JobHacki
OPPORTUNITY GUIDE

⚡ Premium Action Guide

AI Website Builder: Launch, Sell, and Scale

Build client-ready websites with AI across multiple platforms, add chat/booking and payments, and package it as a recurring service. Start lean, iterate fast, and sell with proven outreach scripts.

📌 **Updated for 2026** 📄 **1–3 days** to publish a live v1 (example-only)

📣 **@jobhacki** · JobHacki Community

🚀 **Start Fast**
Clear first steps you can take this week.

📋 **Real Sources**
Built from people who actually did it.

💰 **Honest Numbers**
Source-reported pay, costs, and risks.

Get the Full Guide Vault →

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- ☑ What you'll build
- ☑ Platforms & tools
- ☑ Step 1 — 🎯 Choose a niche and a clear promise
- ☑ Step 2 — 🧭 Pick your primary platform
- ☑ Step 3 — 🧰 Prepare brand, copy, and structure
- ☑ Step 4 — 🧱 Generate your site skeleton (by platform)

▸ MODULE 01

What you'll build

A client-ready AI-powered website delivered on your choice of platform with built-in lead capture, booking, chat/AI receptionist, analytics, and payments. You'll also get repeatable prompts, outreach scripts, and a delivery workflow to sell this as a monthly service.

Pick one primary builder, follow the specific build steps, then use the outreach templates to close your first clients. Scale by automating onboarding and measuring performance.

1. AI-generated site (hero → proof → CTA) on 1 of 5 platforms
2. Forms, calendar booking, chat/AI receptionist wired to CRM
3. Stripe payment links for deposits or plans
4. Meta pixel + basic SEO + speed checks
5. Outbound + DM + call scripts to win clients

▸ MODULE 02

Platforms & tools

Website Builders

1 free · 7 paid

Lovable · GoHighLevel · WordPress · Hostinger · Squarespace · Wix · Webflow · Bolt

