exists and a website that *works*.

The good news is that this is not a technical limitation — it used to be, but not anymore. Deep Agent can build all of these capabilities from a plain-English description, within the same session you use to build the public-facing site. The question is not *can* you build a business hub instead of a brochure site — it is *will* you.

SLIDES 7-9 · WHAT YOU COULD BUILD — FOUR LAYERS

What You Could Build Instead — A Full Business Hub

The alternative to a brochure site is a **business hub** — a website that serves as the front door to a complete operational system. The public-facing pages are just the beginning. Behind them sit several powerful, password-protected systems that run your business relationships, capture your leads, and keep your team organised.

The business hub has four distinct layers, each serving a different audience:



Layer 4 — Super-Admin (Business Owner)

Edit everything — pages, users, settings, data. Full control of the entire system. This is your layer.



Layer 3 — Manager Dashboard (Staff & Managers)

View leads, tasks, enquiries, and progress reports. Update records and manage workload without accessing sensitive settings.



Layer 2 — Customer Login (Registered Clients)

Access their own bookings, documents, messages, and account history. Completely private — they cannot see other clients.



Layer 1 — Public Visitor (Anyone)

Homepage, services page, about, contact form. No login required. What the world sees.

The power of this layered approach is in its selectivity. Each person sees exactly what they need and nothing more. A customer logging in to check their invoice cannot see another client's records. A manager viewing the leads pipeline cannot accidentally edit the website's navigation. You, as the super-admin, can see and change everything.

SLIDE 8, 10 · FRONT DOOR VS BACK OFFICE

Front Door vs Back Office

A helpful mental model for this architecture is the distinction between what the outside world sees and what happens behind the scenes. Think of a professional office building: there is a welcoming reception area that anyone can walk into, and there are back rooms where the real work happens that only authorised staff can access.

Front Door (Public Website)	Back Office (Secured Systems)
Home page — who you are and what you do	Customer login — account, bookings, documents
Services page — what you offer and pricing	Manager dashboard — leads, pipeline, tasks
About page — your story and credentials	Super-admin — full control, settings, all data
Contact page — easy enquiry form	CRM — enquiry capture and follow-up
Blog / resources (optional)	Automation — triggered emails, newsletters

The front door should be kept clean, simple, and welcoming. Anyone on the internet can reach it — it should feel professional and approachable without being overwhelming. The back office is where the real work happens: every captured lead, every customer document, every automated follow-up, and every system setting. Only the right people see the right parts.

THE CORE INSIGHT OF WORKSHOP 3

"The website can do the job of several systems. **You can keep the front end simple and the back end powerful.** This is possible for you — right now."

CHAPTER 2 · SLIDES 11–15 · SECTION 02

Public Website Pages & First Impressions

"Your public site is your handshake. Make it warm, clear and mobile-ready."

SLIDES 12–13 · NAVIGATION, CTAS & MOBILE DESIGN

Simple Navigation and Clear Calls to Action

Before a visitor reads a single word of your content, they have already formed an impression. Research consistently shows that visitors decide within three seconds whether to stay or leave a website. The factors they respond to are not primarily design — they are *clarity*. Can they immediately understand what this business does? Is there an obvious next step? Does it work on their phone?

Navigation should be predictable. Visitors expect to find: Home, About, Services, (maybe Blog), Contact. Do not try to be clever with naming — "My Story" is not as clear as "About," and "Our Offerings" is not as direct as "Services." Predictability is a virtue in website navigation, not a weakness.

Four Rules for Calls to Action (CTAs)

- 1 One clear CTA per page.** When you give visitors too many choices, they make no choice. Every page should guide visitors toward a single primary action — Book Now, Enquire, Download, Subscribe. Everything else is secondary.
- 2 Big enough to tap on mobile.** Buttons must be at least 44 pixels tall on mobile. This is not an aesthetic preference — it is the minimum size a human thumb can reliably tap without frustration. Most mobile visitors will leave if buttons are too small.
- 3 Tell them what happens when they click.** "Book a Free Call" is significantly more persuasive than "Submit." The more specific the button label, the more confident the visitor feels about clicking it. Specificity reduces anxiety.
- 4 Put the CTA above the fold.** The main call to action should be visible without scrolling. If visitors have to scroll to find your button, many of them simply will not.

Mobile-Friendly Is Not Optional

More than 60% of website visits happen on a phone. Google's ranking algorithm prioritises mobile-friendly websites — a site that is hard to use on a phone will rank lower in search results, regardless of how good the content is. Deep Agent builds mobile-first by default, but you should know the principles so you can check your output:

Large Text — Minimum 16px

Body text on mobile must be at least 16 pixels. Smaller text requires pinching and zooming — a friction point that causes visitors to leave.

Big Tap Targets — 44px × 44px

All interactive elements — buttons, links, menu items — must be large enough to tap reliably with a finger, not a cursor.

Fast Loading — Under 3 Seconds

Compress images before uploading. Avoid heavy animations. Every additional second of loading time increases bounce rate significantly.

Click-to-Call Phone Number

Your phone number should be a tap-to-call link — not plain text. A visitor on their phone should be able to call you with one tap.

Single-Column Layout

Side-by-side content columns do not work on small screens. Stack everything vertically on mobile — one clear column of content.

Test on Your Actual Phone

Before launching, open every page on your real device. The only reliable mobile test is a real phone in your hands.

SLIDE 14 · THE HERO SECTION FORMULA

Good First Impressions — The Hero Section

The "hero section" is the first thing visitors see — the top of your home page before they scroll. It is the most valuable piece of screen real estate on your entire website, and it is worth spending real time on getting it right.

There is a simple, proven formula for a compelling hero headline. It works for almost every service business:

THE HERO HEADLINE FORMULA

"I help [WHO] achieve [OUTCOME] without [PAIN]."

Example: "I help mid-career professionals land senior roles without rewriting their CV from scratch." This formula works because it speaks directly to the reader, promises a specific outcome, and removes a specific fear — all in one sentence.

