

FREE BUILD GUIDE

One Document, Whole Funnel

Turn a single doc into a complete, on-brand sales funnel with Skywork. No designer, no code.

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One Document In. A Whole Funnel Out.

In the video I took a single document, an outline of a course, and a few minutes later I had a complete, on-brand sales funnel ready to turn visitors into buyers. No designer. No page builder. No code. Just one document dropped into a tool called Skywork.

This guide hands you the exact workflow and every prompt I used, so you can do it with your own product. It also covers the part that actually decides whether your funnel comes out great or generic (your source document), and the gotchas that trip people up. Copy the prompts, swap in your details, and go.

WHAT YOU'LL BUILD

A 3-page launch funnel from one document: a lead-magnet opt-in page, a thank-you page with a one-time offer, and a long-form sales page. One consistent, on-brand design across all three, then live on a real URL.

BUILD ALONG AS YOU READ

Open the tool I used and follow the steps. skywork.ai

PART 1

What Skywork Design Is

The mental model, so the build makes sense.

THE SIMPLEST WAY TO THINK ABOUT IT

Document to prototype

Skywork Design is an idea-to-prototype workspace. You upload a document, a raw idea, an outline, a brief, and it turns it directly into a complete, designed set of persuasive landing pages with consistent branding. You can tweak any page by hand, or tell an agent to do it for you.

It's for you if: you're not a designer and you don't code, but you need something you can actually sell from.

It's NOT: a drag-and-drop website builder where you do all the work yourself. You start from what you already have, not a blank canvas.



TIP

Two features do the heavy lifting: document-to-UI (it writes the pages from your doc) and design-system cloning (it copies your brand from a screenshot of your site, so the funnel comes out on-brand, not generic).

PART 2

Your Two Inputs

Get these right and the funnel writes itself.

INPUT 1 — YOUR DOCUMENT

The brain of the whole funnel

This is the most important thing in the entire process. The funnel is only as good as the document you feed it. A vague doc gives you a generic funnel; a rich one gives you a funnel that sells. Put ALL of this in it:

The offer: Name, what it is, and the format (course, templates, coaching-free product, etc.).

Who it's for: Your exact audience, and who it's NOT for.

The transformation: The before → after. What life looks like once they have it.

The contents: Modules / curriculum / what's inside, in order.

The free lead magnet: What you give away on the opt-in page to capture the email.

Pricing + the offer: Full price, and the one-time-offer discount (e.g. €249 → €124.50).

Proof: Testimonials, results, numbers, credentials.

Bonuses: Anything extra that sweetens the deal.

Brand direction: Tone of voice, and colours/fonts if you know them (the screenshot handles the rest).

Don't have the doc yet? Ask Claude: "Write me a course/product brief with all of these sections for [my offer]." Then feed that into Skywork.

INPUT 2 — A SCREENSHOT OF YOUR WEBSITE

This is how it comes out on-brand

Take a screenshot of your own site. Skywork reads your design system straight out of it, your colours, your fonts, your whole look, and applies it to every page. That's the design-system cloning, and it's why the funnel looks like you instead of a template.

⚠️ WATCH OUT

Two things that quietly ruin this: (1) upload the screenshot BEFORE you send the prompt, and confirm it actually attached, otherwise Skywork falls back to guessed colours. (2) Use a screenshot, NOT a URL, the URL method does not work.

PART 3

Build The Whole Funnel

One prompt. Three pages. One design.

THE THREE PAGES

A real multi-page project, not three loose layouts

Opt-in page: Gives away the free guide to capture the email.

Thank-you / one-time-offer page: Confirms the opt-in AND presents a time-limited discount to close them.

Sales page: The full long-form pitch for the course.

You build all three in one prompt: give it the document, point it at your brand, let it design the whole thing on one consistent design system.

THE BUILD PROMPT

Attach your document + your website screenshot first

TRY THIS PROMPT

“Use the attached document as the brief. Build a 3-page launch funnel for this course: a lead-magnet opt-in page, a thank you / one-time offer page, and a long-form sales page using highly persuasive copywriting strategies and structure.

All three must share one consistent design system. Match the design system from the attached screenshot of my website. If anything is unclear, follow the brand direction in the document.

Make the thank-you page a one-time offer at the very top, above any confirmation: 50% off the course (€249 → €124.50), a live 24-hour countdown timer that persists on refresh, urgency copy, and a direct enroll button. Put the confirmation and next-steps below the offer.”

