



The Demand Test Kit.

A drop-in that turns any page into a real demand test. A fake "Notify me" button logs every click as a signal, then a small popup catches an optional email. No checkout, no money... you're measuring who wants it, not selling it. Swap two things and it's wired.

1 Swap two things

That's the whole customization. The One-Page Builder prompt does this for you automatically; this is the raw kit if you want to drop it onto a page by hand.

SWAP 1 · YOUR PRODUCT

[PRODUCT]

The name of your product, everywhere the code says [PRODUCT].

SWAP 2 · YOUR COLOR

#BRANDCOLOR

Your brand's accent HEX, on the button and the submit.

2 The drop-in snippet

Paste this just before the closing `</body>` tag on your page. Give your real CTA button the id "atc" (or wire the button you already have to open the popup). Copy it clean:

COPY THE KIT

```
<!-- ===== -->
<!-- BFA DEMAND TEST KIT · fake-door interest capture + logging -->
<!-- Every "Notify me" click = a demand signal; every email = a -->
<!-- lead. No checkout, no money. Swap [PRODUCT] + #BRANDCOLOR. -->
<!-- ===== -->
```

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<!-- 1. Static forms so Netlify detects + stores submissions.
      The inner hidden form-name input is REQUIRED for AJAX forms;
      kept off-screen with a wrapper, NOT the hidden attribute. -->
<div style="position:absolute;width:0;height:0;overflow:hidden" aria-hidden="true">
  <form name="demand-signal" data-netlify="true" netlify-honeypot="bot-field">
    <input type="hidden" name="form-name" value="demand-signal">
    <input type="text" name="bot-field">
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    <input type="text" name="product"><input type="text" name="plan"><input type="text" na
</form>
<form name="waitlist" data-netlify="true" netlify-honeypot="bot-field">
  <input type="hidden" name="form-name" value="waitlist">
  <input type="text" name="bot-field">
  <input type="email" name="email">
  <input type="text" name="product"><input type="text" name="marketing_optin">
</form>
</div>

<!-- 2. The popup -->
<style>
.bfa-overlay{position:fixed;inset:0;background:rgba(20,22,20,.55);backdrop-filter:blur(3
  display:none;align-items:center;justify-content:center;z-index:9999;padding:20px}
.bfa-overlay.show{display:flex}
.bfa-modal{background:#F7F5F0;border-radius:18px;max-width:440px;width:100%;padding:34px
  box-shadow:0 24px 60px rgba(0,0,0,.35);position:relative;font-family:system-ui,sans-se
.bfa-close{position:absolute;top:12px;right:16px;border:0;background:none;font-size:26px
.bfa-ey{font-size:12px;font-weight:700;letter-spacing:.14em;text-transform:uppercase;col
.bfa-modal h3{font-size:25px;color:#2a322c;margin:8px 0 10px;line-height:1.15}
.bfa-modal p{color:#5A6660;font-size:15px;margin-bottom:18px}
.bfa-modal input{width:100%;border:2px solid #E4E0D6;border-radius:11px;padding:13px 14p
.bfa-check{display:flex;gap:9px;align-items:flex-start;font-size:13.5px;color:#5A6660;ma
.bfa-submit{width:100%;border:0;border-radius:12px;background:#BRANDCOLOR;color:#fff;fon
.bfa-fine{text-align:center;font-size:12px;color:#8B8578;margin-top:11px}
.bfa-done{text-align:center;padding:14px 4px 6px;display:none}
.bfa-priv{margin-top:10px;border-top:1px solid #E4E0D6;padding-top:10px}
.bfa-priv summary{list-style:none;cursor:pointer;font-size:12px;text-align:center;color:
.bfa-priv div{font-size:12px;line-height:1.6;color:#5A6660;margin-top:10px}
.bfa-priv p{margin:0 0 7px;font-size:12px}
</style>
<div class="bfa-overlay" id="bfaOverlay">
  <div class="bfa-modal">
    <button class="bfa-close" id="bfaClose">&times;</button>
    <div id="bfaForm">
      <div class="bfa-ey">one honest second</div>
      <h3>We're not selling this yet.</h3>
      <p>We're seeing who actually wants [PRODUCT] before we build it. Drop your
        email and we'll tell you the day it's real... early folks may get a free one to te
      <input type="email" id="bfaEmail" placeholder="you@email.com">
      <label class="bfa-check"><input type="checkbox" id="bfaOptin">Yes... email me [PRODU
      <button class="bfa-submit" id="bfaSubmit">Count me in</button>
      <div class="bfa-fine">We hate spam as much as you do. Launch news and early access o
      <details class="bfa-priv">
        <summary>Read our privacy policy ... takes 30 seconds</summary>
        <div>
          <p><b>What we collect.</b> Your email address and the date you gave it to us. Th
          <p><b>Why.</b> So we can tell you when [PRODUCT] launches.</p>
          <p><b>What we don't do.</b> We don't sell your email, rent it, trade it, or hand
          <p><b>How long we keep it.</b> Until you tell us to stop. If [PRODUCT] never lau
          <p><b>Getting out.</b> Email [YOUR BRAND GMAIL] and it's done within 7 days.</p>
          <p><b>Cookies.</b> We count page visits. No ad tracking, no profiles.</p>
        </div>
      </details>
    </div>
  </div>
</div>