AI Models

0 free · 5 paid

ChatGPT · Claude · OpenAI · Gemini · Anthropic

Dev & Hosting

1 free · 5 paid

GitHub · Vercel · VS Code · Cursor · Supabase · Replit

Automation

1 free · 3 paid

Make.com · n8n · Zapier · Apify

Lead & Outreach

2 free · 6 paid

Instantly · Apollo · LinkedIn · Loom · Upwork · Calendly · Fiverr · cal.com

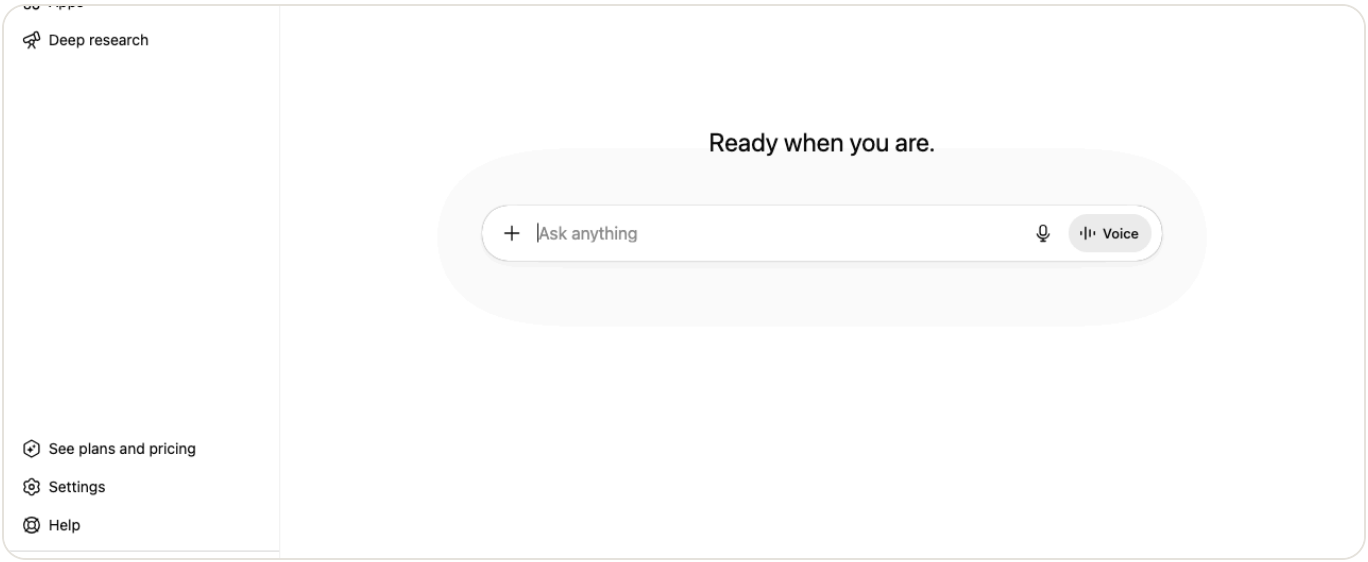
▸ MODULE 03

Step 1 — 🎯 Choose a niche and a clear promise

Pick a market where each new client is valuable and calls matter. Form a one-sentence promise tied to booked appointments, lead capture, or call response.

Good targets: home services, legal, healthcare, real estate, coaching, education, and local businesses with high lifetime value.

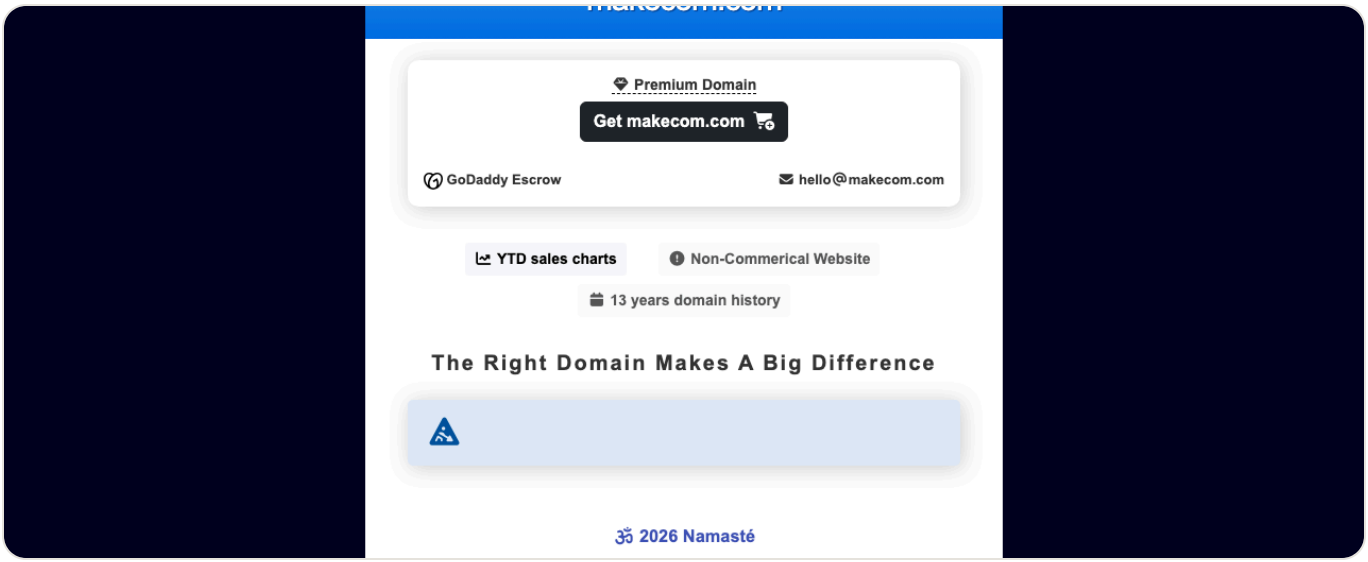
> **Tip**
>
> For local service niches, prioritize those with customer LTV in the thousands (e.g., roofing, cleaning, pressure washing, gutters, detailing). The SMB AI gap is large—supply is low vs. demand.