The hero section should contain six elements, each doing a specific job:

- 1 **Headline.** Speak to your ideal client in their own language. Use the words they use to describe their problem — not the words you use inside your business to describe your service. If your clients say "I'm drowning in paperwork," your headline should reflect that experience, not your solution's technical name.
- 2 **Sub-headline.** One sentence that briefly explains what you do and who it is for. This backs up the headline with just enough specificity to confirm the visitor has found the right place.
- 3 **Hero image.** A real photo of you or your actual work builds significantly more trust than stock images. Visitors can tell the difference. If you can, use a high-quality photo of yourself looking directly at the camera — it creates a human connection.
- 4 **Primary CTA.** One clear action button. Book, Enquire, Download — whatever the logical next step is. Make it impossible to miss visually: contrasting colour, prominent size, descriptive label.

- 5 **Social proof.** A short testimonial snippet or "Trusted by X clients" placed just below the hero section. This immediately addresses the visitor's unspoken question: "Can I trust this person?"
- 6 **Mobile test.** Preview the hero section on your phone before publishing. If any element is too small, too close to the edge, or slow to load — fix it before going live.

SLIDE 15 · YOUR PUBLIC PAGES CHECKLIST

Your Public Pages Checklist

Before your site goes live, every public-facing page should be checked against these criteria. Use this as a literal checklist when reviewing your Deep Agent output:

Page	Must-Have Elements
Home	Clear headline above the fold · Primary CTA button visible · Brief intro explaining who you serve · Testimonial or trust signal
About	Your story in plain English · Why you do this work · A real photo of you (not stock) · Secondary CTA at the bottom
Services	Each service in its own section · Who it is for and what is included · Price or "starting from" price · Call to action per service
Contact	Simple form — maximum four fields · Phone number as click-to-call · Business hours if relevant · Response time expectation ("We reply within 24 hours")

WHY PRICING ON YOUR WEBSITE WORKS IN YOUR FAVOUR

Many service providers are nervous about putting prices on their website, fearing they will lose enquiries if people see the cost before speaking to them. The evidence suggests the opposite: including a "starting from" price filters out poor-fit enquiries, increases the quality of leads who do contact you, and signals confidence in your service. Deep Agent can build a pricing section — include it in your brief.

SEO: Search Engine Optimisation

How people find you without paying for advertising — built in from day one.

SLIDE 16 · WHAT IS SEO?

What SEO Is and Why It Matters

SEO stands for Search Engine Optimisation. In plain terms, it is the set of practices that make your website easy for search engines — Google, Bing, and AI-powered search tools — to find, understand, and recommend to searchers.

Here is why this matters in practical terms: every day, people in your area search for the services you provide. When they type "bookkeeper Brisbane" or "interior designer Gold Coast" into Google, the results they see are determined by SEO. Businesses with well-optimised websites appear near the top. Businesses with poorly structured sites appear on page two or three — which, for most practical purposes, means they are invisible.

The crucial point is that SEO-driven traffic is **free**. Unlike paid advertising, which stops the moment you stop paying, a well-optimised website continues to attract visitors indefinitely. It works in the background, automatically, around the clock.

WHAT SEO INVOLVES — THE PLAIN ENGLISH VERSION

At its core, SEO means: giving every page a clear title search engines can read; writing a short description of what each page is about (shown in search results); labelling images so search engines understand them; making sure the site loads fast; and making sure it works on mobile. All of these are things Deep Agent handles automatically when you specify them in your brief.

SLIDE 17 · SEO BUILT IN FROM DAY ONE

SEO Built Into the Website from Day One with Deep Agent

One of the significant advantages of using Deep Agent to build your website is that SEO fundamentals are built in by default — you do not need to configure them manually or hire an SEO specialist to add them later. Here is what gets included automatically when you build with the right brief:

- 1 Page titles.** Every page gets a unique, descriptive title that search engines read as the primary label for the page. A good title includes the primary keyword and the business name — for example, "Bookkeeping Services Brisbane — Smith Accounting."
- 2 Meta descriptions.** The short paragraph of text shown in Google search results beneath the page title. Deep Agent generates these automatically — but you can and should review them, because a well-written meta description significantly increases click-through rates.
- 3 Image alt text.** Every image on the site has a text label that describes what it shows. Search engines cannot "see" images — they rely on these labels to understand what the image is about. This also improves accessibility for visually impaired users.
- 4 Fast loading.** Search engines penalise slow websites. Deep Agent builds lean, efficient sites that load quickly — and you should compress any images you upload before adding them.
- 5 Mobile-friendly structure.** Google uses "mobile-first indexing," meaning it primarily judges your site based on how it looks and functions on a phone, not a desktop. Deep Agent builds mobile-first by default.

SLIDE 18 · AI SEARCH TOOLS

AI Search Tools and the Future of Being Found

The search landscape is changing rapidly. Traditional search engines like Google have always relied on keywords and page structure. But newer AI-powered search tools — including Google's AI Overviews, ChatGPT's web search, and Perplexity — work differently. They do not just match keywords; they *read and understand* websites as a human would.

For your website, this means that clear, well-organised content written in plain English is increasingly valuable — not just for human visitors, but for AI search tools that are deciding whether to recommend your business. A clean, logical site structure with real, specific information performs better in AI-driven search than a site stuffed with repeated keywords.

THE FUTURE-PROOF APPROACH

"The future of search is AI-driven. **Build the right way today — be ready for tomorrow.**" A website that works well for traditional search engines will also perform well for AI search — because both reward the same thing: clear structure, genuine content, fast loading, and mobile compatibility.

CHAPTER 4 · SLIDES 19–23

Location Pages: Local SEO at Scale

One website. Hundreds of opportunities to be found in every suburb you serve.

SLIDES 19–20, 22 · THE POWER OF LOCATION PAGES

Why Location Pages Are a Game-Changer for Local Businesses

If your business serves a specific geographic area — which is true of most small and medium businesses — location pages are one of the highest-leverage SEO strategies available to you.

Here is the insight: when someone types "plumber Newstead" or "accountant Fortitude Valley" into Google, they are looking for a local provider. Google's search algorithm treats this as a local search and returns results that are specific to that suburb. A generic "Brisbane plumber" page on your website might appear for broad searches — but a dedicated Newstead page, a Fortitude Valley page, and a Paddington page each improve your chances of appearing in those specific suburb-level searches.

