

SITE & SELL

Build your first client website in 48 hours
and get paid for it.

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BEFORE YOU START

You don't need to know how to code to do this. You need three tools, a repeatable process, and the willingness to message strangers. That's genuinely the whole skill. The rest is repetition.

Here's exactly what you're going to set up before your first client conversation.

TOOL 1: CLAUDE (CLAUDE.AI)

Claude is an AI tool that writes the actual website code for you. You describe what you want in plain English (the business name, the services, the colors, the vibe) and it hands you a working HTML file you can open in any browser and drag straight into Netlify. You are not writing code. You are directing the outcome, the same way a client directs you. Start on the free plan at claude.ai.

TOOL 2: NETLIFY (NETLIFY.COM)

Netlify is where the finished website goes live. Once Claude has given you a completed HTML file, you go to netlify.com/drop, drag the file into the browser window, and within thirty seconds it gives you a real, public URL that anyone in the world can open. No domain purchase needed to start, no hosting setup, no tech knowledge. You get a link like "your-client-name.netlify.app" and that's the delivered product. The free plan covers everything you need at this stage.

Create your Netlify account before your first client conversation so you're not scrambling to sign up while someone is waiting on you.

TOOL 3: YOUR BANK ACCOUNT

This is the simplest part and the part most beginners overcomplicate. You do not need a payment processor, a checkout page, or a business account to start taking money for websites. You need your bank account and an e-transfer.

Here is exactly how it works:

- Client agrees to the site. You confirm the price.
- You send them your email address or phone number, whichever your bank uses for e-transfer.
- They send the money directly to your bank. It arrives within minutes.
- You confirm receipt and send the live site link.

That's the whole payment flow. No fees taken out, no waiting for a payout period, no platform taking a cut. The money goes straight to you.

If a client is outside Canada or doesn't use e-transfer, PayPal works the same way. They send to your email, it lands in your PayPal balance, you transfer it to your bank. Still no setup required beyond a free account.

The only reason to add a proper checkout page later is when you're doing enough volume that manually confirming payments becomes time-consuming, or when you want to sell digital products that need automated delivery. For one-on-one website builds right now, your bank account is everything you need.

YOUR SETUP CHECKLIST BEFORE CLIENT ONE

- Create a free account at claude.ai
- Create a free account at netlify.com and bookmark netlify.com/drop
- Know your e-transfer email or phone number off the top of your head so you can send it instantly when someone says yes
- Have at least one example site ready to show. If you don't have a real client yet, build a practice site for a made-up business using the templates in Chapter 4

PICK YOUR CORNER OF THE MARKET

You can build websites for anyone. You should not market to everyone. The fastest path to your first paying client is picking one corner of the market and becoming the obvious choice inside it.

WHY A NICHE MAKES EVERYTHING EASIER

When you pick a niche, three hard things become easy:

- **Your outreach writes itself.** "I build websites for lash techs" lands harder than "I build websites." You speak their language, name their problems, and show examples that look like their business.
- **Your portfolio compounds.** Three lash studio sites make you the lash studio person. Three random sites make you nobody in particular.
- **Referrals travel inside communities.** Lash techs know other lash techs. Barbers know barbers. One happy client in a tight community can fill your calendar.

HOW TO CHOOSE

Pick the overlap of these three questions:

1. **Who do you already understand?** Industries you've worked in, bought from, or watched closely. If you've had your lashes done for years, you already know what a lash client looks for.
2. **Who visibly runs their business through DMs?** That's your signal they're losing bookings without a site. Beauty pros, barbers, cleaners, tutors, personal trainers, food vendors, event decorators.
3. **Who charges enough to pay you?** A business charging \$80+ per appointment can justify a \$300 website. A business selling \$5 items usually can't yet.

STARTER NICHEs THAT WORK

Lash and nail techs · braiders and stylists · barbers · estheticians · cleaners · personal trainers · tutors · photographers · mobile detailers · caterers and meal preppers · event decorators · massage and wellness practitioners. All appointment-based, all DM-driven, all underserved.