ChatGPT — where you'll do this



Google Sheets — where you'll do this



make.com — where you'll do this

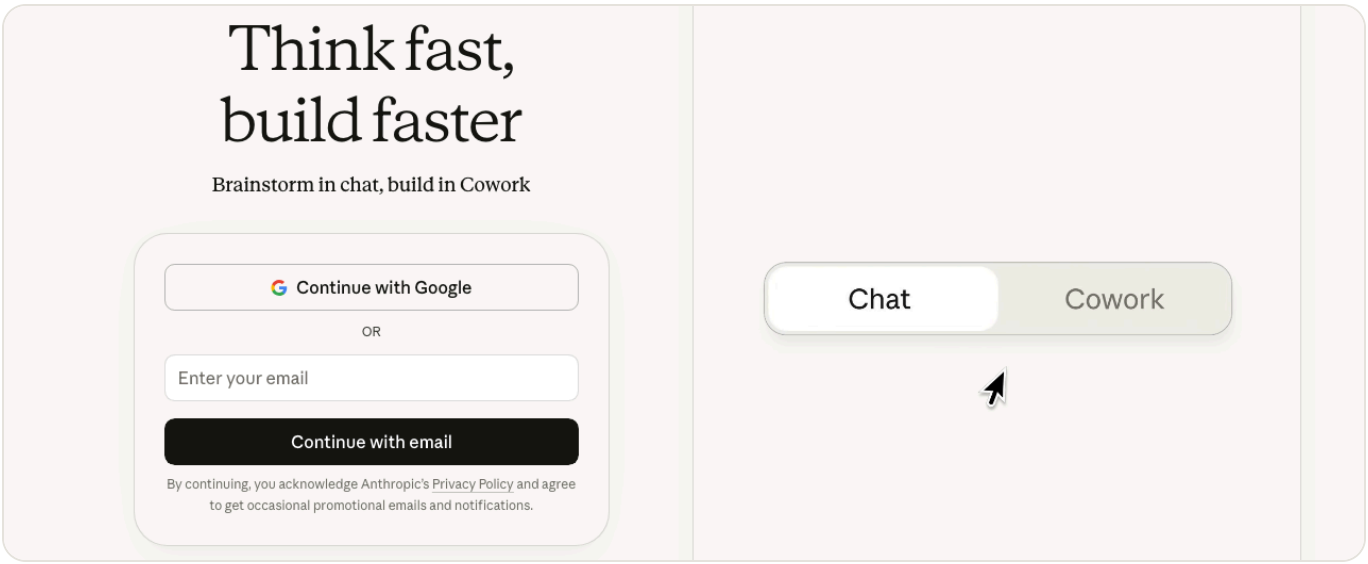
▸ MODULE 04

Step 2 — 🧭 Pick your primary platform

Choose the builder that matches your delivery style and client needs. You can always add others later—start with one path to ship v1 fast.

Platform	Best fit
Lovable	Fast AI site/app builds with forms and dashboards
GoHighLevel	All-in-one: sites, chat, CRM, automations, calendars
WordPress	Flexible CMS + plugins; great for SEO/content
Claude Code	Code-first, pixel control; export anywhere
Beehiiv	Simple site + newsletter combo, quick publishing

> **Tip**
>
> HighLevel shines for SMBs needing CRM + chat + booking. It’s not ideal for giant or ultra-techy companies. Start simple; complexity slows revenue.



Claude — where you'll do this

`▸ MODULE 05`

Step 3 — 🧰 Prepare brand, copy, and structure

Before generating a site, lock your brand tone, visuals, and page outline. AI works best with a tight brief and clear constraints.