REAL EXAMPLE — BRISBANE BUSINESS

A Brisbane-based interior design studio builds its website with a general services page. They also upload a spreadsheet of 50 Brisbane suburbs they serve — and the system generates 50 dedicated location pages. Now when someone searches "interior designer Paddington" or "interior designer Newstead," the studio has a specific page targeting each of those searches. Their search visibility multiplies across every suburb, with no additional manual effort.

Local search traffic is the most valuable kind for most small businesses. People searching for your service in a specific suburb are often ready to buy — they are not browsing abstractly; they need someone nearby, they need them soon, and they are ready to make a decision. Appearing in those searches means connecting with your highest-intent potential customers.

SLIDES 21, 23 · SPREADSHEET UPLOAD — HUNDREDS OF PAGES

Uploading a Spreadsheet to Generate Hundreds of Pages Automatically

The traditional approach to location pages would be genuinely prohibitive for a small business: you would need to manually write and format a unique page for every suburb you serve. Fifty suburbs means fifty pages. For a business serving three regions, that could mean hundreds of pages of individual work.

The system built by Deep Agent eliminates this problem entirely:

- 1 Prepare a simple spreadsheet.** Create an Excel or CSV file listing the suburbs, towns, or postcodes your business serves. Each row is one location. No technical expertise required — it is simply a list.
- 2 Upload to the back office.** In the super-admin backend your Deep Agent site provides, there is a location page management section. Upload your spreadsheet there.
- 3 The system generates the pages automatically.** For each row in your spreadsheet, the system creates a dedicated, SEO-structured page. Pages include the suburb name, your service in that area, your contact details, and all the technical SEO elements (title tag, meta description, page structure).
- 4 Add new areas by updating the spreadsheet.** When your business expands to new locations, simply add the new suburbs to your spreadsheet and re-upload. New pages are generated automatically — no developer, no manual page building.

0 → 100+

location pages generated in minutes from a single spreadsheet upload

Zero

technical knowledge required — just a list of suburbs in a spreadsheet

Anytime

update from your phone or tablet — no developer ever needed

Connecting Your Domain

The last step before going live — your website gets its permanent address.

SLIDE 24 · WHAT IS A DOMAIN?

What a Domain Is and Why It Matters

Your domain is your website address — the URL people type to find you online. Examples: *aiwithoutfear.com.au*, *smithbookkeeping.com.au*, *rodriguezinteriors.com*. It is the address by which the entire internet knows your website.

When Deep Agent builds your website, it initially gives the site a technical address — something like a long string of characters or a development URL that is functional but not memorable or professional. Connecting your domain replaces that with your real, branded address.

Until your domain is connected, your site is technically online but practically invisible to most visitors. They would need the full technical address to reach it — not something you can put on a business card or in an email signature. Connecting your domain is the step that makes your site truly live.

SLIDE 25 · GODADDY STEP-BY-STEP

Connecting Your GoDaddy Domain — Step by Step

GoDaddy is one of the most widely used domain registrars in Australia. The process of connecting your GoDaddy domain to your website involves updating two DNS (Domain Name System) records — the A Record and the CNAME. This tells the internet where to direct visitors when they type your domain address.

Do not be put off by the technical terminology. The steps are straightforward, and you do them once:

- 1 Log in at godaddy.com.** Go to My Products and find your domain name in the list.
- 2 Open DNS management.** Click "DNS" or "Manage DNS" next to your domain. This opens a list of records that control where your domain points.

- 3 **Update the A Record.** Find the row labelled "A Record." Change its value from the current IP address to the IP address provided by your website host (your Deep Agent-generated site). This tells the internet that your domain points to your new website's server.
- 4 **Update the CNAME record for 'www'.** Find the CNAME record for the "www" subdomain. Update it to point to your new website address. This ensures that both "yourdomain.com" and "www.yourdomain.com" reach your site.
- 5 **Save all changes.** Click save. The changes are submitted.
- 6 **Wait up to 48 hours.** DNS changes take time to propagate across the internet — this is called "DNS propagation." In practice it often happens within a few hours, but allow up to 48 hours before assuming something is wrong.

WHAT IF I USE A DIFFERENT REGISTRAR?

The steps above are for GoDaddy, but the same principle applies to any domain registrar — Crazy Domains, Namecheap, Google Domains, Melbourne IT, and others. The terminology (A Record, CNAME) is universal. The interface looks different on each platform, but you are always updating the same two record types. If you are using a different registrar, ask your LLM: "How do I update my A Record and CNAME on [registrar name]?" — you will get step-by-step instructions specific to your platform.

SLIDE 26 · AI-AUTOMATED DOMAIN CONNECTION

Using AI to Automate the Domain Connection

Workshop 3 introduces one of the more remarkable demonstrations in the series: using an AI agent (specifically Abacus Claw) to log into your GoDaddy account and update your DNS records automatically. Here is the prompt that makes this possible:

ABACUS CLAW — AUTOMATED DOMAIN CONNECTION PROMPT

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"I want you to log in to my GoDaddy account and connect my domain to my new website. My GoDaddy login email is [your email]. My domain name is [your domain]. The IP address for my new website is [your IP address]. Please update the A Record and CNAME record so my domain points to the new website. Confirm when the DNS records have been updated successfully."
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IMPORTANT SECURITY NOTE

Only give login access to an AI agent you fully trust. When using AI agents for tasks that require account credentials, use secure credential sharing methods — do not paste passwords in plain text into public conversations. Abacus Claw is a trusted tool within the Abacus.AI ecosystem, but as a general principle: treat AI account access with the same care you would treat giving access to a human assistant.

CHAPTER 6 · SLIDES 27–40 · SECTIONS 03–05

Business Hub Architecture: The Four Layers

Customer login, manager dashboard, super-admin — who sees what and why.

SLIDES 32–34 · SECTION 03 — CUSTOMER LOGIN AREA

The Customer Login Area — Your Digital Front Desk

The customer login area transforms your website from a one-way communication channel — where you publish information and hope visitors read it — into a two-way relationship platform where clients can access everything relevant to their experience with your business.

