

ITDP ACADEMY · BUILD LAB

Build Your Customer Magnet

A QR code that captures customers into YOUR list — built today, with Claude

90-minute hands-on build

THE PROBLEM

You meet customers every day — and then you lose them.

A name on a scrap of paper. A number in your phone you never text. Someone else holding “your” leads. The customer you already won walks out and never comes back.

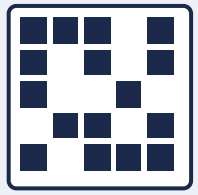
TODAY'S FIX

Own your customers.
Build your own capture machine.

By the end of class you'll have a QR code customers scan — and their info lands in a list that belongs to YOU. Nobody in between.

WHAT YOU'RE BUILDING

Four pieces — and you'll have them all today



Your QR code

on your counter or booth

→

2

A quick form

name · contact · what they want

→

3

Your customer list

saved, forever, yours

→

4

Claude follows up

thank-yous & offers, in your voice

HOW IT WORKS — TWO TOOLS, ONE SYSTEM

Claude designs it. A free tool stores it.

You'll see what Claude can really do — then make it live so it actually saves your customers.

CLAUDE

- Designs your sign-up form
- Writes the thank-you & follow-ups
- Reads your list and tells you who to contact

A FREE FORM TOOL

- **Gives you a real link + QR code**
- **Stores every customer in a sheet, forever**
- **Works on any phone, anytime**

STATION 0 · 5 MIN

Reconnect your Claude assistant.

Open the Claude Project you built last week. Type: “Remind me what you know about my business.” If it's missing anything, add it now — you'll need it in a minute.

STATION 1 · 20 MIN

Build your form — watch Claude do it

You're about to describe your business and watch Claude build you a real, working sign-up form in under a minute. This is the part you tell your friends about.

PASTE INTO CLAUDE (IT KNOWS YOUR BUSINESS)

Act as my product designer. Build me a simple, friendly customer sign-up form for my business as a web page I can see. Ask for: name, phone or email, what they're interested in, and a yes/no "OK to contact me with offers?" Add a warm thank-you message in my voice, and use my brand colors.

FACILITATOR: SPOTLIGHT THIS

When the form appears on their screen — that's the moment. Have a volunteer show the room.

Then make it yours — tell Claude:

"Make it shorter." · "Add a field for their birthday." · "Match my colors — [your colors]." · "Make the thank-you funnier."

STATION 2 · 25 MIN

Make it real & scannable — pick your lane

EASY PATH *Everyone can do this*

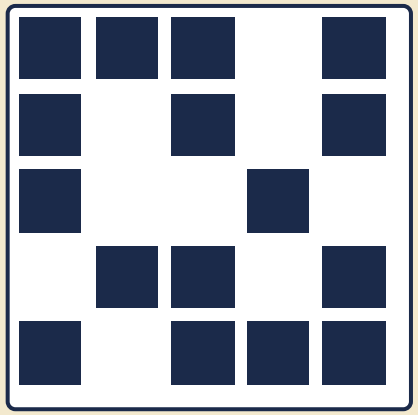
1. Open a free Google Form
2. Paste in the questions Claude designed
3. Copy the form link
4. Make a free QR code from the link
5. Done — it saves everyone to a Google Sheet

BUILDER PATH *For the techy ones*

1. Ask Claude to publish your form page
2. Get the shareable link
3. Make a free QR code from the link
4. Same result — live, and fully your design

STATION 2 · TEST IT

Scan your own QR — right now



FACILITATOR: SPOTLIGHT THIS

1. **Pull out your phone and scan your own QR code**
2. **Fill it in like a customer would — use a fake name**
3. **Hit submit**
4. **Go check your Google Sheet (or your list) — there it is**

This is the “it actually works” moment. Celebrate it. Make sure everyone lands one before moving on.

STATION 3 · 25 MIN

Now Claude does the smart part.

You can capture customers. Big deal if you never contact them. Claude turns your list into thank-yous, follow-ups, and offers — so a signup becomes a repeat customer.

STATION 3

Three prompts — paste into Claude

1 · THE THANK-YOU + FOLLOW-UP

Write the thank-you message a customer sees right after they sign up, plus a friendly follow-up to send them 3 days later — both in my voice.

2 · READ MY LIST & TELL ME WHO TO CONTACT

Here's my customer list so far: [paste it]. Group them by what they're interested in, tell me who to reach out to first, and draft a short message for each group.

3 · THE COME-BACK OFFER

Write a "welcome, first-timer" offer I can text new signups to get them to come back and buy again.

That form you built in Station 1 just became a marketing system — capture, remember, follow up, repeat.

STATION 4 · 10 MIN

Put it to work — today

Your QR is done. Now give it a home where customers will actually scan it:

On your counter / booth	**On your receipts & bags**	**On a little table sign**
In your Instagram bio	**On your business card**	**“Scan to join our list for deals”**

Commit before you leave:

“I will collect _____ real customers on my QR code before next class.” (Write the number. Say it out loud.)



YOU DID THAT

You just built an app.

A QR code, a form, a customer list, and an AI that follows up for you — built in 90 minutes. That's what Claude can do. And now it's yours.