PROMPT — BRAND KIT & STYLE GUIDE

```
Role: Senior brand designer.
Create a mini brand kit for [BUSINESS NAME] serving [NICHE] in [CITY/REGION].
Deliver:
- Logo ideas (text-first), color palette (HEX), fonts (Google Fonts), button
styles.
- Voice/tone guidelines in 5 bullets.
- Above-the-fold hero message: [ONE-LINER PROMISE].
- 5 microinteractions to delight users (hover, scroll, load).
```

PROMPT — SITEMAP & PAGE BLOCKS

```
Goal: High-converting local service website.
Pages: Home, Services, Pricing, About, Reviews, FAQ, Contact/Booking.
For each page, output:
- H1, subhead, 3–5 benefit bullets, social proof snippet, CTA.
- FAQ (5–7 Q&As), trust badges, and footer links.
- Schema suggestions (LocalBusiness/Service) and internal link map.
```

PROMPT — MASTER BUILD GUARDRAILS

```
You are my site co-pilot. Rules:
- Obey my brand kit above; do not invent new colors/logos.
- Keep layout mobile-first, load fast, and pass Lighthouse basics.
- Copy must be concise (plain English). CTA visible on every scroll.
- Output code/blocks that are importable to [PLATFORM]. Pixel-accurate.
- No filler. If missing info, output [PLACEHOLDER] labels.
```

Tip

AI and users prefer pages like answer sheets: lead with the direct answer, include a top summary, an FAQ, and a visible “last updated” date.

▸ **MODULE 06**

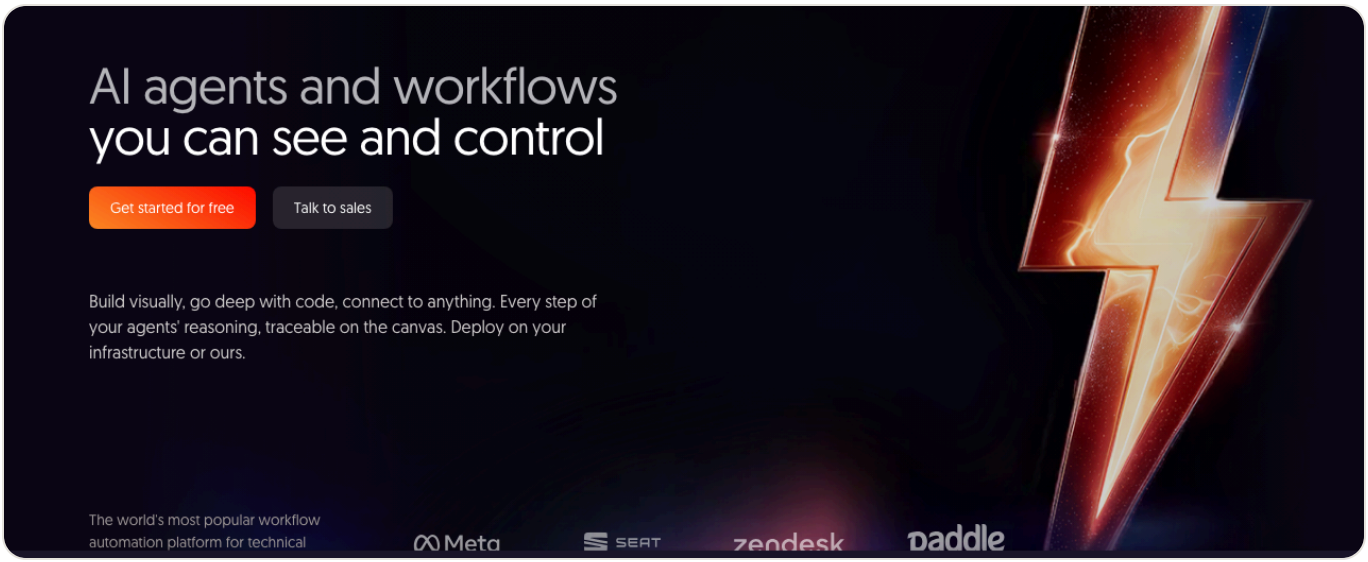
Step 4 — 🧱 Generate your site skeleton (by platform)

Spin up a functional draft fast. Then iterate on visuals and copy based on your brand brief.

