@avigrondin

// FREE CLAUDE SKILL BY @AVIGRONDIN

The Outcome-First Skill:

CLAUDE ASKS FIRST

A free skill that makes Claude ask you the right questions about the finished result before it builds anything. Then it writes a one-page brief, waits for your go, and builds.

01 INSTALL · 02 ANSWER · 03 SAY GO



THE SKILL coaching.avigrondin.com/outcome

You commented OUTCOME. Here is the skill and the full setup: what it does, how to install it in the Claude app or Claude Code, the questions it asks, the brief it writes, and a real run. Free and MIT licensed.

// 02 · WHAT IT IS

Stop writing prompts. Describe the result.

The more you tell Claude how to do a job, the worse it does. The more you tell it about the finished result, the better it gets. It is called outcome-first prompting, and this skill does it for you.

01
You ask
One line is fine. "Build me a landing page."

→

02
Claude asks
Up to 7 questions about the finished thing. Never about how.

→

03
The brief
One page: what will exist when it is done. Zero how.

→

04
Go
You say go. Claude builds, then checks its work against the brief.

WHY IT WORKS

Every gap is a guess	Every detail you leave out, Claude fills in by itself. Every wrong guess costs you a round of fixing.
Questions beat guesses	The skill finds the gaps and asks you, before a single line is built.
The how is Claude's job	You say what done looks like. Claude picks the way there. That is where it does its best work.
Price	Free, MIT licence. One file. No signup, no API key, nothing to connect.

YOU DO NOT NEED TO BE GOOD AT PROMPTING

You need to know what you want. The skill pulls it out of you in about a minute.

// 03 · INSTALL · CLAUDE APP

Upload one zip. Two minutes.

Works in the Claude app on the web and on desktop, on every plan including Free. Get the zip at **coaching.avigrondin.com/outcome**.

01	**Download the zip**	It is named `outcome-first.zip`. Do not unzip it.
02	**Turn on code execution**	Settings, Capabilities, "Code execution and file creation". Skills need it on.
03	**Open Customize, Skills**	In the Claude app's sidebar. Or go to `claude.ai/customize/skills`.
04	**Click + then Create skill**	Then pick "Upload a skill".
05	**Choose outcome-first.zip**	It shows up in your skills list as `outcome-first`. Check its switch is on.

ON A TEAM OR ENTERPRISE PLAN?

Your owner controls skills. If you see no upload button, ask them to allow user-created skills.

CHECK IT WORKED

Start a new chat and type: `Use outcome first. I need a one page site for my business.` Claude should answer with questions, not a site.

IF SOMETHING IS OFF

No Skills section	Code execution is off. Turn it on in Settings, Capabilities.
Upload fails	Upload the zip as downloaded. If your Mac unzipped it, right-click the `outcome-first` folder and choose Compress.
Claude just builds	Check the skill is switched on, then say "use the outcome-first skill".

// 04 · INSTALL · CLAUDE CODE

Or drop it in your skills folder.

If you use Claude Code, unzip the folder into your skills folder. You then have a slash command too.

MAC OR LINUX · TERMINAL

```
unzip outcome-first.zip -d ~/.claude/skills/
```

THEN, INSIDE CLAUDE CODE

```
/outcome-first a landing page for my coffee shop
```

Every project	`~/.claude/skills/outcome-first/` makes it work everywhere.
One project only	Put the folder in that project's `.claude/skills/` instead.
Already uploaded it?	Skills you turn on in the Claude app also load in Claude Code when you sign in with the same account.
No install at all	Open `SKILL.md` from the zip, paste it into a chat, then ask for what you want.

WHAT IS IN THE ZIP

One folder, `outcome-first`, with `SKILL.md` (the skill, plain text you can read and edit) and the licence. No scripts. It runs nothing on your computer.

MAKE IT YOURS

01

Add your own question

Always want "what is the budget?" asked? Add it under the three in `SKILL.md`.

02

Change the limit

7 questions too many? Change the number. It is one line.

03

Add your facts

Paste your business name, offer and prices at the bottom so it stops asking for them.

// 05 · USE IT

Ask for the thing. Answer the questions.

You do not need a special command. Ask for something real and Claude starts with questions. Or say "outcome first" to make sure.

TRY THESE

```
Outcome first: write the welcome email for my new customers
```

```
Build me a landing page for my coffee shop
```

```
Outcome first. I need a pitch deck for a bank meeting on Friday
```

```
Ask me questions first, then plan my product launch
```

THE THREE IT ALWAYS ASKS

01

Who is this for?

The one person who will read it, use it or judge it. And what they should do after.

02

What does done look like?

How you will know it is finished and right.

03

What must be in it?

The facts, sections, numbers and links. And what must stay out.

ANSWER FAST

Most questions come with Claude's best guess. Reply like this: `1: fine. 2: they book a call. 3: price is $49.` Say "you decide" on any you do not care about.

// 06 · IT FITS THE JOB

Small job, no quiz. Big job, full brief.

The skill sizes the request first, so it does not interrogate you over a typo.

Tiny job	A quick answer or a one-line edit. No questions. Claude just does it.
Small job	A short email, a caption. 2 or 3 questions in one message.
Real work	A page, a deck, an app, a plan. Up to 7 questions, then the brief.

