

AI SECRET AGENCY

FREE GUIDE – MAY 2026

5 STEPS: A CREATOR PATH FOR A WEBSITE ON ICP BLOCKCHAIN

Your Plain-Language Guide to Building a Real Web3 Site Without Writing a Single Line of Code

BY DR. RANDY C. SMITH, MBA & CAFFEINE AI

POWERED BY CAFFEINE AI • BUILT ON THE INTERNET COMPUTER (ICP)

// FOREWORD - FROM THE AUTHOR

"I truly enjoyed the journey of creating a Web 3 site using Caffeine.Ai Chat so much that my new found passion, led to developing a 'Creator Path' for anyone that can read, think, dream, plan and most important, ... Chat with Caffeine Ai. This collaborating a 'CREATOR WEBSITE', into a GO LIVE reality on the one and only 'decentralized, secured data, ICP blockchain'"

- Dr. Randy C. Smith, MBA - upon completing his first 3-day ICP Web3 app build, May 2026

AISECRET.AGENCY · FREE CREATOR PATH GUIDE · © 2026 DR. RANDY C. SMITH, MBA

YOUR 5-STEP CREATOR PATH

// FROM IDEA IN YOUR HEAD TO LIVE WEB3 SITE ON ICP – NO CODE REQUIRED

01

DREAM IT

Your idea is the blueprint. Clarity beats code every time.

02

PLAN IT

Your words become your specification. Write sentences, not syntax.

03

CHAT IT

The build is a conversation. Caffeine AI handles everything else.

04

REFINE IT

Test, tweak, and perfect. Your eye for detail is your superpower.

05

LAUNCH IT

Go live on ICP. Your site is owned, not rented.

AISECRET.AGENCY · FREE CREATOR PATH GUIDE · © 2026 DR. RANDY C. SMITH, MBA

// STEP 01 — THE FOUNDATION

01 DREAM IT: YOUR IDEA IS THE BLUEPRINT

You don't need code to get started. You need a clear picture of what you want your site to do. Most people skip this step — and then wonder why their site feels like it belongs to someone else. Your idea is not just the starting point. It *is* the blueprint.

A CREATOR'S MOST POWERFUL TOOL IS A CLEAR IDEA. NOT CODE.

WHAT TO DO

- ▶ Write down in plain sentences: *What does your site DO?*
- ▶ Answer: *Who is it FOR?* — be specific about the person who lands on your homepage
- ▶ Define: *What is the ONE thing you want every visitor to do?* (Sign up? Buy? Learn?)
- ▶ Describe your look and feel in words — bold, calm, professional, exciting, dark, colorful
- ▶ Don't edit yourself. Write freely. Caffeine AI can work with anything you give it.

💡 CAFFEINE AI TIP

"Just describe your idea to Caffeine AI like you're telling a friend about it. You don't need technical terms. The clearer your vision, the better and faster the result. Vague gets vague. Specific gets great."

// REAL EXPERIENCE: DR. RANDY C. SMITH

He wanted a bold, dark site that explains ICP blockchain to business owners and collects their emails — people ready to escape expensive cloud subscriptions. He described that exact idea to Caffeine AI in plain sentences. No code, no wireframes, no design tool. Caffeine AI built it.

// STEP 02 — THE SPECIFICATION

02 PLAN IT: YOUR WORDS BECOME YOUR SPECIFICATION

The plan is simply a list of what you want the site to do — written in normal English. Think of it as your grocery list for the build. You don't need to know how any of it works. You just need to know what you want.

YOUR SPECIFICATION IS JUST YOUR WISHLIST — WRITTEN DOWN.

WHAT TO DO

- ▶ Write your site's "ingredients" — every page and section you want
- ▶ Examples: homepage, about section, contact form, PDF download button, newsletter signup
- ▶ List any features: video player, image gallery, payment button, blog posts
- ▶ Note your content: what headlines, what text, what colors, what your logo looks like
- ▶ Include your domain name idea (even if you don't have it yet)

💡 CAFFEINE AI TIP

"You don't write code. You write sentences. Caffeine AI reads your sentences and produces the code automatically. Think of it as a conversation with an expert builder who never gets tired, never charges by the hour, and always remembers exactly what you asked for."

// ABOUT ICP: WHAT IT MEANS FOR YOUR SITE

ICP stands for the Internet Computer — a blockchain built by DFINITY. Unlike traditional websites that rent space on Amazon, Google, or Microsoft servers, your ICP site runs on a global decentralized network. Your data is stored on the blockchain permanently. *You own it. Nobody can take it down. There is no monthly server bill waiting for you.* You're building on it — and Caffeine AI makes that process as simple as writing a chat message.



// STEP 03 — THE BUILD

03 CHAT IT: THE BUILD CONVERSATION

This is where the magic happens — and it really does feel like magic. You and Caffeine AI have a back-and-forth conversation to build your site. You describe something. It builds it. You look at the preview. You say what to change. It changes it. That's the entire process.