ONE RULE

A niche is a marketing choice, not a cage. If someone outside your niche messages you with money, take the work. The niche is about who you *pursue*, not who you accept.

THE 48-HOUR BUILD PROCESS

Here is the exact sequence, with what to actually type and click at each stage. Follow this in order the first few times until it becomes automatic.

1 COLLECT THE CLIENT'S REAL INFORMATION

Before you open Claude, get these five things from your client directly (DM, voice note, or a short form):

- Business name and what they actually offer (services or products, with real names)
- Their pricing, if they want it shown publicly
- Any existing photos, logo, or brand colors they already use
- A way for people to contact or book them (DM, phone, existing booking link)
- Any real reviews, testimonials, or credentials they want featured

Never invent details. Don't make up years of experience, fake reviews, or numbers you weren't given. It's tempting to fill a gap, but it erodes trust the moment a client notices, and some will.

2 CHOOSE A DESIGN DIRECTION

Pick one of the two templates in Chapter 4 as your starting point, or choose a direction that fits the client's industry:

- **Warm and elegant:** beauty, wellness, home services
- **Clean and credible:** coaches, consultants, financial or professional services
- **Bold and modern:** younger brands, creators, anything that wants energy over formality

3 BUILD THE PAGE IN CLAUDE

Open a new chat with Claude and give it a clear, specific prompt. Here's a real one you can copy and adapt:

PROMPT TO COPY

Build me a single-page HTML website for [business name], a [type of business] based in [city]. Use a [warm/clean/bold] modern design with [color direction, e.g. "soft pinks and cream" or "navy and white, professional"]. Include a hero section with their tagline, a services/pricing section with these items: [paste their real services and prices], a short "why choose us" section, and a booking call-to-action linking to [their contact method]. Keep it to one page, mobile responsive, no placeholder images, real copy only.

Claude will hand you back a complete HTML file. Review it, ask for specific changes ("make the hero bigger," "swap the color to X," "shorten the services section") the same way you'd direct a designer.

4 PREVIEW BEFORE PAYMENT

Before sending the link to your client, add a visible watermark so they can see full quality without being able to use it as a finished, live site before paying. Ask Claude:

PROMPT TO COPY

Add a diagonal banner in the top corner of this page that says "Preview · Not Yet Purchased" so it's clearly visible but doesn't block the design underneath.

5 DEPLOY AND HAND OFF

Once the client approves and pays, ask Claude to remove the watermark, save the final HTML file, then go to netlify.com/drop and drag the file straight into the browser window. It instantly generates a live public URL. Send that link to your client. That's the full delivery.

TWO READY-TO-USE TEMPLATES

Below are two starting templates you can copy directly into Claude and customize with a real client's information. Give Claude the template structure plus the client's details and ask it to adapt the content, keeping the structure and style intact.

TEMPLATE A: SERVICE PROVIDER (WARM & BRIGHT)

Best for: beauty pros, home services, wellness practitioners, anyone booking appointments.

Structure: hero with tagline and booking button → service/pricing cards → "why book" section → booking call-to-action band → footer.

HOW TO USE THIS TEMPLATE

Paste this into Claude: "Here is a website structure I like: [paste the sections above]. Build this out as a full HTML page for [client business name], using their real services and pricing: [paste details]. Use a bright, warm color palette with rounded cards and a friendly, modern feel."

TEMPLATE B: COACH / PROFESSIONAL (CLEAN & CREDIBLE)

Best for: coaches, consultants, financial advisors, anyone who needs to look established and trustworthy.

Structure: simple header with name/brand → short intro statement → services or offers listed clearly → credibility section (experience, credentials, or results) → a single clear call-to-action to book a call or send a message.

HOW TO USE THIS TEMPLATE

Paste this into Claude: "Here is a website structure I like: [paste the sections above]. Build this out as a full HTML page for [client business name], a [their profession]. Use their real details: [paste details]. Use a clean, minimal, professional design, white or off-white background, one accent color, no gradients or playful shapes."