THE RULES CLAUDE FOLLOWS

- **One message, 7 questions at most.** Only the ones whose answer would change what gets built.
- **Never asks what you already said.** It reads your message and your files first.
- **Never asks how.** No "which tool" or "which steps". If you have fixed a tool, it goes in the brief as a limit.
- **One follow-up round, 3 questions at most.** After that it fills the rest and tells you what it guessed.
- **"Just build it" is respected.** It makes the call and lists it under Assumptions.
- **No invented facts.** A missing number is a question or a marked placeholder, never a made-up one.

HOW VS RESULT · WHAT TO SAY IN YOUR ANSWERS

HOW · SKIP THIS

"First make a hero section, then add three boxes, then use a blue button, then write the footer."

RESULT · SAY THIS

"A page for gym owners in Florida. They should book a call. It must show the price, $49, before the first button."

// 07 · THE RESULT BRIEF

One page. Zero how.

After your answers, Claude writes the job down so you can read it in under a minute. It describes what will exist. It has no steps, no tools and no plan.

THE SHAPE @avigrondin

```
RESULT BRIEF: <name of the thing>

The result, in one sentence
Who it is for
What it looks like
What must be in it
What must stay out
Fixed limits
Done means
  [ ] a check anyone could run by looking at
the result
Assumptions I made

Reply "go" to build this, or tell me what to
change.
```

READ THESE TWO PARTS

- **Done means.** Each line is a check you can run with your eyes. If one is wrong, fix it now, not after the build.
- **Assumptions I made.** Every guess Claude made is listed here. This is where the hours of fixing used to hide.

THEN SAY GO

Change anything in one line. Claude shows only what changed. Nothing is built until you say go.

AFTER THE BUILD

Claude goes down the "Done means" list one line at a time, fixes what fails, and tells you what passed, what it could not check and which assumptions ended up in the result.

FROM A REAL TEST BRIEF · A COLD EMAIL TO GYM OWNERS

The result	One cold email that gets the owner of a single-location Florida gym to reply and book a 15 minute call.
Done means	It has zero numbers apart from "15 minute". It has exactly one ask. The body is under 120 words.
Assumptions	Tone: direct and friendly, no hype (you said I decide). No price per lead is named, since you did not give me one.

// 08 · A REAL RUN

One line in. Six questions back.

This is what Claude answered with the skill installed, word for word, when I tested it on 2026-11-17.

```
Build me a landing page for my coffee shop.
```

CLAUDE, WITH THE SKILL — REAL REPLY

```
Before I build, 6 quick questions about the finished page so I do
not guess:

1. Who is this for? (My guess: people nearby who have not been in yet.)
2. What does done look like? What is the one thing a visitor should
   do: get directions, order ahead, join a list, something else?
   (My default: get directions and come in.)
3. What must be in it? The shop's name, address, hours, phone, menu
   and prices, any offer, links to ordering or social. And anything
   that must stay out?
4. What should it feel like? A site you love, or three words for the
   vibe. (My default: warm, simple, built for a phone first.)
5. Do you have real photos and a logo I should use? (If not, I will
   mark clear placeholders instead of making anything up.)
6. Where will it live, and is there a date it has to be up by?

Short answers are fine, e.g. "1: fine. 2: order ahead."
```

WITHOUT THE SKILL

Claude starts building and guesses the name, the offer, the look and the goal.

WITH IT

Six answers, about a minute. Then a brief, then your go, then the page.

// 09 · THE SOFTWARE I USE

My stack, in one place.

The tools behind my businesses. Start with the ones that fit what you build.

HighLevel
CRM, funnels, calendars, email and SMS in one place. What I run my funnels on.
gohighlevel.com →

HighLevel SaaS Pro
The HighLevel upgrade that lets you resell it to clients under your own brand.
gohighlevel.com/saasupgrade →

Close
A sales CRM with calling, email and SMS built in.
close.com →

n8n
Workflow automation that connects your apps, with AI steps.
n8n.io →

Higgsfield
AI image and video generation.
higgsfield.ai →

Arcads
AI video ads with AI actors, UGC style.
arcads.ai →

Foreplay
Save and organise winning ads for creative research.
foreplay.co →

Dripify
LinkedIn outreach on autopilot.
dripify.io →

Webflow
A visual website builder with hosting.
webflow.com →

PandaDoc
Proposals, contracts and e-signatures.
pandadoc.com →

monday.com
Projects, tasks and team workflows.
monday.com →

OnlineJobs.ph
Hire full-time remote team members from the Philippines.
onlinejobs.ph →

Coach Financing
Offer your clients financing for coaching and programs.
coachfinancing.com →

Some of these are affiliate links: if you sign up through them I may earn a commission, at no extra cost to you. I only list tools I use or have used in my businesses.

// 10 · WHAT NEXT

Claude knows what you want. Point it at your business.

I use AI to build and run lead generation businesses. If you want to do the same, there are two ways to work with me.

OPTION 1 · THE COMMUNITY

Join my Skool community

Pay Per Lead Academy

Stop chasing clients. Start building a lead generation business.

- Pick a niche
- Run Meta and Google ads
- Find lead buyers and price your leads
- Automate delivery and tracking

Join on Skool →

skool.com/pay-per-lead-academy-3593

OPTION 2 · DIRECT

Book a call with me

1 on 1 with Avi Grondin · 60 minutes

One hour. Your business. My full attention.

- A deep dive into your specific business
- Your niche, your ads, your lead buyers
- A straight read on your numbers
- Your next best moves

Book your call →

Tap the button or scan the code

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