Think of it as a digital front desk: clients walk in (log in), find their relevant information immediately, and leave without needing to call or email you. This reduces your admin load while simultaneously making your clients feel more looked after.

Once a customer creates an account and logs in, their private portal contains:

My Bookings

View upcoming and past appointments. For many businesses, one-click rescheduling is also available — reducing the back-and-forth that normally happens over phone or email.

My Documents

Access contracts, invoices, reports, and shared files. Documents are stored securely and accessible any time — no more "can you resend my invoice?"

Account Details

Update contact information, preferences, and communication settings independently — without calling your office for simple changes.

Secure Messaging

Direct communication with your team through the portal — no more email chains that get lost or forwarded to the wrong person.

Progress and History

Clients can see their entire journey with your business — previous work completed, milestones reached, notes from sessions or projects.

Privacy and Security

Each client's portal is completely private. They cannot see other clients' records, bookings, or documents. Access is protected by secure login and optional two-factor authentication.

Why This Matters for Your Business

- 1 **Professional image.** A client portal immediately elevates your brand. You appear organised, established, and serious about client care — even if you are a sole trader. It is the difference between sending an invoice in an email and providing a branded client portal.
- 2 **Saves you time.** Every question a client answers by logging into their portal is a phone call or email you did not have to handle. Multiply that across ten or twenty clients and the time saving becomes significant.
- 3 **Builds trust.** Secure access to personal information shows clients that you take their privacy seriously. In a world where data security concerns are growing, this is a meaningful signal.
- 4 **Improves retention.** Clients who feel organised, supported, and well-served are more likely to stay, refer others, and upgrade to more services. The portal is an ongoing touchpoint that reinforces the relationship.

SLIDES 35–37 · SECTION 04 — MANAGER DASHBOARD

The Manager Dashboard — Your Team's Control Panel

The manager dashboard is a separate, password-protected area designed for your staff and team members. It gives them the tools they need to do their jobs effectively, without giving them access to sensitive business settings or the ability to make changes to the public-facing website.

This is the "give your team the keys to their room, not the keys to the whole house" principle. Managers see the right things; they cannot see or change the things they should not need.

What Managers Can See and Do

- 1 **Enquiry inbox.** All new enquiries arrive here the moment a visitor submits the contact form. Managers can see every incoming lead, assign them to team members, and ensure nothing sits unresponded to.
- 2 **Task management.** Create, view, and tick off tasks. See what is pending, what is overdue, and what has been completed. The whole team works from the same task list — no more "I thought you were doing that."
- 3 **Lead pipeline.** Move leads through stages visually — New, Contacted, Waiting, Qualified, Won. Every team member can see where every lead stands at a glance.
- 4 **Progress reports.** Summary statistics — how many leads came in this week, how many enquiries were responded to, how many tasks are outstanding. Management-level visibility without needing to dig through raw data.
- 5 **Client notes.** Add and view notes for each customer interaction and follow-up. The institutional memory of your business is captured here — not in someone's head or their personal inbox.

Role-Based Access — The Full Picture

Here is the complete role map, showing exactly what each access level can and cannot see:

Role	Can Access	Cannot Access
Visitor	Public pages only. Can submit enquiry form.	Everything that requires a login.
Customer	Their own bookings, documents, account details. Secure private portal.	Other clients' data. Team areas. Admin.
Manager	All enquiries and leads. Team tasks and notes. Client list and pipeline.	Site page editing. User management. Business settings.
Super-Admin	Full site editing. User management. All data and settings. Everything above, plus more.	Nothing — full access.

SLIDES 38–40 · SECTION 05 — SUPER-ADMIN BACKEND

The Super-Admin Backend — Full Ownership and Control

The super-admin area is your control room. As the business owner, you have access to everything. This is the layer where you make decisions that affect the entire system — who can log in, what pages say, what integrations are connected, and how data flows.

Edit Pages

Update any page on your website at any time — text, images, layout, sections. You do not need to return to Deep Agent for minor updates; the built-in editor handles day-to-day changes.

Manage Users

Add or remove customers, managers, and team members. Set and adjust their access levels. Onboard a new staff member or revoke access when someone leaves.

Control Settings

Business name, contact details, integration configurations, notification preferences — all controllable from the super-admin panel.

Review All Data

See every enquiry, booking, form submission, and customer record. Nothing in your system is hidden from you.

Security Settings

Two-factor authentication, password reset controls, session management. You decide the security posture of the entire platform.

Manage Content

Blog posts, resource files, images, downloadable assets, and pages. All content is owned and managed by you.

THE OWNERSHIP PRINCIPLE

"You are in charge. You decide who sees what." The architecture of your business hub is designed so that ultimate authority always rests with you. No contractor, no employee, no external agency can see or do more than you explicitly permit. **You own the platform completely.**

CRM & Enquiry Capture

"Never lose a lead again. Your CRM is your memory."

The Enquiry Workflow — From Form to Client

The moment a visitor fills in your contact form, a process begins that — if set up correctly — ensures they are captured, notified on, responded to, and tracked through to becoming a client. Nothing falls through the cracks because the system holds everything.

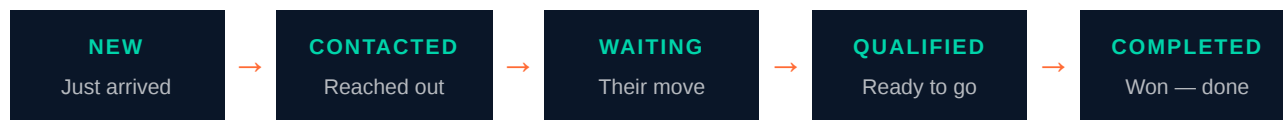
- 1 Enquiry form submitted.** The visitor fills in your contact form on your public website. This is the entry point — simple, frictionless, always available.
- 2 CRM capture — automatic.** The enquiry details are instantly saved into your CRM system. No manual copying, no digging through email — it is there the moment the form is submitted.
- 3 You get notified.** An email or SMS alert is sent to you instantly — so you know within minutes (sometimes seconds) that a new lead has arrived. You can respond while the enquiry is still warm.
- 4 You respond.** Contact the lead quickly. Research consistently shows that responding within five minutes of an enquiry dramatically increases conversion rates — people who reach out expect a prompt response.
- 5 Pipeline updated.** After your initial contact, you move the lead to the appropriate pipeline stage. From here, the CRM tracks every subsequent interaction.

