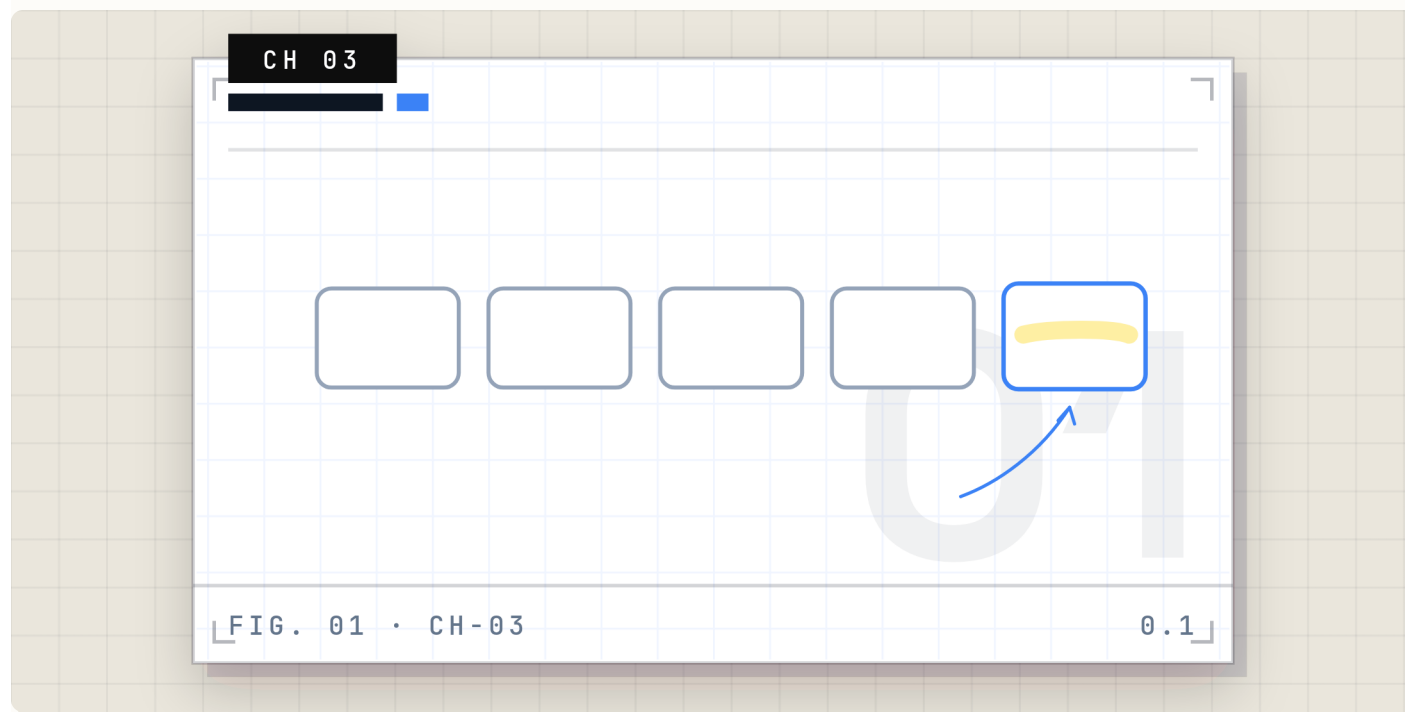


Can your AI assistant read this site?

By **Chris Baldwin** · Founder, Baldwin Blueprint · Updated August 2026



SHORT ANSWER

Yes. This site publishes `llms.txt`, a plain text map that assistants like ChatGPT and Claude can read, plus a read only MCP endpoint at `/mcp`. An agent can check what the product is, confirm that it is free, and see which tools need no account, without touching anyone's data.

More people now ask an assistant about a tool before they ever open its homepage. That only works if the site gives the assistant something true to read. Here is exactly what this one publishes for machines, what an agent can and cannot do with it, and the two parts you can try yourself with no account at all.