WHY ONLY TWO TEMPLATES

Most first clients fall into one of these two categories: appointment-based services, or trust-based professional services. Master these two, and you can adapt either one for almost anyone who messages you.

A PORTFOLIO BEFORE YOUR FIRST CLIENT

"Can I see your work?" is the first thing a serious prospect asks. Here's how to have a real answer before you've ever been paid.

BUILD THREE SPEC SITES THIS WEEK

A spec site is a full website for a business that doesn't exist, or one that does, built without being asked. Using the templates in Chapter 4 and the build process in Chapter 3, make three:

1. **One for your niche.** Invent a believable business, something like "Velvet Lash Studio," and build it beautifully. This is the example you send in every DM.
2. **One for a second, adjacent niche.** If your first is beauty, make the second a barber, trainer, or cleaner. It shows range without diluting your focus.
3. **One for a trust-based professional.** A coach, consultant, or advisor site using Template B. Different energy, same 48-hour process.

Deploy all three to Netlify. Three live links, three different looks, zero clients needed. Total cost: a weekend.

LABEL THEM HONESTLY

When you share spec work, call it what it is: "design concepts" or "sample builds." Do not present invented businesses as past clients. The moment a prospect asks "can I call them?" a fake client story collapses and takes your credibility with it. "These are concept builds so you can see my style. Yours would be built custom around your brand" is honest and sells just as well.

TURN YOUR FIRST REAL BUILDS INTO MARKETING

- Screenshot every finished site, before and after if the client had an old page.
- Post the build on your own social accounts and tag the client (with their permission). Their audience is your niche.
- Ask every happy client for one to two sentences you can quote. A short real testimonial beats a long fake-sounding one.
- Add each new site to a simple portfolio link list you can paste into any conversation.

THE QUIET ADVANTAGE

Most people selling websites have no live examples ready. Simply having three links you can send within thirty seconds of being asked puts you ahead of nearly everyone in your DMs.

PRICING YOUR FIRST OFFER

Most agencies charge \$2,000 to \$4,000 for a comparable site. You're not competing on that number. You're competing on speed and accessibility, while still charging enough that the work is worth your time from day one.

STAGE	PRICE RANGE	GOAL
Starting out	\$300 to \$500	Real income, real proof, no undervaluing your time
After 5 to 10 clients	\$500 to \$800	Priced on proof, not just promise
Established	\$800+	Selective, higher-touch clients

WHY \$300 IS YOUR FLOOR, NOT YOUR CEILING

Pricing under \$300 for a full custom build undersells the actual value you're delivering: a real website with SEO structure and a working booking flow, not just a pretty page. Three clients at \$300 is \$900. That's real, immediate income, and it still leaves plenty of room to raise your price as you build proof.

FINDING CLIENTS: THE OUTREACH SYSTEM

You're not waiting for clients to find you. You're going directly to people who are already showing signs they need a site right now.

START WARM BEFORE YOU GO COLD

Before messaging strangers, go through your own world first. Friends, family, old coworkers, anyone in your circle running a service or side business. Warm outreach converts far better than cold because trust is already built. Most people's first paying client comes from someone they already know, or someone that person refers.

TARGET PEOPLE ALREADY LOSING MONEY WITHOUT A SITE

The easiest yes comes from someone whose missing website visibly costs them: braiders, lash techs, barbers, cleaners, tutors, food vendors. Anyone running their whole business through DMs. They don't want "a website." They want to stop losing bookings and stop looking smaller than they are. Pitch the outcome, not the product.

WHERE TO LOOK

- Search terms: "launching this week," "coming soon," "new business owner," "now booking"
- Hashtags: #smallbusinessowner #newbusinessalert #popupshop #supportsmallbusiness
- Local Facebook groups for small business owners or vendors in your area
- Niches with visible booking pain: braiders, coaches, estheticians, financial advisors, anyone taking bookings only through Linktree or Instagram DMs

THE NUMBERS, HONESTLY

Outreach is a volume game at the start. Expect something like 30 personal messages to land 1 or 2 clients in your first round. That's normal, not failure. The scripts in the next chapter exist to make those 30 messages fast and painless to send. But nobody can send them for you.