BUILT BY DEEP AGENT FROM YOUR BRIEF

This entire workflow — form, CRM capture, notification, pipeline — is set up by Deep Agent from the requirements you include in your handover brief. No coding required. Specify in your brief: "When someone fills in my contact form, save their details to the CRM, send me an instant email notification, and add them to the pipeline as a New Enquiry."

The Five-Stage Pipeline — Always Know Where Every Lead Stands

The pipeline is a visual representation of where every lead is in their journey from initial enquiry to completed client. It removes the mental overhead of tracking individual conversations — instead, you see the full picture at a glance.



Each stage has a clear meaning. When you open your manager dashboard, you see every lead in their current stage. Nothing is hidden in an email inbox. No relying on memory. The pipeline tells the whole story.

What Each Stage Means in Practice

Stage	What It Means	What Happens Next
New Enquiry	Form just submitted — not yet contacted.	Reach out as quickly as possible. Every hour of delay reduces conversion probability.
Contacted	You have made initial contact — by phone, email, or message.	Follow up if no response within 24–48 hours. Log notes from the conversation.
Waiting	Ball is in their court — you have provided a quote or proposal.	Set a follow-up reminder. Automate a gentle nudge if configured.
Qualified	They are ready to proceed — confirmed interest and fit.	Book the appointment, send the contract, or process the payment.
Completed	Job done, client onboarded, deal won.	Ask for a testimonial. Begin the retention workflow.

SLIDES 44, 52 · MANAGING LEADS ON MOBILE

Managing Leads from Anywhere — Pocket CRM

Your CRM and pipeline are not desk-bound tools. They are accessible from your phone, tablet, or laptop — wherever you are, whatever you are doing. This matters because lead response speed is one of the strongest predictors of conversion.

Instant Alerts

Get notified the moment a new enquiry comes in — a push notification or email lands on your phone immediately. You respond while the lead's interest is still warm.

Add Notes Fast

After finishing a phone call, immediately note the key points in the CRM before you forget. You can speak the note aloud or type it in seconds — then it is saved permanently against the client record.

Call Direct from CRM

Tap a lead's phone number in the CRM list to call them directly — no copying numbers, no switching apps. One tap connects you.

Email from CRM

Send a follow-up email directly from within the CRM — logged automatically against the contact record without having to switch to a separate email app.

78%

of businesses lose leads due to slow or missed follow-up

5x

more likely to convert a lead if you respond within 5 minutes

1 CRM

is all you need to capture, track and close every lead

CHAPTER 8 · SLIDES 46–55 · SECTION 07

Automation & Follow-up

"The website can do the job of several systems — automatically."

SLIDES 47, 53 · TRIGGERED EMAIL SEQUENCES

Triggered Emails — The System That Never Forgets

Triggered emails are messages sent automatically in response to a specific event — a form submission, a specified time delay, or a pipeline stage change. You set them up once. They run forever. Every lead receives a timely, professional response without you lifting a finger.

Here is the sequence that works for most service businesses, beginning from the moment someone submits your contact form:

1 Instant confirmation — sent immediately.

"Thank you for your enquiry. We will be in touch within 24 hours." This serves two purposes: it reassures the visitor that their message was received, and it sets an expectation for your response time. It also keeps your business top-of-mind while the lead is still thinking about their need.

2 Follow-up reminder — sent 24 hours later.

"Just checking you received our message. Here is what happens next." This email bridges the gap between the initial enquiry and the actual consultation. It keeps the conversation alive and reinforces that you are attentive and organised.

3 Qualification email — sent 3 days later.

"Would you like to book a free 15-minute call to discuss your needs?" This is the nudge toward action for leads who have not yet moved forward. It offers a low-commitment next step and makes it easy for them to say yes.

4 Newsletter — ongoing.

Weekly or monthly value-adding content that keeps your business in the mind of every person who has ever interacted with you. This is not sales content — it is useful, relevant information that builds trust and authority over time.

SET ONCE, RUN FOREVER

The defining characteristic of triggered email automation is that you do the work once and the system runs indefinitely. Every new enquiry — whether it comes in at 2am on a Sunday or during the middle of your busiest day — receives the same professional, timely response sequence without you needing to do anything.

SLIDES 48, 54 · NEWSLETTER INTEGRATION

Newsletter Integration — Staying in Touch at Scale

Every person who submits a form on your website — whether they become a client immediately or not — is a potential future client and a potential referral source. A newsletter keeps you connected to all of them over time, for virtually no cost.

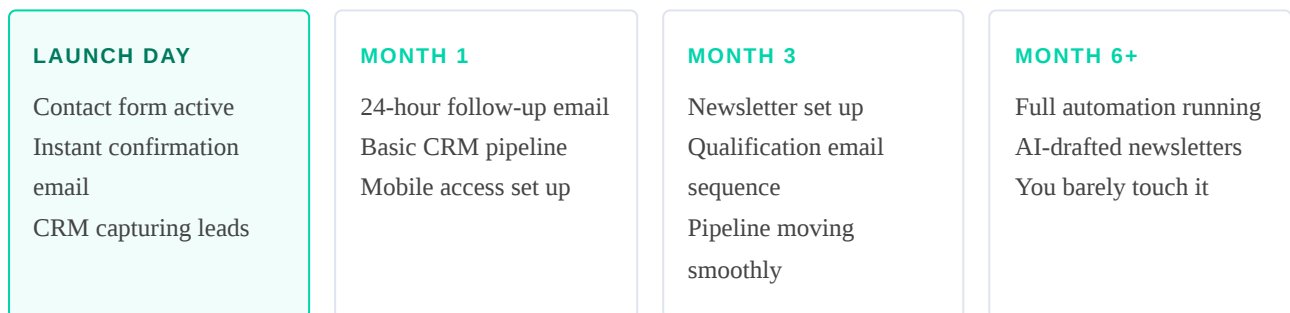
- 1 Capture emails automatically.** A "Subscribe for tips" form can be added to any page by Deep Agent — the footer, the home page, the blog page. Every subscriber is added to your list automatically, with no manual exporting or importing.