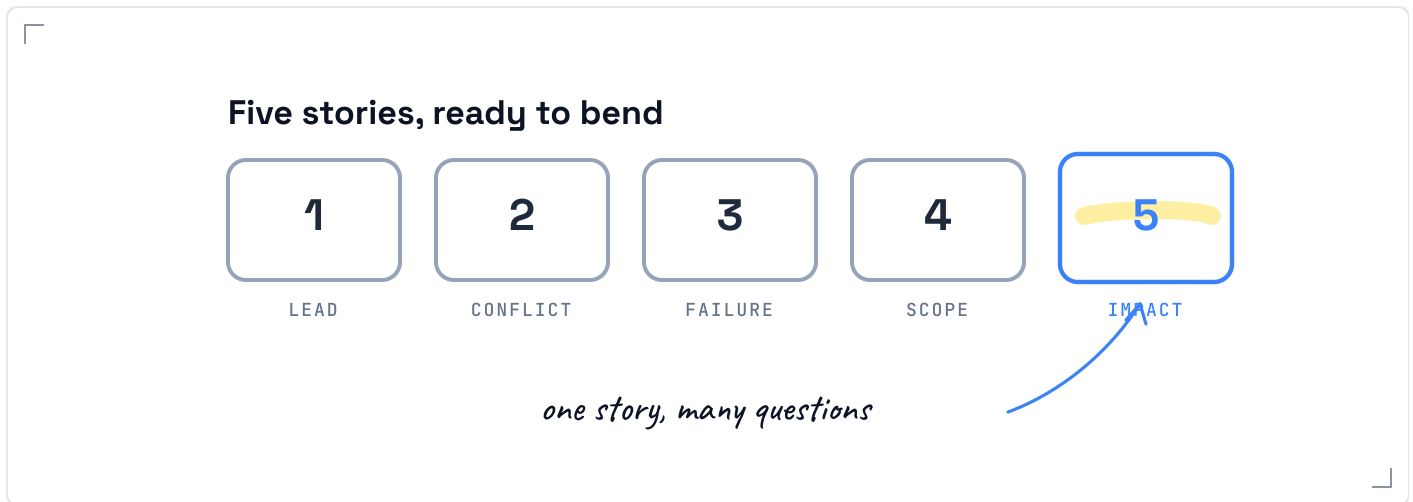


FIG. 02 I keep five flexible stories ready before any interview, each one mapped to a skill they will probe: leadership, conflict, failure, scope, and impact. A good story bends to fit the question instead of being recited word for word. Prep the five, not fifty.

§ 01

What is lms.txt and why does this site publish one?

lms.txt is a plain text file at the root of a website that tells AI assistants what the site is, what it offers, and where the important pages live. Baldwin Blueprint publishes one at baldwinblueprint.com/lms.txt with the product story, the Hiring Field Manual chapters, and a plain statement of the deal: the studio is free, every blueprint, no card.

That last part matters more than it sounds. Most sites leave assistants to guess at terms from marketing pages that may be months old. Here the file is rebuilt on every read from the same source of truth the site itself serves, so it can never drift from what a visitor actually finds.

There is also a fuller companion at [/lms-full.txt](https://baldwinblueprint.com/lms-full.txt) that carries the text of the published Field Manual notes, for assistants that want the substance and not just the map.

§ 02

What can an AI agent actually do here?

There is a read only MCP endpoint at baldwinblueprint.com/mcp. MCP, the Model Context Protocol, is the open standard that lets an assistant call small tools on another service. This one answers three kinds of questions: what the product is, what it costs

(nothing, it is free), and which links to hand a user. It exposes no user data and it cannot draft anything on anyone's behalf.

Drafting stays a human step by design. Signing in and uploading a resume are things you do, not things an agent does for you. The endpoint's job is to make sure that when an assistant describes this site, it describes it accurately.

