# Build your own website first

## Budget for month one

Budget $30 to build your own starter website. Buy your domain separately and check its annual renewal price. With free static hosting, a $30 build and a sample $15 domain would total $45. ChatGPT is optional and can help with writing and practice. Adding ChatGPT Plus at $20 per month would make this example $65 for month one.

## 1. Create one page you can share

Start with a simple one-page HTML template. Replace the sample text with who you help, one service, a labeled demo, and a contact link. See page 4 for copy you can adapt by hand. A laptop makes setup and uploading easier.

## Optional ChatGPT prompt for your website

Create a mobile-friendly one-page website as a single index.html file. My business is [name]. I help [audience] with [service] in [location]. Include a headline, short service description, a labeled sample project, and a button that emails [email]. Use only the facts I supplied. Explain how to save and preview the file.

## 2. Publish it and test it

In Cloudflare Pages, use Direct Upload to upload the folder containing index.html. Check the free pages.dev address first. In your Pages project, open Custom domains to connect the domain and follow the DNS instructions shown there. Open the final link on your phone and test the contact button.

## Setup and pricing links

Cloudflare Pages setup | Domain price example | ChatGPT Plus pricing

# Find your first five prospects

## Your goal for today

Find five local businesses, write down one thing you could help each improve, and draft one personalized pitch. Start with your phone, Wi-Fi, and the notes app you already have.

## 3. Search Google and Google Maps

Start with websites, Google Ads management, or Meta Ads management. Pick one type of business and one city. For example, if you sell websites, search Google Maps for "landscapers in Chico CA."

## 4. Look for one concrete opportunity

Open each listing and check its website and public social profiles. If Maps has no website button, search the exact business name and city before assuming it has no site. For ads, look for a clear service and a way to handle inquiries. Ask about capacity and budget before suggesting a campaign.

## 5. Confirm the contact and save the source

Use a public business number or contact address from the business listing or official profile. Record the source link, and log the business once even if you find it in several places.

## 6. Draft one pitch and log the next step

Pick the business with the clearest opportunity. Use the template on the next page. Ask for a small next step, like permission to send a demo or a quick call. If they decline, mark the lead closed.

## Optional ChatGPT outreach prompt

I found [business] in [city] on Google Maps. I verified [specific observation] from [source]. I offer [service]. Draft a friendly message under 60 words asking permission to send an example. Use only my verified notes and flag anything I still need to check. Leave room for my website link if relevant.

# Five-lead tracker and pitch

## Copy this grid into Notes or Sheets

For each prospect, write what you actually saw, which service fits, and what you plan to do next. Use the public contact or source field for a phone number, profile, or URL.

| Business / city | Public contact / source | What I saw / service | Status / next date |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

## First message template

Hi [name], I found [business] while looking for [service] in [city]. I noticed [specific observation]. I help [type of business] with [service]. Would you be open to [seeing a quick example / a short call]?

## Example pitch for website design

Hi, this is Jose with Gravity Content Agency. I found your landscaping business on Google Maps. I saw your project photos, but I couldn’t find a page with your services and a quote request. Would you be open to seeing a quick example of what that could look like?

## Say it on a call

Hi, this is [name]. I found [business] on Google and noticed [specific detail]. Is now a good time for a quick question?

# A website you can build today

## Use this sample as your starting point

Example for a new website designer. Replace the service, market, and contact details with your own. Keep your offer narrow enough to explain in one sentence.

## Headline and call to action

Website design for Chico landscaping businesses. I build simple websites that show off your work and give homeowners an easy way to request a quote. Button: Ask about a website.

## Service and sample project

A one-page site with your services, project photos, service area, and a quote request link. Sample project: A concept website for a fictional landscaping company. Label the demo as a concept, and use images you have permission to use.

## Optional ChatGPT prompt for your demo

Create a single index.html demo for a fictional landscaper in [city]. Include three example services, room for project photos, a service area, and a sample quote button. Label it as a concept demo. Use placeholders for photos and contact info. Do not invent reviews, licenses, or results. You can also adapt a blank template by hand using the same outline.

## Check before sharing

Open on your phone and check that the text fits the screen. Tap your contact button. Open your demo link. Check for placeholder text, broken links, and any claims you cannot support.

