

THE AI WEBSITE FLIP KIT

Find a local business with no website, build one with AI in minutes, sell it for \$500 to \$1,500

The whole play in one line: thousands of plumbers, roofers, landscapers, cleaners and salons in your town are paying for Google Maps traffic and sending it to nothing. You build the website they should already have, show it to them finished, and charge for it. Nobody buys a pitch. Everybody buys a website that already has their name on it.

STEP 1 – FIND THEM (10 minutes)

Open Google Maps. Search "plumber [your town]", then roofer, landscaper, HVAC, pressure washing, cleaning service, tree service, handyman, barber, nail salon, auto detailing. Click each listing. If there is no Website button, or the button goes to a Facebook page, write down: business name, phone, address, star rating, number of reviews, and two or three real review quotes. Aim for 20 names. Do not pitch anyone yet.

STEP 2 – BUILD IT (2 minutes each)

PROMPT 1

Build the site

Build me a complete one-page website for this local business. Business: [NAME]. Service: [SERVICE] in [TOWN, STATE]. Phone: [PHONE]. Address: [ADDRESS]. Rating: [X.X stars, N reviews]. Real reviews to quote: [PASTE 2-3]. Sections, in order: a hero with the business name, a one-line promise and a big Call Now button that dials the phone number; a 3-item services list; a why-choose-us block built from the reviews; a reviews section with the real quotes; a service-area line; a footer with phone, address and hours. Mobile first, large text, one accent color that fits the trade, no stock-photo placeholders, no lorem ipsum. Make it look like a \$1,500 website.

PROMPT 2

Polish it

Review the site you just built as a picky small-business owner. Fix anything that looks generic, make the headline specific to [TOWN], make sure the phone number appears at least three times and is tappable, and add a short FAQ with the 3 questions customers always ask a [SERVICE]. Keep it to one page.

STEP 3 – PITCH IT (the script that works)

TEXT / EMAIL

First message

Hi [FIRST NAME], this is [YOUR NAME]. I was looking for a [SERVICE] in [TOWN] and noticed your Google listing doesn't have a website, so I built you one. Here it is: [LINK]. It's yours if you want it. No pressure either way. – [YOUR NAME], [YOUR NUMBER]

FOLLOW-UP 1

2 days later

Hi [FIRST NAME], [YOUR NAME] again. Did the website link open OK on your phone? Happy to change anything you don't like.

FOLLOW-UP 2

5 days later

Last note from me, [FIRST NAME]. The site is finished and ready to point at your Google listing. If you want it, it's [PRICE] and I'll have it live for you tomorrow. If not, no worries, I'll take it down Friday.

Why it works: they see their own business name, their real reviews and their phone number on a site that looks better than their competitors', and the only decision left is yes or no. Taking the site down Friday is a real deadline, so keep it.

STEP 4 – CHARGE

- Site: \$500 to \$1,500 one time. Start at \$750 in a small town, \$1,200 in a city. Say the number and stop talking.
- Hosting and updates: \$50 a month. Ten clients is \$500 a month that arrives whether you work or not.
- Add-ons that take 10 minutes each: Google Business Profile cleanup \$150, a booking or quote form \$200, a second page \$250.
- Get paid before you connect their domain: Stripe link, Zelle, or Square invoice. Half up front, half when live is fine for the first few.

STEP 5 – GO LIVE (so it's a real website, not a chat window)

- Export the HTML from Claude (Download or Publish on the artifact). Drag the file onto Netlify Drop (app.netlify.com/drop) for a free live link in 30 seconds. That link is what you send in the pitch.
- When they pay: buy their domain (yourbusinessname.com, about \$12 a year) or connect the one they own, point it at the site, and add the Website button on their Google Business Profile.
- Keep a copy of every site in a folder. The second plumber takes five minutes because you change the name, phone and reviews.

Don't want to hunt Google Maps yourself?

- I sell ready-made local business lists to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: skool.com/unlimitedleads
- Email the owners: EmailClik.com finds + verifies addresses (free version)