Platform	What to do in this step
Lovable	New project → paste your master prompt + sitemap. Add Home/Services/Contact. Insert form block; connect to a webhook (Make/n8n). Pick a clean theme; enable responsive preview.
GoHighLevel	Sites or Funnels → New → pick a modern template. Use built-in AI to draft copy. Add chat widget, Forms, and Calendar booking. Set primary CTA to your booking page.
WordPress	Install WP + a lightweight block theme. Create pages. Optionally install Elementor. Build hero, services grid, reviews, and CTA. Keep plugins minimal.
Claude Code	Ask for a modern, mobile-first landing page using your brand kit. Optionally ingest a reference site with Firecrawl to speed structure. Export HTML/CSS and host anywhere.
Beehiiv	Create a publication. Customize theme and homepage sections (hero, services, testimonials). Add a simple Contact or external booking link; enable posts/newsletter.

Tip

Expect ~40% visual accuracy on the first AI pass when cloning styles—plan 2–3 iterations with precise fixes (spacing, rounding, gradients) to reach pixel-perfect.



n8n — where you'll do this

▸ MODULE 07

Step 5 — 🧬 Clone and improve a proven layout

Model what already converts in your niche, then localize it. Keep the structure but replace copy, images, and proof with your own.

PROMPT — COPY & LOCALIZE A HIGH-CONVERTING SITE

```
Copy the design from [REFERENCE DOMAIN]. But the new website needs to be for a business called [BUSINESS NAME], which builds [SERVICES] only within [SERVICE AREA]. Insert high-quality images of completed projects and list 5–10 major cities we serve. Include a contact/booking form. Keep the layout and conversion flow; rewrite all copy to match our brand voice and local SEO.
```

If you're using a visual/code AI, feed it annotated screenshots and issue granular fixes (paddings, font weights, border radii) until it matches.

Tip

Logos often get altered by AI—lock the original asset and instruct “do not modify logo in any way.”

▸ MODULE 08

Step 6 — 🎨 Polish UI and microinteractions

Tighten the first screen: trustworthy header, sharp hero, strong primary CTA. Add subtle hovers, shadows, and motion for delight without slowing load.

Example styles (Tailwind): try a primary button with background carrot-600, text-white, px-4 py-3, rounded-sm, shadow-sm, hover:translate-y-px hover:shadow-lg hover:bg-carrot-500 transition duration-300ms; add a button container with two buttons spaced via space-x-4 and matching nav styles (px-5 py-3, rounded-sm, font-semibold, hover effects).

HELPFUL REFERENCE

Tailwind CSS docs — Utility classes for rapid UI polish ↗

Tip

A cheap-looking header, cluttered layout, or poor images on first view creates a negative halo effect. Keep it clean, fast, and human. Add visible phone, email, simple form, chat, social links, and physical address above the fold to build trust.

▸ MODULE 09

Step 7 — 🔌 Add forms, chat, and booking (by platform)

Capture leads and book appointments from every page. Wire forms to automations and your calendar.

Platform	What to do in this step
Lovable	Add a Form block with fields: first/last name, email, phone, company, problem, solution, outcome, etc. Post to a Make/n8n webhook. Add a visible 'Book a Call' CTA.
GoHighLevel	Use Forms and Calendars to collect info and book meetings. Enable chat widget site-wide. Route submissions to Pipelines and automated follow-ups.
WordPress	With Elementor, drag an HTML/Form widget and paste form HTML. Set SMTP plugin for deliverability. Post to Make/n8n for CRM and email sequences.
Claude Code	Generate a semantic HTML form with required fields and POST to a webhook (Make/n8n). Add success/thank-you state. Embed a Calendly/booking link.
Beehiiv	Use a simple contact or embed a Typeform/external booking link. Route leads to Sheets/CRM via Make/Zapier.

> **Tip**
> Use clear consent checkboxes (e.g., “I agree to receive automated reminders and service messages” and “I agree to receive marketing messages”).

▸ MODULE 10

Step 8 — 🤖 Add an AI receptionist or website chatbot

Install a chat widget that can answer FAQs, qualify leads, and book appointments. In voice/chat flows, greet by business name, ask intent, qualify, collect contact info, then book if enabled. Embed via a simple script—works on WordPress, Webflow-like builders, custom code, or Beehiiv.

