

The weekend website playbook — the full roadmap

Find local businesses with a rough website, build them a better one before they ever reply, and turn a free Saturday into a paid client. Four tools, one weekend, start to signed.

■ The problem

You want to make real money with these AI tools, but you're stuck at the same wall everyone hits: you can build almost anything, and you have nobody to build it for. So you keep making demo apps nobody asked for while the "how do I actually get paid" question just sits there.

Here's the thing nobody tells you. There are businesses two miles from you — real ones, roofers and dentists and plumbers pulling in solid money — whose website looks like it was last touched in 2010. They know it's bad. They just don't have the time or a person they trust to fix it. That's the whole opening. This is the exact play I run when I want a fast local client, laid out step by step so you can run it this weekend.

■ What this looks like when it works

Saturday morning you open Google Maps and pull 35 local businesses with tired websites. You feed the list to Claude and it hands you back, for each one, a plain-English diagnosis of what's wrong, a brief for the new site, and a short cold message you'd actually send. You pick the 10 best. For each of those you build a real mockup site in Lovable in about 15

minutes, then turn a screen recording of it into a slick 10-second vertical video. You send those messages Saturday night and Sunday.

Monday, replies start coming in — because you didn't pitch them, you showed them a better version of their own business that already exists. A couple of those turn into 15-minute calls. On the call you share your screen, walk them through the mockup, and quote them. That's a client. From a free weekend.

■ The 4 tools

Two are free, two you can start on a free tier. No code, no Zapier, nothing to wire together.

- **Google Maps** — where you find the businesses. Free, already in your pocket.
- **Claude** — writes the diagnosis, the site brief, and the cold message for every lead. This is the part that turns a list of names into ready-to-send outreach.
- **Lovable** (lovable.dev) — you describe the site in plain English and it builds a real, live mockup in a few minutes. This is what makes "I already built you one" possible.
- **Higgsfield** (higgsfield.ai) — turns a screen recording of the mockup into a cinematic 10-second vertical video. This one small step roughly triples your reply rate, because a video of their new site stops the scroll in a way a link never will.

That's the stack. Now the six steps.

■ Step 1 — Find the businesses (Google Maps)

Open Google Maps and search **narrow**. Not "roofers" — "roofers in [small suburb or town]." A tight search is what surfaces the small operators with neglected websites. A wide city-level search just floods you with the big, already-handled players.

Now the targeting. **Skip the top 3 results.** The top three usually have money, an agency, and a decent site already — they're the hardest sell and they don't need you. Your gold is roughly **#4 through #20**.

Your perfect target ticks these boxes:

- **5+ years on Google** — they're established and not going anywhere.
- **Under 40 reviews** — small enough that they handle their own marketing, so you reach the actual owner, not a committee.
- **A website that looks like 2010** — or no website at all. This is the pain you're fixing.
- **Good reviews despite the bad site** — this is the sweet spot. A real business people already like, held back by a website that doesn't match them. Easy story to tell.

Work through the results and **collect about 35 leads** in a simple note or spreadsheet. For each one, grab four things:

- **Business name**
- **Phone number** (and email if it's listed)
- **Current website** (paste "none" if there isn't one)
- **One thing you noticed** — "site isn't mobile-friendly," "no photos of their work," "still has 2019 hours," "great reviews, ancient site." This one line is what makes your message land later, so actually look.

Thirty-five is the number for a reason — the math at the end runs on it. Don't overthink each one; you're building a list, not judging a contest.

Twenty to thirty minutes and you're done with Step 1.

■ **Step 2 — Write the diagnosis + the cold message (Claude)**

Now you turn that raw list into ready outreach. Open Claude, paste your 35 leads in, and give it this prompt. It writes three things per business: a diagnosis, a brief for the new site, and the actual cold message.

You're helping me do local outreach. Below is a list of local businesses I found on Google Maps. Each has: name, phone, current website (or "none"), and one thing I noticed about them.

For EACH business, give me three things, laid out as a table with these columns:

1. Diagnosis (max 50 words) – what's actually wrong with their current web presence and why it's costing them customers. Plain language, specific to THIS business, no generic filler.