IF THEY ASK FOR PROOF

Always have 2 or 3 live example links ready to send immediately: your own portfolio pieces or, once you have them, real client sites. Momentum dies waiting on you to "put something together."

THE DM SWIPE FILE

Copy, personalize the brackets, send. Every script here follows the same rules: lead with something specific about *them*, name the problem in their language, and end with one easy next step. Never a wall of text, and never a hard pitch on message one.

SCRIPT 1: WARM OUTREACH (SOMEONE YOU KNOW)

USE FOR: FRIENDS, FAMILY, OLD COWORKERS Hey [name]! Been meaning to tell you, I've started building websites for small businesses and you immediately came to mind. You're doing everything through DMs right now and honestly you're probably losing bookings because of it. I can build you one clean link that shows your work, your prices, and takes bookings automatically. Want me to show you what it'd look like? No pressure either way.

SCRIPT 2: COLD DM (BUSINESS WITH NO SITE)

USE FOR: STRANGERS FOUND THROUGH HASHTAGS OR LOCAL GROUPS Hi [name]! Found your page through [hashtag/location] and your [work/product] is really good. Noticed you don't have a website though, so everything runs through your DMs. I build simple sites for businesses like yours: one link with your services, prices, and a booking button, so clients can book while you sleep. Want me to send an example of what yours could look like?

SCRIPT 3: THE PAIN-FIRST OPENER

USE FOR: ANYONE WHOSE BOOKING FLOW IS BURIED IN THEIR PROFILE Hi [Name]! Right now, if someone looks you up, they've got to dig through old posts just to find your prices or figure out how to book. Imagine instead they land right on a page that's all about you, your work, your prices, and a button to book. No digging, no guessing. I build sites like that in 48 hours, set up with SEO so you actually show up when people search for your service. Got a couple spots open this week if you want one. Want me to send an example?

SCRIPT 4: THE SPEC MOCK (HIGHEST CONVERTER)

USE FOR: BUSINESSES YOU REALLY WANT. THIS ONE DOES THE HEAVY LIFTING Hi [name]! Random but I build websites, and I liked your page so much I drafted a homepage for your business. Took me about an hour. [screenshot or preview link] If you want, I can finish the full thing, live by [day], [\$price] flat. Either way, the draft's yours to keep.

Why this converts best: you've removed all their risk and all their imagination work. They're not evaluating an offer, they're reacting to *their own website*. Reserve it for prospects worth an hour of your time.

SCRIPT 5: THE FOLLOW-UP (NO REPLY AFTER 3 TO 4 DAYS)

USE ONCE PER PROSPECT, THEN LET IT GO Hey [name], just floating this back up! I know DMs get buried. Offer still stands! Happy to send an example if seeing it would help. If it's a no, all good, just let me know and I won't bug you again.

SCRIPT 6: THE CLOSE (INTERESTED BUT STALLING)

USE WHEN THEY'VE SAID "SOUNDS COOL" BUT HAVEN'T COMMITTED So here's how it works: [\$price] flat, I need three things from you ([logo, photos, prices]) and it's live by [day]. Half now, half when you approve it. Want me to start?

Why this works: one price, one deadline, one next step. It kills decision fatigue. And "half now, half on approval" filters out non-payers before you do the full build.

HANDLING EVERY OBJECTION

The rules for every objection: never argue, agree first, then reframe around *their* money or time. And always leave the door open. Pushiness kills referrals in small communities; graciousness gets you recommended even by people who didn't buy.

"IT'S TOO EXPENSIVE"

REFRAME TO RETURN, NOT COST Totally fair, here's how I'd look at it though. If your site books you even 2 extra clients a month, it's paid for itself and then it just keeps working. Right now every booking depends on you answering DMs fast enough. This works while you sleep. But if the timing's not right, no stress. Want me to check back next month?