PROMPT — AI RECEPTIONIST SYSTEM MESSAGE

```
Role: AI receptionist for [BUSINESS NAME] in [CITY].
Goals (in order):
1) Greet and mirror caller's intent.
2) Qualify (service, location, timing, budget).
3) Capture name, email, mobile (auto-SMS the transcript/confirmation; do not
ask if caller ID present).
4) Offer next available booking; reschedule if needed.
5) If complex, transfer or offer human callback.
Policies: be concise, warm, and error-tolerant; avoid technical jargon; never
invent pricing; use knowledge base from [SITE MAP URLS/XML]; log every
interaction.
Tools available: [BOOKING_LINK], [HUMAN_TRANSFER], [END_CALL].
```

Add a small knowledge base (XML in markdown) with services, service areas, hours, pricing ranges, and policies to reduce latency and improve accuracy.

> **Tip**
>
> Embedding the chat widget via a CDN snippet works on any platform. Add instructions for the agent to auto-SMS the caller's number so you don't have to ask for it on every call.

▸ MODULE 11

Step 9 — 🔁 Route submissions to CRM, inbox, and calendar

Create an automation that receives form/chat/webhook data, updates your CRM/Sheet, emails the lead, and books time. Keep the flow as few steps as possible.

In Make: set a Webhook trigger → parse payload → create/update contact (ClickUp/Sheet/CRM) → send an email reply → create calendar event. For OAuth APIs, use Make's "Make an OAuth 2.0 request" with client ID/secret and redirect URL.

In n8n: build the same flow; if you want the website to wait for a response, add "Respond to Webhook" to return a success message instantly.

> **Tip**
> If you're new, Make tends to produce results faster than self-hosting n8n. Keep sensitive keys out of public repos; if you must, hardcode with care.

▸ MODULE 12

Step 10 — 💳 Add pricing and payments with Stripe

Create Stripe products for one-time setups or monthly plans. Generate Payment Links and place them on your Pricing or Proposal page, or send via email/DM.

Use deposits to secure projects, then collect the balance on delivery or go straight to monthly plans for ongoing optimization.

> **Tip**
> Never promise results or income. Label numbers as example-only/source-reported. Keep refund/terms clear and visible.

▸ MODULE 13

Step 11 — 🔎 Basic SEO structure that actually helps

Per page: unique Title/Meta, one H1, scannable subheads, FAQ section, internal links, and a visible “Last updated” date. Add LocalBusiness/Service schema (WordPress has plugins for this).

Write in plain English tied to the niche and service areas. Avoid keyword stuffing; clarity wins.

▸ MODULE 14

Step 12 — 📊 Install analytics, pixel, and events

Add the Meta pixel for remarketing and conversion tracking, then define your primary event (lead, schedule, purchase). Verify it fires on the thank-you page.

Platform	What to do in this step
Lovable	Paste pixel code in site settings or HEAD include. Test in Meta’s Pixel Helper.
GoHighLevel	Add pixel in site/funnel settings and on the booking page. Enable tracking on forms.
WordPress	Install a pixel plugin or connect via WooCommerce’s Facebook extension; verify in Events Manager.
Claude Code	Insert pixel script in <head>. Trigger a 'Lead' event on thank-you page load.
Beehiiv	Add custom head scripts in settings; set event on redirect/thank-you.

Use Meta's Event Setup Tool to map your conversion (e.g., Purchase or Lead) and confirm it's active.

VERIFY YOUR SETUP

Meta Events Manager — Check pixel and event status ↗

▸ MODULE 15

Step 13 — 🌐 Connect your domain and publish

Point your domain to the platform and set the live homepage. Add a compliant privacy policy and simple contact methods above the fold. Publish v1.

If running ads, ensure the root domain lands on a compliant page (not an experimental subpage).

▸ MODULE 16

Step 14 — 🧲 Build and prioritize a lead list

Start with people you know in target industries, then expand with Maps and lead databases. Track everything in a Sheet with columns for URL, name, role, email, phone, and a multi-line icebreaker referencing their website.

Pick channels where your buyers live: LinkedIn for B2B/high-ticket, Facebook for 40+/local, IG/TikTok/Shorts for under 35, YouTube for long-term trust.