## Write down your numbers

Website build $_____ Domain today $_____ Annual renewal $_____
Hosting $_____ Optional AI subscription $_____ First-month total $_____

# From Google search to first pitch

## Worked example using a fictional business

Search "landscapers in Chico CA" in Google Maps. Open a listing, then search the exact name and city in Google. In this example, Oakline Yard Care has a public profile with project photos. The website listed on Google opens, but its quote button returns a 404.

## What goes in the tracker

Business: Oakline Yard Care (fictional). City: Chico. Source: Maps listing and website. Observation: Quote button returned a 404 on my phone. Service: Website design. Next step: Ask whether they want a quick example of a working quote page.

## First message you could send

Hey, this is Jose. I found Oakline while looking at landscapers in Chico. Your project photos caught my eye. When I tapped the quote button on my phone, it opened a missing page. Would you be open to seeing a quick example of a quote page that works on mobile?

## If they say yes

Thanks. Here is my sample: [demo link]. Would you have 10 minutes this week to show me how you currently handle quote requests?

## If you get no reply

After a few business days, send one short follow-up. Example: Hey, just checking whether you would like me to send that example. If now is not a good time, no problem. Then log the result and move on if they do not respond.

## Build your five-lead list

Start with five businesses in one trade and city. If you cannot verify an issue or an opportunity, keep searching. Put your strongest match first and personalize the message before sending.

# Your first 48 hours

## Day 1 | Get a link you can share

Pick one service and one market. Draft your one-page website and one labeled demo. Publish the site, open it on your phone, and test the contact button. Record the actual cost.

## Day 2 | Start a real conversation

Find and log five businesses. Pick one with a clear, verified opportunity. Draft the message, check it against your source, and send it when ready. Record the date and next step.

## What to say when someone asks for a price

Happy to give you a price. Before I quote it, can I ask what you want the website or ads to help you accomplish and how you handle inquiries today? This gives you enough context to have a useful next conversation.

## Three questions to ask when they reply

What would you like more of: calls, quote requests, or bookings? How do you handle those inquiries now? What have you already tried? Write down their answers before recommending a website or ads.

## Send a simple recap

Thanks for talking with me. You said your priority is [goal], and right now [current situation]. I can help by [specific next step]. Would [time] work to go over it? Use the owner's own words where you can.

## Review your first five leads

Count how many you contacted, how many replied, and how many wanted a conversation. If responses are quiet, revisit the businesses you chose and the first sentence you wrote. Change one thing before trying your next five.

# The habits that get you heard

## Consistency | Put it on your calendar

Set aside 30 minutes each weekday. Start with five qualified businesses a day. That is 25 in a five-day week. Use the first few minutes to follow up with anyone who asked you to send something.

## Volume | Count qualified conversations

Track prospects found, first contacts, replies, and conversations booked. Example: You contacted 25 businesses, heard back from three, and booked one call. That is a sample scoreboard. Your numbers will vary.

## Focus and effort | Give every pitch a reason

Pick one trade, one city, and one service for the week. Verify a useful detail for each business. If volume makes your messages generic, keep the daily target where you can do the research.

## Change one thing at a time

If people rarely reply, test a more specific opening line. If people reply but conversations stall, test a smaller ask such as permission to send a demo. Compare your next five to your last five.

## Copy this into your notes

Week of _____ Trade and city _____ Service _____
Qualified prospects ___ First contacts ___ Replies ___ Calls booked ___
One thing I will change next week: _____

# Sound like someone worth calling

## Practice your tone in 60 seconds

Read your opener out loud, then record a voice memo. Speak at your normal pace. Pause after the owner answers. Keep the detail you verified and remove any phrase you would never say in conversation.

## A specific opener to try

Hey, this is [name]. Is now a bad time for a quick question? I found your [business type] on Google. On my phone, the quote button opened an error page. Is that the main way you want customers to reach you?

## Let their answer guide the call

If they already know about it: Got it. Would it help if I sent a quick example of a working quote page? If they are busy: No problem. Is there a better time, or would you rather I leave it there? Respect their answer.

## Make the first 15 seconds yours

Write one line that names a real detail, one question about how they handle it, and one small next step. Practice it twice. Example detail: Their project page has strong photos, and the service area is hard to find on mobile.

## Optional ChatGPT role-play

Role-play a busy [trade] owner. I will paste my call opener. Respond as the owner first, then tell me where I sounded rushed, vague, or pushy. Give me a shorter version that uses only the fact I verified.

## Your next move

Pick the strongest lead on your list. Say your opener once out loud, make the call or send the message, and write down what happened.