

Landing Page Builder

Idea to finished landing page: conversion copy and strategy first, then a premium, on-brand visual design shipped in one shot. Stack-agnostic. Works for any niche.

skill name: **landing-page-builder** · Max Command Center skill library · 2026-06-07

A two-stage pipeline. **Stage 1** coaches conversion copy and strategy with you, interactively, using a proven 10-part structure plus the three fundamentals most templates skip. **Stage 2** takes the locked copy and ships a premium, on-brand design in one shot. The two stages have deliberately opposite working styles: Stage 1 is slow and collaborative; Stage 2 is fast and decisive.

The two stages

STAGE 1 · INTERACTIVE

Copy & strategy

Gather the raw material, lock three fundamentals (one promise, a named mechanism, the Rule of One), then build above- and below-the-fold copy piece by piece, sized to the buyer's awareness level. Output: a locked build spec.

STAGE 2 · AUTONOMOUS

Design & build

Take the locked copy and apply a full design system: typography, color, layout, sections, imagery, motion, plus accessibility, performance, responsive, and SEO. One premium shot. Pass the screenshot test.

It asks for your references first

The one question the design stage always asks

Before designing anything, the skill asks once for the visual references you want the page to take cues from. It is **optional to answer, but always asked**, with the reason explained.

- **Sites or pages you admire:** competitors or out-of-category. URLs.
- **Your own site / brand:** URL, logo, colors, fonts. The strongest reference; keeps the page on-brand.
- **Screenshots, a moodboard, Dribbble / Behance / Figma links.**
- **Anti-references:** anything you do not want it to look like.

Why it matters: one reference says more about the look you want (type, color mood, spacing, density, motion) than a paragraph of description. The first build lands instead of costing rounds of "make it more like X." No references? Say so, and it picks a premium direction for you.

Proof discipline (overrides everything)

It never fabricates testimonials, ratings, numbers, customer quotes, logos, or named people. Where a proof slot has no real asset, it cuts the section or inserts a clearly-labeled placeholder on a "replace before launch" list. Realism in craft, honesty in substance.

How you run it

WHAT YOU SAY	WHAT RUNS
"Write me landing page copy"	Stage 1 only
"Redesign this page / make it premium"	Stage 2 only (copy already exists)
"Build me a landing page for X"	Both stages, in order

What's inside

```
landing-page-builder/  
  SKILL.md           orchestration: stages, reference gate, proof discipline  
  references/copy-coach.md  Stage 1 - interactive copy & strategy  
  references/design-brief.md Stage 2 - autonomous premium design (Part 0 = references)  
  checklist.md        combined copy + design pre-launch checklist  
  mega-prompt.md      flattened, paste-anywhere version of both stages  
  scripts/lint.mjs     mechanical pre-launch linter
```

Install, or use it anywhere

CLAUDE CODE

Install the skill

Unzip the archive into your skills folder, then invoke it.

```
unzip landing-page-builder.skill \  
  -d ~/.claude/skills/landing-page-builder  
  
/landing-page-builder
```

ANY TOOL

No install needed

Paste `mega-prompt.md` (or the all-in-one `landing-page-builder.md`) into ChatGPT, v0, Lovable, Cursor, or any chat. It carries both stages and the guardrails in one block.

Stack-agnostic and framework-neutral: it produces copy and a design system, not a fixed framework scaffold.

The difference

WITHOUT

"Build me a landing page" gives a generic template: a "Learn more" CTA, vague features, no named mechanism, and nothing that reflects your taste or brand.

WITH

Locked positioning, a named mechanism, Rule-of-One copy, then a design that feels like it cost \$20K, grounded in your references and brand, with every proof claim honest.