THE BUILD IS A CONVERSATION. THE MORE YOU TALK, THE BETTER IT GETS.

WHAT TO DO

- ▶ Open Caffeine AI and start a new chat
- ▶ Describe your site — paste in your plan from Step 2 if you have it written down
- ▶ When Caffeine AI delivers a preview, look at it carefully and describe exactly what to change
- ▶ Keep the conversation going — each round of feedback makes the site more *yours*
- ▶ Don't stop until it looks and works exactly how you imagined

💡 CAFFEINE AI TIP

"Say things like: 'Change that button color to orange,' 'Add a section explaining what ICP is,' 'Make the headline bigger,' or 'Put a video player in the hero section.' Caffeine AI understands plain English better than most instructions manuals understand anything."

// DR. SMITH, IN HIS OWN WORDS

"My entire three-day build was a chat conversation. I never wrote a single line of code. I just described what I wanted — and it appeared. When something wasn't right, I said so. When I liked something, I said that too. Caffeine AI did the rest."

// STEP 04 — THE POLISH

04 REFINE IT: TEST, TWEAK, AND PERFECT

Every site needs a round of “does this actually work?” testing before going live. This is not a technical skill. This is an eye for detail. You already have that. This step is about catching anything that feels off — and fixing it before the world sees it.

PERFECTING A SITE IS NOT A TECHNICAL SKILL. IT'S AN EYE FOR DETAIL. YOU ALREADY HAVE THAT.

WHAT TO DO

- ▶ Click every button on your site — does it do what you expect?
- ▶ Read every section out loud — does it sound like you?
- ▶ Open your site on your phone and check how it looks on a small screen
- ▶ Ask a friend or family member to try it without any instructions from you — what confuses them?
- ▶ Write down everything that feels wrong, incomplete, or off-brand
- ▶ Feed every note back into the Caffeine AI chat and let it fix each one

💡 CAFFEINE AI TIP

“If something doesn't work, just tell Caffeine AI exactly what happened: ‘I clicked the PDF button and nothing downloaded.’ You don't need to know why it broke. Caffeine AI figures that out. You just have to notice it.”

// ABOUT ICP: WHAT DECENTRALIZED MEANS FOR YOU

Your site lives on the ICP blockchain — that means it is *decentralized*, meaning no single company controls it. It's *censorship-resistant*, meaning nobody can take it offline without your permission. It doesn't rely on Amazon, Google, or Microsoft to stay running. You own it. That's a fundamentally different relationship with your website than you've ever had before.

AISECRET.AGENCY · FREE CREATOR PATH GUIDE · © 2026 DR. RANDY C. SMITH, MBA

// STEP 05 — THE GO-LIVE

05 LAUNCH IT: GO LIVE ON ICP

Your site is ready. One final step: connect your domain and publish. Going live on ICP is not a technical ceremony. It's a few clicks and a few minutes — and then your site is live on the Internet Computer, owned by you, stored on the blockchain, available to the world.

GOING LIVE ON ICP MEANS YOUR SITE IS YOURS. NOT RENTED. OWNED.

WHAT TO DO

- ▶ Purchase a domain through Caffeine AI — or bring a domain you already own
- ▶ In your Caffeine settings, assign your domain to your project
- ▶ Click Deploy — Caffeine AI handles the entire publishing process automatically
- ▶ Visit your live URL and see your site running on the Internet Computer
- ▶ Share your link with confidence — it's real, it's live, and it's yours

💡 CAFFEINE AI TIP

"Going live takes minutes, not days. And unlike traditional hosting — where a server bill arrives every month whether you have visitors or not — ICP infrastructure works differently. Your site runs because the blockchain runs. And the blockchain never stops."

// DR. SMITH'S FINAL WORD ON THE JOURNEY

"I started this journey with zero code knowledge and ended it with a live Web3 site, a free PDF, a paid ebook, a newsletter strategy, and a vision for THE AGENCY. Three days. One conversation. Caffeine AI and me. If I can do it, so can you. The Internet Computer is waiting for you — and Caffeine AI is the only door you need."

// YOUR CREATOR PATH STARTS HERE

YOUR CREATOR PATH STARTS WITH ONE CHAT

AiSecret.Agency was built entirely through conversation with Caffeine AI — no developers, no code, no cloud subscriptions. The Internet Computer (ICP) blockchain is the foundation. Caffeine AI is the door. All you need to walk through it is your idea.

START YOUR BUILD AT [CAFFEINE.AI](https://caffeine.ai)

Explore what ICP can do for your business at [AiSecret.Agency](https://aisecret.agency)

Author: Dr. Randy C. Smith, MBA, with the assistance of AI research tools, Claude AI and Caffeine AI

© 2026 AiSecret.Agency · All Rights Reserved

AISECRET.AGENCY · FREE CREATOR PATH GUIDE · © 2026 DR. RANDY C. SMITH, MBA