WHAT IT LOOKS LIKE — *what a good sales page includes*

Hero (big promise) → the problem → the result/transformation → the curriculum → the bonuses → testimonials/proof → pricing → FAQ → final call to action.

If your document covers these, the page will too. That's why the doc matters.

PART 4

Make It Yours With Deep Edit

Block-level control beats regenerating.

Deep Edit lets you change exactly what you want, where you want it, without breaking the rest of the page. Two ways: direct edits (click text, change size/colour/delete) and comment edits (click a block, tell it in plain words what to change). This beats gambling on a full regenerate and hoping it keeps the good parts.

THE FOUR EDITS FROM THE VIDEO

Each one is a comment on a specific block

Edit 1 — headline (comment on the headline block)

TRY THIS PROMPT

“Change “Ultimate” to “Absolute” in the headline, and give “Claude Cowork” a red-to-orange gradient fill with a soft glow.”

Edit 2 — opt-in above the fold (comment on the hero)

TRY THIS PROMPT

“Remove the white guide card on the right and put the opt-in form there instead, so the name field, email field, and button are all above the fold.”

Edit 3 — insert a course mockup (comment below the headline)

TRY THIS PROMPT

“Generate a course mockup graphic for “The Cowork Operating System” and place it on the left, directly below the headline.”

Edit 4 — insert your photo (comment on the sales page)

TRY THIS PROMPT

“Insert this image of me as a square in an About section on the sales page, between the testimonials and the pricing. Don’t create a new page.”



TIP

The pattern: click the block → say what you want on that block → done. You're sculpting, not re-rolling the dice.

PART 5

Take It Live

From design to a real website people can visit.

This is a two-step reality: you design in the canvas, then a builder agent ships it. The canvas doesn't export a live site by itself, so follow the route that actually works.

Step 1 — Generate Prototype: Click it. Skywork hands the design to its builder and turns the pages into a working, responsive site: real navigation, the form flow, and a live countdown.

THE PROTOTYPE PROMPT

With the design ZIP attached



TRY THIS PROMPT

“Based on the design specs and UI mockups in this ZIP, build a working responsive website prototype. Wire up navigation between the three pages, make the opt-in form redirect to the one-time offer page, make the countdown live and persistent, and leave the nav and footer empty (no logo, no text). Then publish it and give me a zip.”

Step 2 — Deploy free on Netlify: Take the zip, drag it onto Netlify Drop, and it's live on a real URL in seconds.



DEPLOY IT FREE

Drag your zip here and get a live URL instantly. [Netlify Drop](#)

PART 6

The Bonus

It can build the product too.

Here's the cherry on top: the funnel sells the product, but the same Skywork can also create the product itself. The course slides. A workbook. The lead-magnet guide, cover and all. So the same tool that designed how you sell it can help you build the thing you're selling. At that point the only job left is to hit record.

THE GUIDE PROMPT



TRY THIS PROMPT

Turn the pdf into a beautifully designed guide with proper cover so I can download it as pdf

THE SLIDES PROMPT



TRY THIS PROMPT

Generate me beautiful slides for each module of my course



TIP

Sequence it: build the product (slides, workbook, guide) → write the brief document → generate the funnel that sells it. One tool, the whole launch.

PART 7

Pro Tips & Gotchas

Skip the mistakes that waste a build.

Screenshot before the prompt: Upload it and confirm it attached, or you get guessed colours instead of your brand.

Screenshot, not a URL: The URL method doesn't read your design. Always use an image.

Edit, don't re-roll: Use Deep Edit to change one block at a time. Don't regenerate the whole thing and lose what worked.

Design then ship: Canvas = design. Generate Prototype = the live site. Two steps, not one.

The doc is everything: If the funnel feels generic, the fix is almost always a richer source document, not more prompts.

DONE

One Document to a Funnel You Can Sell From

The barrier between an idea and something sellable is basically gone.

One document in, a complete launch funnel designed, edited, and live. No designer, no page builder, no code. Upload your document, point it at your brand, and watch it design your funnel.

 **TRY SKYWORK** Use my code “fabian20” for the discount, then upload one document and watch it build your funnel: skywork.ai

Want more AI tools that actually save you time and money? Subscribe, and grab my stuff:
fabimarkl.com/library