- 2 **Send weekly or monthly.** Using Mailchimp, Klaviyo, or the built-in newsletter system in your Deep Agent site, you send once and it reaches your entire list. One piece of writing, multiplied across every person who has ever shown interest in your business.
- 3 **Use AI to draft the content.** Ask ChatGPT or Claude to draft your newsletter from a brief list of bullet points. You review, adjust, and approve. The drafting takes minutes instead of hours — and the quality is often better than starting from scratch.
- 4 **Track what works.** Every newsletter platform shows you open rates, link clicks, and unsubscribes. Over time, you will clearly see what content resonates with your audience — and you will naturally write more of what works.

SLIDE 49 · THE GRADUAL AUTOMATION ROADMAP

Start Simple — Automate When You Are Ready

The automation roadmap is not something to implement all at once. The goal is progression — starting with the essentials on launch day and adding layers of automation as your business grows comfortable with each one.



The important insight in this roadmap is the phrase at Month 6+: "you barely touch it." The goal of automation is not to eliminate your involvement — it is to automate the repetitive, time-consuming tasks so that your attention is freed for the work that genuinely requires a human: building relationships, delivering your service, and making strategic decisions.

Foundation Prompts: Building It Right

Start with the right structure — and everything else is easier to add later.

Why the Foundation Matters

Building a website is like building a house. If you get the foundation right, every addition you make later — an extra room, an additional floor, a new wing — can be added without having to demolish and rebuild what is already there. A poorly laid foundation means every new feature requires undoing existing work.

In website terms, the "foundation" is the structural architecture Deep Agent creates — the page hierarchy, the access control system, the database structure, the CRM pipeline. If this is built correctly from the start, you can activate new features — customer login area, newsletter integration, location pages, manager dashboard — one at a time as your business grows, without rebuilding the site.

This is why the workshop provides two ready-to-use foundation prompts: one for a simple website, and one for the full business hub. Choose the one that matches where you are today, with the knowledge that either can grow.

The Simple Website Foundation Prompt

Use this when you want to start with a clean, professional public-facing website that is structured to expand later:

SIMPLE WEBSITE FOUNDATION PROMPT — COPY, FILL BRACKETS, PASTE INTO DEEP AGENT

"Build me a professional website for my business called [Business Name]. Include: Home, About, Services, Contact.

Homepage: clear headline, short description, Enquire Now button.
Contact page: form with name, email, phone, message — send to [your email].

Mobile-friendly, fast loading, SEO-structured.
Clean modern design with colours [your colours] and font [your style].

Build with a structure that can expand later to include customer login, manager dashboard, CRM, location pages, and newsletter integration."

THE CRITICAL SENTENCE

The last line — "Build with a structure that can expand later" — is the most important. It signals to Deep Agent that this is not a finished product but a foundation. Without it, Deep Agent may optimise for the current brief alone, making future additions harder to integrate cleanly.

SLIDE 58 · BUSINESS HUB FOUNDATION PROMPT

The Full Business Hub Foundation Prompt

When you are ready to build the complete system — public site plus all four layers — use this comprehensive prompt. It specifies everything Deep Agent needs to build the full architecture in one session:

BUSINESS HUB FOUNDATION PROMPT — FULL SYSTEM BUILD

"Build a professional business hub website for [Business Name] with a scalable structure.

Public pages: Home, About, Services, Blog, Contact, Location Pages from spreadsheet.

Customer login: account, bookings, documents, messages.

Manager dashboard: leads, tasks, enquiries, progress.

Super admin: full control of pages, users, settings, workflows.

CRM pipeline: New Enquiry → Contacted → Waiting → Qualified → Completed.

Automation: auto email on form submit; newsletter integration.

SEO: title tags, meta descriptions, fast, mobile-friendly, clean URLs.

Location pages: spreadsheet upload generates SEO-ready pages.

Design: clean, modern, colours [your colours].

Each feature activatable over time without rebuilding."

USE THIS PROMPT WHEN YOU ARE READY

The business hub prompt builds the full architecture. You do not need to activate every feature on launch day — but having the structure in place means each feature can be turned on when you are ready, without a rebuild. Think of it as building a house with all the plumbing already laid — you can add fixtures room by room as you need them.

Ask LLMs First: Plan Before You Build

"A 5-minute LLM conversation saves hours of rebuilding."

SLIDES 60–62, 66, 68–72 · THE CORE PRINCIPLE

ChatGPT and Claude as Your Thinking Partner

This section is flagged in the workshop as a **critical teaching point** — it is the single most important habit you can develop for working effectively with Deep Agent, and it applies not just to website-building but to every AI-assisted project you will ever undertake.

The principle is simple: **before you build with Deep Agent, think it through with an LLM.** ChatGPT, Claude, and the conversational AI tools inside Abacus.AI are extraordinary thinking partners. They do not build — but they are superb at helping you clarify, organise, and improve your ideas before you hand them to a builder.

"I'm not sure what pages I need on my website. Let me ask ChatGPT first." → Better idea. Clearer plan. Faster build. Less wasted credits.

Here is why this matters practically: Deep Agent charges credits for build sessions. A poorly planned brief that requires three rebuild iterations uses three times as many credits as a well-planned brief that produces the right result first time. The five minutes you spend refining your brief with an LLM pays back immediately in build quality and credit efficiency.

Six Ways to Use an LLM Before You Build

Brainstorm Ideas

Ask: "What pages should a physio clinic website have?" Get a complete list of possibilities you might not have considered — then decide which ones fit your brief.

Structure Your Thoughts

Ask: "Help me turn these notes into a clear website brief." Paste in your raw notes and let the LLM organise them into a structured document.

Research Your Audience

Ask: "What does a 50-year-old business coach want from a website?" Get insight into your target audience's expectations and priorities before you design for them.