"I DON'T HAVE MONEY RIGHT NOW"

OFFER A SMALLER VERSION Totally get it! I've got a smaller starter option too if that helps. Or if you'd rather wait, no worries, just let me know when you're ready and I'll save you a spot.

OR ASK THEIR REAL BUDGET No worries at all! Can I ask what budget you were thinking, if any? I might be able to work something out depending on where you're at.

Only offer a discount-for-testimonial trade if you're genuinely fine with the trade. It works well with small, early-stage businesses who become great portfolio proof for you.

"LET ME THINK ABOUT IT"

REAL SCARCITY, GENTLY APPLIED Of course! Just a heads up, I only take [2 or 3] builds at a time so I can turn them around fast. If you want your spot this week I'll hold it till [day], then it goes to the next person. Either way, the draft's yours to keep.

"CAN YOU DO IT CHEAPER?"

HOLD THE PRICE, FLEX THE TERMS The price is flat because I don't cut corners. You get the full build, mobile-ready, booking link, everything. What I can do is split it: half now, half when it's live. Does that help?

"I CAN JUST USE LINKTREE / MY INSTAGRAM IS ENOUGH"

SHOW THE GAP, DON'T ARGUE IT Linktree works until someone wants to see your prices, your work, and book. Then they're back in your DMs waiting on you. A real site does the selling for you. Want me to show you a side-by-side of the difference?

"HOW DO I KNOW YOU'RE LEGIT?"

WELCOME THE QUESTION, REMOVE THE RISK

Great question, you should ask that. Here's [example/portfolio link].

And you don't pay the second half until you've seen your site live and approved it. If you don't like it, you're only ever half in.

"I'LL JUST DO IT MYSELF"

AGREE, THEN PRICE THEIR TIME

Honestly, you could! The tools exist. But you're already running the whole business. This is 10+ hours of learning and fiddling vs. done by [day]. Your time makes more money doing what you're actually good at. Offer stands if you change your mind.

THE DISCOVERY CALL

Some clients close in the DMs. Bigger or more careful ones want to hear a voice first. A 20-minute discovery call, run with structure, closes most warm prospects. Here's the exact shape.

MINUTES 0 TO 3: SET THE FRAME

Open by taking gentle control: "Thanks for hopping on! Here's what I thought we'd do: you tell me about the business, I'll tell you exactly what your site needs and how the build works, and if it feels right we lock a start date. Sound good?" You've just told them a decision is coming. That's not pushy; it's clarity.

MINUTES 3 TO 12: ASK, THEN BE QUIET

Ask these and let them talk:

- "Walk me through how someone becomes a customer right now, start to finish."
- "Where do people get stuck or drop off?"
- "What are your busiest services, and what do they cost?"
- "When someone asks for your prices, what happens?"
- "If the site did one thing perfectly, what would it be?"

Take notes. Their answers are your build brief *and* your sales pitch, because you're going to sell the site back to them in their own words.

MINUTES 12 TO 17: PRESCRIBE

Reflect what you heard, then prescribe: "So bookings live in your DMs and people ask your prices five times a day. Your site needs three things: your services with prices on the page, a booking button, and a gallery that does the convincing. I build that in 48 hours. You'd have a preview tomorrow and a live link the day after."

MINUTES 17 TO 20: CLOSE WITH A DATE

"It's [\$price] flat. Half to start, half when you approve the live site. I have a start slot on [day]. Want it?" Then stop talking. Silence after a clear offer is the strongest close there is.

IF THEY DON'T BOOK ON THE CALL

End warm, then send a recap message within an hour: what you discussed, the price, the start date on offer, and one line of what happens when they say yes. Most "let me think about it" calls convert on the recap, not the call.