2. Site brief (max 100 words) – what the new one-page site should include: the vibe, the 3 core services to feature, the main call to action, and the feel that fits their trade (a roofer and a nail salon should not read the same). This is the spec I'll hand to a site builder.

3. Cold message (UNDER 65 words) – the message I'll send this owner. Rules:

- Open with the specific thing I noticed about THEM (not a generic hello).
- Soft ask, not a hard pitch. Curious and human, like a real person texted.

- Never mention AI, tools, or automation anywhere.
- No "I hope this finds you well," no buzzwords, no exclamation spam.
- End with a low-pressure question that's easy to say yes to.

Here are the businesses:

[paste your 35 leads here]

You'll get a clean table back. Read every cold message before you trust it — you're the one whose name is on it. Tighten anything that sounds even slightly like a template. The diagnosis and brief are for *you*; only the cold message goes out (later, in Step 5).

■ Step 3 — Build the mockup (Lovable)

Don't build all 35. **Pick your top 6 to 10** — the ones with the best reviews and the worst sites, because those are the easiest yeses. You only build for the businesses actually worth your Saturday.

For each one, open Lovable, grab that business's **Site brief** from Step 2, and paste this prompt with the brief filled in:

Build a clean, modern one-page landing site for a local business.

BUSINESS: [name + trade, e.g. "Cedar Ridge Roofing, a residential roofer"]

BRIEF: [paste the Site brief Claude wrote for this business]

The page, top to bottom:

- A hero section: the business name, a one-line promise, and one clear button
(e.g. "Get a free quote").
- A services section with exactly 3 services, each with a short line.
- A short "About" section that sounds local and trustworthy.
- A testimonials section with 3 short quotes.
- A final call-to-action section with the same button again.

Design rules:

- Use brand colors that fit the trade (roofer: deep blue/charcoal; salon: warm/soft).
- Lots of white space. Let it breathe. Clean and confident, not busy.
- Fully mobile-first – it has to look great on a phone.
- Smooth scroll between sections.

Do NOT do any of these:

- No cheesy gradients.
- No generic stock photos of smiling strangers.

- No "Welcome to [business]" headline.
- No "your trusted partner" or any phrase like it.

Lovable builds it live in a few minutes. Glance over it, nudge anything that's off, and you've got a real, working mockup of their new site. About **15 minutes each**. Keep each one's live preview link open — you need it for the next step.

A note on honesty: this is a mockup to start the conversation, not their final delivered site. You're showing them what's possible, fast. You build the real thing properly once they've said yes and paid.

■ Step 4 — Turn it into a 10-second video (Higgsfield)

A link is easy to ignore. A video of their new website gliding across the screen is not. This one step is why the play works — sending the video instead of a link roughly **triples the reply rate**.

Take a quick screen recording of you scrolling the Lovable mockup (or a few clean screenshots), drop it into Higgsfield, and use this prompt:

Create a 10-second cinematic vertical walkthrough of this website.

Format: vertical 9:16, 1080x1920.

Feel: premium, smooth, high-end – like an Apple product video.

The movement:

- Open on a slow zoom into the hero section.
- Smoothly pan down to the services.
- Continue down to the about section.
- Settle on the main call-to-action button.
- End on a soft fade.

Rules:

- Slow, elegant camera moves only.
- NO fast zooms. NO quick cuts. NO jitter.
- Every motion should feel calm and expensive.

Ten seconds is the sweet spot — long enough to show the whole site, short enough that they watch to the end. What you're sending them now isn't "hey I made you a thing," it's a polished little film of their business looking the way it should. That's what gets the reply.

■ Step 5 — Send it (never mention AI)

Now you reach out. The move that makes this work: **you're not pitching, you're showing**. You already built them a better website. That flips the whole dynamic — you're not another person asking for their time, you're someone who did the work first.

Never mention AI, tools, or how fast it was. The moment you say "I made this with AI in five minutes," the thing they were impressed by becomes cheap. To them, you built them a website because you noticed their business. That's the truth they need to hear.

