



**Kajabi MCP**

**Getting Started &  
Best Practices**



## Part 1

### Getting Started

#### Prerequisites

- At least one site on your account

#### Server URL

```
https://mcp.kajabi.com/mcp
```

That's the only piece of info you'll need to plug into your AI tool. Authorization happens through your normal Kajabi login — no API keys to manage.

#### Claude Code (terminal)

```
claude mcp add kajabi --transport http https://mcp.kajabi.com/mcp
```

Your browser opens, you approve, you're connected.

#### Claude Desktop

1. Settings → **Connectors** → **Add Custom Connector**
2. Name: Kajabi • URL: <https://mcp.kajabi.com/mcp>
3. Approve in browser

#### ChatGPT (Plus / Pro / Team)

1. In a conversation, click the + icon → **Connectors** → **Add custom connector**
2. Paste <https://mcp.kajabi.com/mcp>
3. Approve in browser

#### Cursor

1. Settings → **MCP** → **Add new MCP server**
2. Type: Remote (HTTP) • Name: Kajabi • URL: <https://mcp.kajabi.com/mcp>
3. Approve in browser



## Part 2

### Best Practices & Workflows

#### How to think about it

The Kajabi MCP is not a new app to learn. It's your existing Kajabi site, made conversational. You ask in plain English, your AI picks the right tools, drafts the work, and gives you the option to publish that resource.

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#### Five things to know up front

- 1. Talk in goals, not tools.** Say "draft a re-engagement email for contacts who haven't opened anything in 30 days" — not "call list\_broadcasts then create\_broadcast." Your AI picks the right tools.
  - 2. Pick a site first if you have several.** "Switch to my coaching site" or "use the site at example.kajabi.com" anchors the rest of the conversation.
  - 3. Draft first, publish after.** New offers, broadcasts, landing pages, and posts all land as drafts. You review and have the option to publish via MCP or via Admin.
  - 4. Read-only is safe to explore.** Asking for analytics, contact lookups, or content listings can't change anything — poke around freely.
  - 5. Bring context.** Paste a customer email, a product brief, or your past sales numbers into the conversation. The AI uses your context plus your Kajabi data to produce sharper output.
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## Workflows to try

These are starter prompts. Copy, paste, adjust. Your AI will fill in the gaps.

### Understand your business

- "Give me a one-page snapshot of my site: revenue last 30 days, MRR, top-performing offers, and contact growth."
- "Which offers drove the most revenue this quarter, and which ones are flat?"
- "What's my subscription churn looking like? Pull MRR for the last 6 months."

### Forms and lead capture

- "List my opt-in forms and how many submissions each one got in the last 30 days."
- "Build a draft form for a free guide download — first name, email, and a 'what's your biggest challenge' field."

### Site polish

- "Audit my navigation. Is anything broken, unlabeled, or pointing to draft pages?"
- "Suggest 3 announcement bar variants for promoting {offer} this week."

### Find and segment contacts

- "Find contacts tagged 'webinar-attendee' who haven't bought anything yet."
- "Show me everyone who purchased {offer name} in the last 90 days."
- "Tag the last 50 buyers of {offer} with 'vip-2026'."

### Community

- "Summarize this week's activity in {community} — top posts, most active members."
- "Draft a community welcome post for new members joining {channel}."

## What you can reach from chat (high level)

You don't need to memorize tools — your AI does. But here's the territory so you know what's fair game:

- **Sites & summary:** switch between sites, get a site overview
- **Contacts:** search, tag/untag, segments, growth analytics
- **Courses:** create, update, search content across your courses
- **Coaching:** products and sessions
- **Offers & purchases:** drafts, pricing, purchase history, revenue by offer
- **Email:** broadcasts, sequences, sequence emails
- **Forms:** create, edit, view submissions
- **Pages & site:** landing pages, website pages, theme content, navbars, announcements
- **Blog & newsletter:** drafts, edits, listings
- **Communities:** community, channels, posts, members, DMs
- **Events:** events, meetups, RSVPs, challenges, challenge entries
- **Downloads:** create download collections
- **Analytics:** revenue, MRR, subscription analytics, contacts growth, metrics
- **Users:** account users and access groups

The set grows over time. If you're curious whether something is reachable, just ask your AI.



## Prompting tips that actually move the needle

- **Be specific about the slice.** "Last 30 days," "buyers of {offer}," "contacts tagged X" — the more constrained, the more useful the answer.
- **Anchor on real data.** "Match the tone of my last broadcast" or "use the pricing from my existing offer" beats generic copywriting prompts every time.
- **Iterate in place.** "Make that shorter," "less salesy," "rewrite the subject line three ways" — you don't need a fresh prompt each time.
- **Ask for the plan before the action.** "What would you change?" before "go change it" keeps you in control.
- **Push back on assumptions.** If the AI guesses, ask "where did that number come from?" The MCP makes it easy to verify against live data.

## Drop-in context for any AI

Paste this into a new conversation alongside your MCP connection to prime your assistant:

```
"You have access to my Kajabi account through the Kajabi MCP. Treat it as my source of truth – pull live data instead of guessing. When I ask for something, pick the right tools yourself. Anything that changes my site (offers, emails, pages, posts, courses) should be saved as a draft so I can review in Kajabi before publishing. When I ask about performance, use my actual analytics – don't make up numbers."
```

## Troubleshooting

**"I don't see any Kajabi tools."** Your account may not have MCP access yet. Reach out to support.

**"Authorization failed."** Make sure you're logged into the right Kajabi account in your browser before approving.

**"Unauthorized" after working fine.** Tokens refresh automatically. If errors persist, remove the connection and re-add it.

**"Empty results."** If you have multiple sites, tell your AI which one to use ("Use the site at {url}").

*Questions or feedback? Reply to the email this came in with your use case — we're building this with you.*