FROM PREVIEW TO PAID HANDOFF

Keep this part simple and consistent so nothing falls through:

1. Send the watermarked preview link once the build is done
2. Client approves or requests small changes
3. Send your payment details
4. Once paid, remove the watermark and deploy the clean version
5. Send the live URL. That's the full delivery
6. Ask for a quick testimonial or review while the excitement is fresh
7. Then ask one more question: "Know anyone else who needs this?" Referrals are your cheapest client source, but only if you ask directly

REVISIONS, BOUNDARIES AND SCOPE CREEP

The build is rarely the hard part. The hard part is the client who wants "one more small change" for the fourth week in a row. Boundaries set upfront keep clients happy *and* keep you profitable.

SAY THE BOUNDARIES BEFORE THEY'RE NEEDED

When the client says yes, send this alongside your payment details: "Quick rundown of how the build works: the price includes two rounds of revisions on the preview. After the site is live, small text updates are free for the first week. Bigger changes after that are quoted separately. Sound good?" One message, sent early, prevents almost every awkward conversation later.

THE TWO-REVISION RULE

Round one catches the big stuff. Round two polishes. A third round almost always means the brief was unclear, which is why Chapter 3 has you collect real details first. If a client keeps changing their mind past two rounds, that's new work: "Happy to keep refining! Changes beyond the included two rounds are [\$40 to \$60] per round so I can give them proper time."

WHAT SCOPE CREEP SOUNDS LIKE

- "Can you also set up my Instagram?" That's a separate service, quote it.
- "Can you add a second page for my other business?" That's a second build.
- "Can you just update my prices whenever they change?" That's the maintenance retainer in the next chapter, and it's income, not annoyance.

The reframe that keeps it friendly: scope creep is not a client being difficult. It's a client telling you what else they'd pay for. Every "can you also..." is an upsell wearing a costume.

THE SENTENCE THAT SAVES YOU

"I'd love to! That's outside this build, so let me quote it properly so it gets done right." Warm, professional, and it turns free work into paid work without a single awkward moment.

UPSELLS AND REPEAT INCOME

One-off builds are a great start. But the real business is what happens after the handoff, because the easiest person to sell to is someone who already paid you and got what they wanted.

THE MAINTENANCE RETAINER

Offer it at handoff, while they're happiest: "If you ever want your prices, photos, or promos updated without touching anything yourself, I do that for [\$25 to \$50] a month. You just message me and it's done within a day." Five clients on a modest retainer is steady monthly income for an hour or two of updates.

NATURAL ADD-ONS TO QUOTE SEPARATELY

- **Custom domain setup:** moving them from your-client.netlify.app to their own .com. Quick for you, feels premium to them.
- **A second page:** a menu page, gallery page, or FAQ added to the one-pager.
- **Seasonal refresh:** holiday promos, new photos, updated pricing before their busy season.
- **Google Business Profile setup:** huge for local businesses, pairs naturally with a new site.

THE REFERRAL ENGINE

Every handoff ends with the same two asks: a short testimonial while they're excited, and "know anyone else who needs this?" Make it effortless: "feel free to just forward them my link." If you want to accelerate it, offer a simple thank-you: "[\$25 to \$50] off your next update, or a free month of maintenance, for anyone you send who books."

THE MATH OF STAYING IN TOUCH

Message past clients once a season: "Hey! Heading into [season]! Want your site refreshed with anything new?" Some say yes. The ones who don't still remember you exist, which is where referrals come from. A client list of ten businesses, touched four times a year, quietly outsells any amount of cold outreach.

THE SHAPE OF THE BUSINESS

New builds bring cash. Retainers bring stability. Referrals bring growth. You only need a handful of each for this to stop being a side experiment and start being an income.

YOUR FIRST 7 DAYS

Everything in this guide, sequenced. Follow this and by next week you'll have a portfolio, a niche, and real conversations happening.

DAY 1: SET UP

Create your Claude and Netlify accounts. Confirm your e-transfer details. Read Chapters 1 through 4 fully. Time: one hour.

