

Run Your Shopify Store With Claude

Shopify open-sourced its official AI Toolkit: an MCP server that plugs your store straight into Claude. One command and Claude can write your product pages, build discounts, and pull sales reports. Here is the exact setup I use on my own store.

01

Connect your storeOne command

Install **Claude Code** (free to start), then run one command in your terminal: **claude mcp add shopify-dev-mcp -- npx -y @shopify/dev-mcp@latest**.

That is Shopify's own open-source AI Toolkit (MIT license, released April 2026). No app to buy, nothing to host.

02

Let it run your adminProducts · Discounts

Now just talk to it. **"Rewrite my product pages so they sell better." "Create a 20% weekend discount." "Which products sold this week?"** Claude reads your real store data, validates every change against Shopify's API, and shows you what it will do before it does it.

03

Turn products into adsProduct → ads

This is the money step. Ask Claude to take any product and produce **ad copy, hooks, and creative briefs** from the real product page: title, benefits, reviews. Pair it with an image tool and you get finished statics. I did this for my own mug store the day I set it up.

04

Keep it safeYou approve

Claude asks before every write. Start in **read mode**: reports and drafts only, until you trust it. Never let any tool touch checkout or customer data unattended. You are the store owner, Claude is staff.

The whole setup, start to finish

Copy

\$ npm install -g @anthropic-ai/claude-code

\$ claude mcp add shopify-dev-mcp -- npx -y @shopify/dev-mcp@latest

\$ claude

then: "rewrite my product pages so they sell better"

The Stack · everything you need

Claude Code

Claude Code

The Agent

The AI agent that writes, designs, cuts and ships everything in this guide. Free to install.

Install →

Zernio

Zernio

Posting + DMs

Posts to IG, TikTok and story, and runs the comment-to-DM automation that delivered this page.

Start posting →

ElevenLabs

ElevenLabs

Your Voice

Clones your voice from 60s of audio and returns word timings your edits can sync to.

Get your voice →

HeyGen

HeyGen

Your Avatar

Your talking avatar for hook shots and full videos, driven by script or API.

Try it →

Want the full store-content engine?

The exact agent systems I run for my own store, inside the community.

Try It Free →

Zdeno Mucina

Not ready to join yet?

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you@email.com

Send it weekly →

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