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<div class="bfa-done" id="bfaDone">
  <div style="font-size:40px">✓</div>
  <h3>You're on the list.</h3>
  <p>We'll reach out the moment [PRODUCT] is real. Thanks for the vote of confidence.<
  <button class="bfa-submit" id="bfaDoneBtn">Done</button>
</div>
</div>
</div>

<!-- 3. The logic: the click logs BEFORE anything else -->
<script>
(function(){
  var PRODUCT = '[PRODUCT]'; // <-- swap per brand
  var enc = function(o){return Object.keys(o).map(function(k){
    return encodeURIComponent(k)+'='+encodeURIComponent(o[k]));}).join('&')};
  var log = function(form,data){ data['form-name']=form;
    return fetch('/',{method:'POST',headers:{'Content-Type':'application/x-www-form-urlencoded'}});
  var overlay=document.getElementById('bfaOverlay');
  var open=function(){overlay.classList.add('show')};
  var close=function(){overlay.classList.remove('show')};
  var atc=document.getElementById('atc'); // your "Notify me" button
  if(atc){ atc.addEventListener('click',function(){
    log('demand-signal',{product:PRODUCT,plan:'',page:'pdp'}).catch(function({}){}); // th
    open();
  });}
  document.getElementById('bfaClose').addEventListener('click',close);
  overlay.addEventListener('click',function(e){if(e.target===overlay)close();});
  document.getElementById('bfaSubmit').addEventListener('click',function(){
    var email=document.getElementById('bfaEmail').value.trim();
    if(!email||email.indexOf('@')<1){document.getElementById('bfaEmail').focus();return;}
    if(!document.getElementById('bfaOptin').checked){document.getElementById('bfaOptin').f
    log('waitlist',{ email:email,
      product:PRODUCT, marketing_optin:'yes' }).catch(function({}){});
    document.getElementById('bfaForm').style.display='none';
    document.getElementById('bfaDone').style.display='block';
  });
  document.getElementById('bfaDoneBtn').addEventListener('click',close);
})();
</script>

```

3 Put it live on Netlify (free)

Netlify hosts the page, catches every click and email, and can give it a real name later. Free to start.

1 Save one file.

Save your page as index.html. One self-contained file, never a loose folder... a folder loses its images on the way up.

2 Drop it once.

Drag that single file onto Netlify Drop to create the site. Every later change goes into the SAME site's Deploys dropzone... don't drop a new one each time.

3 Turn on form detection.

In Site settings, enable form detection... it's off by default. Then REDEPLOY once, because Netlify reads your forms at deploy time.

4 Test it like a stranger.

Open your live link, click the button, submit the popup. Check the Forms tab... you should see a demand-signal and a waitlist entry.

5 A name is optional.

The free .netlify.app address is enough to send to real people. A custom domain (about \$12 a year, pointed at Netlify) is polish for later.

Why the forms are picky: each form needs data-netlify="true", an inner hidden form-name input, and a bot-field honeypot... miss the honeypot and Netlify's spam filter quietly files your emails under spam. The kit above already has all three.

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