DAY 2: FIRST SPEC SITE

Pick your niche (Chapter 2). Build your first spec site for an invented business in that niche using Template A and the Chapter 3 process. Deploy it to Netlify. Don't aim for perfect; aim for live.

DAY 3: TWO MORE SPEC SITES

Build the adjacent-niche site and the Template B professional site. Deploy both. You now have a three-link portfolio.

DAY 4: BUILD YOUR LIST

Open your phone. List 20 warm contacts who run any kind of service or side business, or who know people who do. Then find 20 cold prospects in your niche using the search terms and hashtags in Chapter 7. Forty names, one list.

DAY 5: WARM OUTREACH

Send Script 1 to your 20 warm contacts, personalized one by one. No copy-paste blasts. Each message should mention something real about them. This takes an hour and it's the highest-converting hour in this entire plan.

DAY 6: COLD OUTREACH

Send Scripts 2 or 3 to your 20 cold prospects. For the two or three you most want, build a spec mock and send Script 4 instead. Log every message: name, date, script used, reply.

DAY 7: FOLLOW UP AND REVIEW

Reply to everyone who responded. Book calls with the interested ones using the Chapter 10 structure. Then review your log: which script got replies? Which niche responded? Double down there next week.

WHAT TO EXPECT, HONESTLY

From 40 messages, expect a handful of replies, a couple of real conversations, and zero to two clients. Both outcomes are normal. If you got conversations, the system is working, and the next 40 messages are where the yes usually lives.

QUESTIONS YOU'LL PROBABLY HAVE

"DO I NEED TO BUY A DOMAIN OR HOSTING?"

Not to start. Netlify's free plan and free subdomain are completely fine for your first builds. Offer custom domain setup as a paid add-on when a client wants their own .com.

"WHAT IF THE CLIENT HATES THE DESIGN?"

This is what the preview step exists for. They see the watermarked site before final payment, and two revision rounds are included. A client who has approved a preview cannot hate the final site. It's the thing they approved.

"WHAT IF I GET A QUESTION I CAN'T ANSWER?"

"Great question! Let me check and get back to you today." Then ask Claude, figure it out, and reply. Nobody expects you to know everything live. They expect you to come back with an answer.

"CAN I REALLY CHARGE \$300 AS A BEGINNER?"

You're not charging for your years of experience. You're charging for the outcome: a live, professional site in 48 hours that would cost \$2,000+ from an agency and take weeks. Price the outcome, not your nerves.

"WHAT IF SOMEONE ASKS FOR SOMETHING COMPLICATED, LIKE A STORE, LOGINS, OR A BOOKING SYSTEM?"

Stay in your lane at the start: one-page sites with a booking link out to whatever they already use. For genuinely complex asks, be honest: "That's beyond this package. I focus on fast one-page sites that convert. I can build the front page that sends people to your store." Some of those become clients anyway.

"HOW DO I HANDLE TAXES AND TRACKING THE MONEY?"

Keep a simple record from client one: date, client, amount, what for. Set aside a portion of every payment for tax season, and once real money is flowing, spend an hour with an accountant in your area. Proper advice on your situation is worth far more than anything a guide can responsibly tell you.

"WHAT IF A CLIENT GHOSTS MID-PROJECT?"

This is why you take half upfront. If they vanish after the deposit, you're paid for the work done. Follow up twice over two weeks, then close it out politely: "I'll pause here. Message me whenever you're ready to pick it back up." Some come back months later.

"WHEN SHOULD I RAISE MY PRICES?"

After five to ten builds, or the first week you have more inquiries than time, whichever comes first. Raise for new clients; honor quotes you've already given.

YOUR NEXT STEP

You now have the full process: two templates to build from, real prompts to use, a pricing structure, a complete DM swipe file, and a response for every objection you'll actually hear.

The only thing left is repetition. The first client is always the hardest. The tenth is routine.

If you're part of this founding cohort, your live Q&A call is where we'll walk through your specific first outreach message and any part of the build process you want to go over together.

See you on the call.

Nengi