> **Tip**
> Avoid sending cold email via providers that ban it (e.g., Mailchimp/Constant Contact). Filter out big companies/recruiters; exclude URLs like 'linkedin' or 'careers.linkedin.com'.

▸ MODULE 17

Step 15 — 🎥 Record a 90-second Loom teardown

Structure: 15s intro (why you reached out), 45s evidence (their Google listing, reviews vs. competitors, site issues), 30s fix (what you'd change) + no-pressure close.

Attach thumbnail in emails to lift click-through. Optionally generate a 5–10 slide pitch deck via AI highlighting pains and your improvements.

▸ MODULE 18

Step 16 — ✉️ Outreach templates (DM, SMS, email)

DM — MISSED LEADS ANGLE

```
Subject: [Personalized hook for [Name]]

Hey [NAME], I was looking at [BUSINESS] and noticed you might be missing out on leads because of [SPECIFIC PROBLEM: slow follow-ups / no recent reviews / unanswered calls]. I set up an automated AI system that handles [PROBLEM] for businesses like yours. I put together a short demo specifically for [BUSINESS]. Want me to send it over? Takes ~30 seconds.
```

DM — IF THEY HAVE A WEBSITE

```
Subject: [Personalized hook for [Name]]

Hey [NAME], I was searching for [NICHE] in [CITY] and came across your site. You've got some great reviews. I found a few things that might be costing you leads, so I put together a new version optimized for more calls/customers. Okay to send the link?
```

DM — IF NO WEBSITE

Subject: [Personalized hook for [Name]]

Hey [NAME], I tried to find your website when searching for [NICHE] in [CITY] but couldn't. Bit out of nowhere, but I went ahead and built you one. Want me to send the link to check it out?

SMS — BUILT YOU A SITE

Subject: [Personalized hook for [Name]]

Hey, this is [YOUR NAME]. I was looking you up on Google and saw no website. Kinda random, but I built you one—want to see it? Reply STOP to opt out.

OUTREACH — AFTER-HOURS AUTOMATION

Subject: [Personalized hook for [Name]]

Hey, I noticed you might be missing leads after business hours (nights/weekends). I help businesses automate lead follow-up using AI so you can book more appointments automatically. Want to see a quick demo?

PITCH — AI RECEPTIONIST

Subject: [Personalized hook for [Name]]

Hey [NAME], noticed you're missing calls after hours. I can add something that answers every call, books appointments automatically, and makes sure you never lose another lead. Takes ~10 minutes to set up. Want me to add it?

COLD EMAIL — CASUAL CONVERSATIONAL

```
Subject: quick idea for [COMPANY]

hey [FIRST NAME], big fan of [REFERENCE]. i noticed [SITE/LP] is leaving money
on the table (couple quick fixes). i've got an ai-driven flow that builds the
page and books calls—costs just cents to run and converts well. want me to send
a 60s teardown? can set it up for you end-to-end. if not, all good!
```

WARM MARKET POST

```
Subject: [Personalized hook for [Name]]

Hey, I'm looking to help five [NICHE] business owners get 10–15 leads per month
using a simple 3-step system (no paid ads). If that sounds interesting, DM me.
I'll walk you through it free.
```

> **Tip**
>
> Use omni-channel: send your asset via email, Instagram DM, LinkedIn, and X. Respond to replies within 60 seconds to maximize conversion.

▸ **MODULE 19**

Step 17 — 🧠 Handle objections like a pro

IF THEY TRIED BEFORE

```
"That's actually really useful to know. A lot of the businesses I work with
said the same thing before we started. Usually the issue is the system, not the
idea. Would it be okay if I showed you exactly how we handle that so you can
see what's different?"
```

IF NOT INTERESTED / ALREADY HAVE SOMEONE

“That’s great. Most businesses I work with already had someone, too. Would it be okay if I showed you one thing we do differently—just so you have a comparison? No pressure.”

IF TIMING ISN’T RIGHT

“Totally understand—timing matters. Would it be alright if I sent you one quick thing that’s useful whenever the timing is right? Takes ~2 minutes. No pressure.”