Write Better Copy

Ask: "Write a hero headline for my consulting services website." Use the LLM to draft website copy, then refine it — much faster than writing from scratch.

Plan the Build

Ask: "What should I include in a handover brief for Deep Agent?" Get a comprehensive checklist of everything your brief should cover before you write it.

Solve Problems

Ask: "My contact form isn't working — what should I check first?" When something goes wrong, ask before spending time on trial and error.

THE GOLDEN RULE

"If you get stuck — ask a question. You do not need to figure it all out alone. ChatGPT and Claude are available 24 hours a day, seven days a week, for free. The answer is always one question away."

SLIDES 63–65, 70–71 · THE FOUR-STEP PROCESS

The Four-Step Process: Ask, Refine, Improve, Build

The LLM-first methodology has four steps. Follow them in order every time you start a new build project:

1 Ask a question.

Open ChatGPT or Claude. Type your question in plain English. Do not worry about whether it is perfectly worded — the LLM will ask for clarification if it needs it. Start with the broadest question first: "I want to build a website for [business type]. What do I need to think about?"

2 Refine the idea.

Read the response. Ask follow-up questions. Push on the areas you are unsure about. "You mentioned a testimonial section — where should that go?" "What is the difference between a blog page and a resources page?" The dialogue develops your thinking.

3 Improve the brief.

Take everything you have learned and update your handover brief. Add the missing elements. Clarify the vague sections. Make every requirement concrete, specific, and actionable. Ask the LLM: "Review my brief. What is missing? What would confuse a developer?"

4

Build with confidence.

Now send the improved brief to Deep Agent. Because you have done the thinking work first, Deep Agent builds what you actually envisioned — accurately, the first time. Refinements are minor tweaks, not major rebuilds.

WITHOUT LLM PLANNING FIRST

- Jump straight into Deep Agent unprepared
- Build something that misses the mark
- Realise halfway through that pages are missing
- Redo sections multiple times
- Waste credits on rebuilding
- Feel frustrated and stuck
- Take three times longer than needed

WITH LLM PLANNING FIRST

- Spend 5 minutes thinking it through with ChatGPT
- Get a clear list of pages and features needed
- Refine the idea until it makes sense
- Write a solid, specific handover brief
- Deep Agent builds it right first time
- Review and tweak minor details only
- Go live faster, with less frustration

SLIDES 62, 67 · REAL CONSULTATION EXAMPLES

Real LLM Consultation Examples

Here are two real conversations showing what an effective LLM planning session looks like. Notice how the dialogue progresses: a general question becomes a specific plan, which becomes a usable brief.

Example 1 — Planning a Customer Login Area

YOU

I want to add a customer login area to my website. What should it include?

CHATGPT / CLAUDE

Great idea! A customer login area typically includes:

- Account details page
- Booking or appointment history
- Document storage (contracts, invoices)
- Secure messaging with your team
- Progress or session notes

YOU

That sounds good. How do I ask Deep Agent to build this?

CHATGPT / CLAUDE

Include this in your handover brief: "Add a customer portal with login, booking history, document access and secure messaging."

Example 2 — Planning a Bookkeeping Business Website

YOU

I want to build a website for my bookkeeping business. I'm not sure what pages to include.

CHATGPT / CLAUDE

For a bookkeeping business, I'd suggest these pages:

- Home — who you help and your main offer
- Services — what you do (BAS, payroll, tax prep, etc.)
- Pricing — starting-from rates or packages
- About — your qualifications and story
- Contact — simple form with a "Book a Free Chat" button

YOU

That's helpful. What should I put in my Deep Agent handover brief?

CHATGPT / CLAUDE

Include:

- 5 pages listed above
- Primary CTA: "Book a Free Chat" (links to Calendly)
- Colour scheme: navy and gold, professional tone
- Mobile-first design
- Contact form: name, email, business name, message

Notice how much more specific and actionable the handover brief is after this five-minute conversation than it would have been if typed from scratch without the LLM dialogue. The LLM acts as a knowledgeable sounding board — it knows website best practices and can quickly translate your business requirements into technical specifications.

Building with Deep Agent & Going Live

"Voice note → Handover brief → Live website. You do not need to be a developer."

SLIDE 74 · THE HANDOVER BRIEF

The Handover Brief — Your Complete Instruction Set

Before sending anything to Deep Agent, your handover brief should be specific, complete, and reviewed. Here is the full template the workshop provides — every field is an opportunity to give Deep Agent the clarity it needs to build exactly what you envision:

WEBSITE HANDOVER BRIEF — COMPLETE TEMPLATE

Business Name & Industry: e.g. "Smith Bookkeeping — small business accounting"

Primary Goal: e.g. "Drive bookings for a free initial consultation"

Target Audience: e.g. "Small business owners aged 35–60, non-technical"

Pages Required: e.g. "Home, Services, About, Pricing, Contact"

Main CTA: e.g. "Book a Free Chat — links to Calendly booking page"

Design Style: e.g. "Navy and gold, professional, clean, minimal"

Special Features: e.g. "Customer login area, contact form, blog page"

Mobile Priority: Yes — optimise for phone users first

Domain: e.g. "smithbookkeeping.com.au — registered with GoDaddy"

Access Levels: e.g. "Super-admin (me), Manager (Sarah), Customer portal"

Every field you complete gives Deep Agent one fewer decision to make on your behalf. The more decisions you make explicitly in the brief, the more the output reflects your actual vision rather than Deep Agent's default choices.

SLIDE 75 · SIX STEPS: SEND, WATCH, REFINE, PUBLISH

Send the Brief — Watch It Build — Six Steps to Live

- 1 Start a new Deep Agent session.** Open Deep Agent, create a new agent, and select the website builder option or use the chat interface. Give the agent a clear name so you can find it again later.
- 2 Paste your brief.** Copy your completed handover brief and paste it into the first message. Do not paraphrase — paste the full brief exactly as prepared. The more context Deep Agent receives upfront, the better the initial build.
- 3 Watch it build.** Deep Agent works through each page, previewing and explaining each section as it goes. Observe the process — you will see your brief come to life in real time. Do not interrupt unless something looks fundamentally wrong.
- 4 Guide and refine.** Once the initial build is complete, review each page. For anything that does not match your vision, type your feedback in plain English: "Make the hero text larger." "Move the testimonial section above the services." "Change the button colour to match the header." Each instruction is applied immediately.
- 5 Test on your phone.** Before publishing, open the preview URL on your actual phone. Check every page. Scroll through each one. Tap every button. If anything looks wrong on mobile, fix it before going live.
- 6 Publish and go live.** Click Publish. If you have connected your domain, the site is immediately accessible at your domain address. SSL (the padlock security icon) is applied automatically.

