**You’re ready to build the website!**

**Phase 8 – Replit AI Builder: Launch a Live, Fully-Loaded Website**

**Phase 8 Instructions: Launch Your Website with Replit AI**

**Goal:** Consolidate all your project assets (research, media, voice agent) into a single, public-facing website for {{COMPANY\_NAME}}, built rapidly using Replit's AI Website Builder. This site will serve as the central hub for investors and early customers.

**Your Steps:**

1. **Gather Your Assets:** Before heading to Replit, make sure you have these key items ready:
   * **Hero Image:** The main visual for your concept (e.g., {{CODE\_NAME}}\_hero.png).
   * **Website Copy**
   * **Audio:** Background music/jingle, narrative voice over, and the Podcast episode audio file.
   * **Voice Agent Info:** The embed code or link needed to integrate your ElevenLabs concierge.
   * **Key Text:** Your winning concept's Value Proposition and Key Features/Attributes (from Phase 4).
   * **Brand Identity:** Your 3 Brand Adjectives (from Phase 4).
2. **Navigate to Replit AI Website Builder:** Open the Replit AI Website Builder tool.
3. **Provide Assets & Brief to Replit AI:**
   * Follow Replit's instructions to upload your Hero Image, Video, and Audio file(s).
   * Provide the necessary embed code/link for the Voice Agent when prompted.
   * Now, give Replit AI its instructions (the prompt/brief):
     + **Be Flexible!** You don't need lengthy, complex instructions unless you want to be very specific about layout.
     + **Option 1 (Detailed):** Briefly describe the desired sections (e.g., "Hero section with image and value prop, podcast player section, section to embed voice agent, simple footer, etc").
     + **Option 2 (Vibey):** Describe the feeling and purpose using your brand adjectives and core message. (e.g., "Create a {{ADJ1}}, {{ADJ2}}, {{ADJ3}} website for {{COMPANY\_NAME}} introducing {{CONCEPT\_CODE}}. Feature the hero image prominently, include podcast audio… etc etc and the voice agent. Focus on [core value proposition key theme, e.g., 'safety and learning through play']").
     + Trust the AI to interpret your brief and use the uploaded assets creatively.
     + Attach all assets and have it start working.
4. **Initiate Build & Use the Wait Time:**
   * Start the website generation process in Replit.
   * **Heads Up:** This typically takes around **10 minutes**. Don't just wait! Use this time effectively:
   * **Meaningful Tasks While Replit Builds:** Choose ONE of these:
     + **A) Draft Launch Announcement:** Open a simple text editor. Write a short (3-4 sentence) social media post (e.g., for LinkedIn or Twitter/X) announcing the launch of the {{COMPANY\_NAME}} website, highlighting the core benefit of {{CONCEPT\_CODE}} and mentioning one key feature (like the video or voice agent).
     + **B) Outline Key FAQs:** List the top 3-5 questions you anticipate visitors asking about {{CONCEPT\_CODE}} (consider safety, usage, price, etc.). Draft concise, factual answers based on your previous research and concept details.
     + **C) Refine Your Elevator Pitch:** Review your value proposition (Phase 4) and key evidence (Phase 3). Condense the core message for {{CONCEPT\_CODE}} into a compelling 15-20 second verbal pitch summary. Practice saying it aloud once or twice.
5. **Review & Iterate:**
   * Once Replit presents the first draft of your site, take a look.
   * **Check:** Does the hero image look good? Does the video play? Does the audio player work? Is the voice agent embedded correctly? Does the overall feel match your brand adjectives?
   * **Refine:** Use Replit's editing tools or provide clarifying feedback to the AI to make adjustments. You'll likely have a few rounds of iteration to get it just right.
   * **Deploy!** Share the website

**Outcome:** A live, responsive website for your company, showcasing your concept and media assets, ready for internal review, investor pitches, or initial customer feedback!