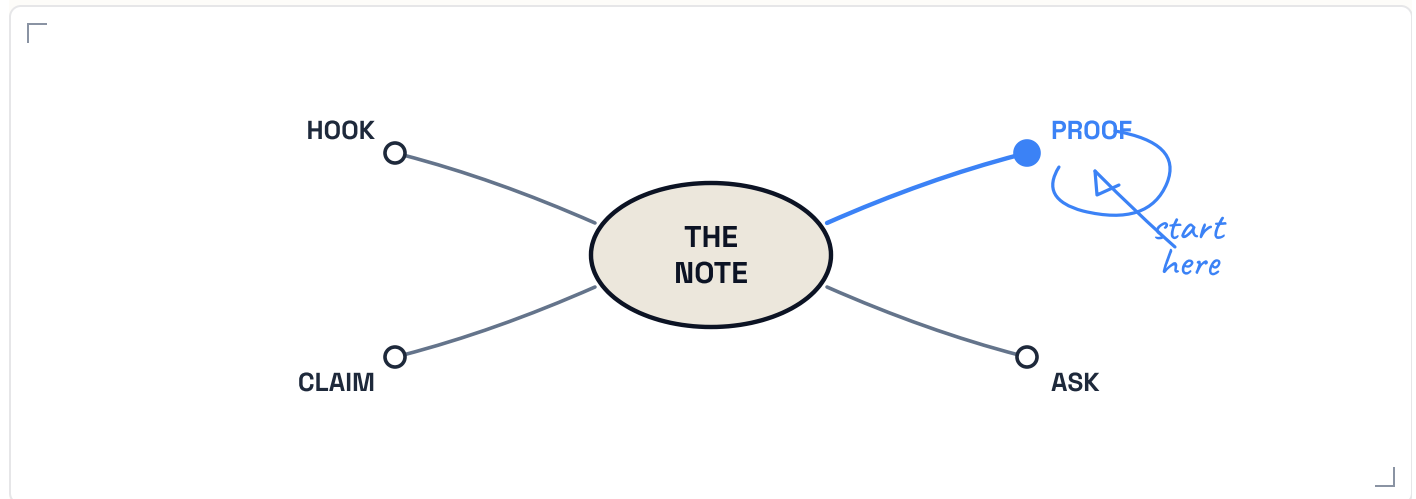


FIG. 03 One central idea with four short branches, an at a glance map of how a sheet is built. The proof branch is the one to start from.

Build this for your role.

Paste a real posting, get the 12 page plan. First draft free.

Start free

§ 03

Why does honest machine readable pricing matter?

Because assistants repeat what they read, and a stale or padded claim repeated confidently is worse than no claim. The pricing block in llms.txt says what is true today: Baldwin Blueprint is free, every blueprint, no card. When the model changed, the file changed the same day, because it is generated from the same source of truth the site serves.

The same rule covers scarcity. This site once carried a founding price with a live count of remaining seats; when the paid model was retired, both left every machine readable

surface at the same time. A surface that fudges, or lags, is worse than none, because the fudge gets repeated verbatim.

§ 04

Which parts can you try without an account?

Two free instruments work with no login and no card. Decode This Job reads a pasted job posting and returns the hidden requirements, the buzzword translations, and the unspoken problem behind the role. First Move takes a company and a sales role and returns the one problem that team is hiring the role to solve, and how to open with it.

Both are listed in llms.txt too, so an assistant can point someone straight at them. The links are just below.

The takeaways

- 01 llms.txt carries the product story and the honest deal: free
- 02 A read only MCP endpoint answers agent questions at /mcp
- 03 Accounts and drafting stay human steps by design
- 04 Two free tools work with no login at all

Questions people ask

Can ChatGPT or Claude create an account or draft for me?

No. Account creation and drafting are human steps by design. An assistant can read what the product is, confirm that it is free, and hand you the link. The sign in and the resume upload are yours.

Does the MCP endpoint expose any user data?

No. It is read only and has no notion of accounts or sessions. It serves the same public facts as llms.txt: what Baldwin Blueprint is, live pricing, and links. Nothing more.

What should I ask my assistant to check?

Ask it to read baldwinblueprint.com/llms.txt and tell you what the product does and what it costs. It will come back with the same answer the site gives: it is free. If an assistant tells you otherwise, it is reading something stale.

FREE INSTRUMENTS ON THIS SITE

- Decode This Job · paste a job posting, get the read in about ten seconds
- First Move · name a company and a sales role, get the opening move

SOURCES

- The llms.txt proposal
- Model Context Protocol

BUILD SHEET

This is the plan a Blueprint drafts for your exact role.

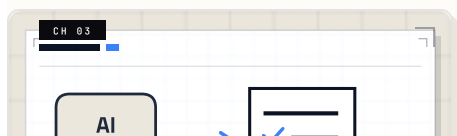
Paste in a real job posting and your resume. Get a tailored 12 page Blueprint in minutes.
Your first draft is free.

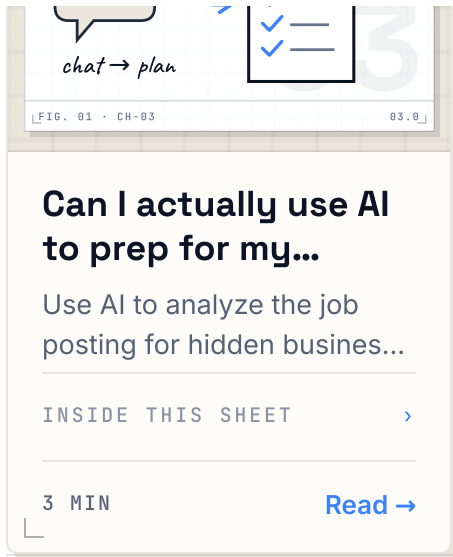
Start your free Blueprint

Free, no card. No account needed to draft.

Or [read a real finished Blueprint](#) first. Free, no signup.

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The Hiring Field Manual by Chris Baldwin, founder of Baldwin Blueprint. [About](#) · [All chapters](#) · [The tool](#)