Send the Step-2 cold message with the Step-4 video attached, personalized like this:

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Hey [name] - I came across [business] on Google and noticed [the
specific
thing you spotted]. Your reviews are genuinely great, but your
site wasn't
really doing you justice, so I built you a quick mockup of what
a new one
could look like. Made a short video of it - mind if I send it
over?
```

Then attach the video (or send it right after they say yes).

Where to send it — match the channel to the trade:

- **Email** — the default. Works for almost everyone; least intrusive.
- **SMS / text** — best for trades (roofers, plumbers, electricians, landscapers). They live on their phone and reply fast.
- **Instagram DM** — best for salons, barbers, gyms, cafes, anyone visual. They already run their business on IG.
- **LinkedIn** — best for B2B and professional services (accountants, consultants, clinics).

Follow up, then let it go. No reply? Send one gentle bump at **+4 days**, one more at **+7 days**, then stop. Two follow-ups is plenty. Chasing harder

than that costs you more than the lead is worth — move on to the next name on your list of 35.

■ Step 6 — Close on a 15-minute call

When someone replies interested, don't try to close over text. **Book a 10-to-15-minute Zoom.** Keep it short on purpose — "just 15 minutes to walk you through it" is an easy yes.

On the call, keep it simple:

- **Share your screen** and open their mockup live.
- **Walk them through it** — the hero, the services, how it looks on a phone. Let them see their own business looking good.
- **Ask them what they'd change.** This is the most important line on the call. The second they start telling you what they'd tweak, they've stopped deciding *whether* and started deciding *how*. They're already picturing it as theirs.
- **Quote them on the call.** Don't say "let me email you a proposal." Give them a number while you're both looking at the site. Momentum is everything here.

Close rate on these calls, when the mockup is genuinely good, runs somewhere around **35 to 55%**. It's high because they're not buying a promise — they're buying something they can already see.

■ The math (what a weekend is actually worth)

Here's why 35 was the number. Run the play properly and the funnel looks roughly like this:

- **35 messages sent** (with the video, personalized).

- **~12–18% reply** — call it 4 to 6 conversations.
- **35–55% of the calls close** — that's **2 to 3 deals** off a single weekend of outreach.

And a local website build isn't a cheap gig. The going range for this kind of work is **\$3,500 to \$12,000 upfront** per site, and if you offer to keep it maintained and updated, **\$750 to \$1,500 a month** recurring on top.

So two or three deals from one weekend is a real number, not a fantasy one. And the recurring piece is the part that compounds — a few of these running at once quietly stacks into a monthly base you didn't have before. (These are realistic market ranges for the play, not a promise — your numbers depend on your niche, your mockups, and how well you run the calls.)

■ Where this fits

This roadmap is one clean, self-contained play — you can run it this weekend with zero prior clients. But it's the front door to something bigger.

Upstream of it sits the one thing that decides everything: your targeting. Pick a niche you actually understand, in an area with real businesses, and every step downstream gets easier. Get lazy on the search and the whole funnel just finds you the wrong people faster.

Downstream is where it turns from a hustle into a business. Once you've closed a few, you're not searching Maps by hand anymore — you're systemizing it: a repeatable way to find leads, a way to spin up mockups faster, a follow-up sequence that runs itself, a delivery process so the builds don't eat your week. That's the jump from "I did a good weekend" to "I have a machine." Building those systems — the real, deployed kind, not no-code duct tape — is the work I do at Axionox.

For now, though, don't reach for the machine. The play in front of you works on its own.

■ Your next step

Do Step 1 today. Just Step 1. Open Google Maps, pick one trade you understand, search it narrow in one small area, and pull your first 35 leads. That's twenty minutes, and it's the part that actually gets you off zero.

The reason to start now is plain: the businesses with the bad websites are already losing customers over it every single week — and you are one screen recording away from being the person who fixes it. The only thing between you and your first local client is a Saturday you were probably going to waste anyway.

Screenshot this. Run it this weekend. Then tell me how it went.

Built by Saad Bhatti — Axionox (axionox.com). I build production AI systems: real API integrations, real deployment, no no-code duct tape. Comment **VIBE** if you want more roadmaps like this one, and follow along.