SLIDE 76 · PLAIN ENGLISH REFINEMENT PROMPTS

Plain English Refinement Prompts

You never need to know a line of code to refine your Deep Agent site. Every change is made through plain English instructions. Here are the kinds of prompts that work effectively:

EFFECTIVE DEEP AGENT REFINEMENT PROMPTS

"Make the font larger on the home page headline."

"Add a testimonial section below the services panel."

"Change the button colour to orange."

"The about page needs a photo of me at the top."

"Add a FAQ section to the services page."

"The contact form needs a field for their business name."

"Can you add a privacy policy page?"

"Make the navigation sticky so it stays at the top when scrolling."

WHEN THE RESULT SURPRISES YOU

If Deep Agent does something unexpected — a layout you did not intend, a colour choice that does not work, a section that is in the wrong place — do not assume it is wrong forever. Ask it to explain what it did, then ask it to try a different approach. You are always in charge. Deep Agent responds to redirection; it does not persist with an approach you have explicitly rejected.

WHEN YOU GET STUCK

If something is not working and you cannot figure out why: Ask ChatGPT or Claude what might be wrong. Check your brief — was the requirement clear enough? Ask Deep Agent to redo the section. And if all else fails — raise your hand. That is what the workshop is for.

Your Website Grows With Your Business

One of the most reassuring aspects of the business hub model is that you do not have to build everything at once. The foundation prompt you used today is designed for growth — new features can be added to the existing structure at any time, without rebuilding from scratch.

Here is how a realistic growth timeline looks:

TODAY	MONTHS 1–3	MONTHS 3–6	6 MONTHS+
<ul style="list-style-type: none"> Public website live 5 core pages built Contact form active Domain connected 	<ul style="list-style-type: none"> CRM capturing leads Triggered email setup Blog page added SEO basics in place 	<ul style="list-style-type: none"> Customer login area Newsletter running Manager dashboard Testimonials added 	<ul style="list-style-type: none"> Full business hub Super-admin control Automation running You barely touch it

Think Beyond the Website

Your website is the starting point, not the destination. Here is where the journey continues:

<p>Add a Chatbot (Workshop 4)</p> <p>AI chatbots live on your website and answer questions 24/7 — qualifying leads, booking appointments, and handling FAQs while you sleep.</p>	<p>Build Your Email List</p> <p>Your newsletter transforms visitors into a loyal audience you own forever — independent of any social media platform's algorithm changes.</p>
<p>Go Fully Mobile</p> <p>Customers book, pay, and access documents from their phones. Your team manages leads from theirs. The whole business fits in a pocket.</p>	<p>Add Team Members</p> <p>Give staff their own logins with exactly the access they need. Scale the team without scaling the complexity — roles are already built into the structure.</p>
<p>Integrate Your Tools</p> <p>Connect Calendly for booking, Stripe for payments, Mailchimp for newsletters — all from your Deep Agent site, without technical configuration.</p>	<p>Track Everything</p> <p>See who visits your site, what they click, and where they leave — then use that information to improve pages, change CTAs, and increase conversion.</p>

SLIDES 81–84 · WORKSHOP COMPLETE — WHAT YOU HAVE BUILT

Workshop 3 Complete — What You Have Built Today

Here is a full account of what you now know and what you have produced. Read through this list and genuinely tick each item — this is evidence of real capability acquired in a single day:

WORKSHOP 3 — COMPLETE CHECKLIST

- Learned how to plan a professional website using the LLM-first methodology
- Understand the difference between a brochure site and a full business hub
- Know the four layers of access: visitor, customer, manager, super-admin
- Know how to connect a domain via GoDaddy (A Record + CNAME)
- Understand SEO fundamentals and why Deep Agent builds them in automatically
- Know how location pages multiply your local search presence from a single spreadsheet
- Have two ready-to-use foundation prompts: simple website and full business hub
- Know how to use ChatGPT or Claude to plan and refine before you build
- Know the six-step process for building with Deep Agent from brief to live site
- Have a live website — or are one prompt away from it

Workshop Series — Where You Now Stand

COMPLETE

1

AI Foundations + Image & Video

AI literacy, prompting mastery, image and video generation, understanding the AI landscape.

Prompting

Image AI

Video AI

COMPLETE

2

Build a Real AI App & CRM

Master Handover Brief, Deep Agent app build, CRM pipeline, Stripe payments, team access.

Deep Agent

CRM

MHB

YOU ARE HERE

3

Build a Professional Website

Business hub architecture, SEO, location pages, domain connection, automation, LLM-first planning.

Website

SEO

Domain

COMING NEXT

4

Chatbots, SMS Automation & Abacus Claw

AI chatbots on your website, SMS automation, advanced Abacus.AI features — your website gets even smarter.

Chatbot

SMS

Claw

THE CLOSING THOUGHT FROM DOUGLAS

"You are not just building a website. You are building the front door to your business. Behind that door is a system that works for you, captures your leads, organises your customers, and grows with you over time. **You did not need to be a developer to get here. You just needed to start.**"

— Douglas Mizzi, AI Without Fear

Connect and Continue

Email Douglas

douglasmizzi@me.com — questions about your website, your brief, or the next workshop. Douglas answers personally.

Workshop 4 — Register Now

aiwithoutfear.com.au — Chatbots, SMS Automation and Abacus Claw. Your website gets even smarter.

AI Without Fear · Workshop 3 Study Notes · Douglas Mizzi · aiwithoutfear.com.au

These notes are a companion to the live workshop and cover all 84 slides. Statistics cited are illustrative benchmarks.