▸ **MODULE 20**

Step 18 — 📞 Discovery calls that convert

Run a simple SOP: rapport → why your note stood out → problems and costs → confirm urgency → share relevant wins → demo → propose or send a tailored proposal. Spend ~70% listening, 20% presenting, 10% next steps.

Avoid going too deep on meta tags, H1s, or prompt engineering; buyers care about outcomes, not tech.

▸ **MODULE 21**

Step 19 — 💼 Price, package, and sell the bundle

Offer tiered plans and connected AI solutions. Anchor around booked appointments and responsiveness, not pages or hours.

Include: AI phone/website chat, missed-call text back, lead follow-up, review generation, staff notifications, segmentation, and a monthly improvement cadence.

Example tiers: Basic AI website + essentials; Lead gen + ads; Full suite (ads + SEO). Use deliverable-based retainers with clear response SLAs.

> **Tip**
> For cost-savings projects, charging ~25% of savings is common (up to ~50% when confidence is high). Keep contracts light for small/mid clients; cash received beats paperwork.

▸ MODULE 22

Step 20 — 🛠️ Onboard and deliver fast

Automate onboarding: intake form → update CRM/PM → welcome email → book kickoff → generate brand/site docs → spin site v1. Keep clients in one ClickUp pipeline.

Ship a visible win in week one (live v1, booking widget live, or after-hours coverage). Focus on RGAs—avoid tinkering that doesn't move revenue.

▸ MODULE 23

Step 21 — 📣 Optional: Run Meta ads for client acquisition

In Meta Business Suite: create an ad account, connect your Facebook Page and Instagram Business, verify business details, add payment. Install your pixel and define your conversion.

Create one ad set: set conversation location (website), performance goal (max conversions), audience (tight geo + interests), daily budget, and manual placements (start with Instagram if that's where your niche lives). Launch with a single strong creative and rotate weekly as you scale.

Scale framework: $5–$20/day test 7 days; $20–$200 optimize slowly; $100–$250 duplicate winners and expand; $250–$500 add retargeting, new offers, and rotate creatives weekly.

> **Tip**
>
> Before publishing, answer: who is this for, what problem hurts, what solution you offer, what proof you show, and the one action to take. Most SMBs can skip offline channels.

▸ MODULE 24

Step 22 — 📈 Review, measure, and iterate weekly

Define eval criteria that match your goals (e.g., load speed, legibility, color consistency, conversion events firing). Use automated tools for speed checks and API analytics for reply/booking rates.

Drop ad and churn data into AI for insights (lowest CPC campaigns, top reasons for churn, most valuable customers). Double down on the offer that brings your best clients and highest margins.

CHECK PERFORMANCE

- **Google Lighthouse (docs)** — Automated audits for speed and UX ↗
- **PageSpeed Insights** — Lab and field performance data ↗

▸ MODULE 25

Mistakes to avoid

🚫

OVERCOMPLICATING THE STACK

Tangled tools lose leads. Start with one builder + one automation flow.

🧱

WEAK FIRST IMPRESSION

Cluttered header/poor imagery kills trust. Polish above-the-fold.

📧

COLD EMAIL TOS VIOLATIONS

Don’t use Mailchimp/Constant Contact for cold outreach.

🔍

TECH TALK IN SALES

Clients buy outcomes, not H1s/meta tags or prompt theory.

🧪

LETTING AI WRITE EVERYTHING

Template most text; have AI fill small, variable parts.

🖼️

UNREVIEWED ASSETS

AI may alter logos or brand colors—lock originals and verify.

🕐

SLOW FOLLOW-UPS

Lead response after 5 minutes tanks contact odds (Harvard).

🛠️

DIY SCRAPING AT SCALE

LinkedIn/UGC anti-scraping is strong; use legit lead sources.

🧩

COMPLEX AGENT SETUPS

Start with simple chat/booking; add functions as needed.

🎯

WRONG NICHES

Low-LTV niches need volume. Target high-LTV local services.

▸ MODULE 26

Income Forecast

$500–$5,000/mo

Typical SMB AI automation retainer (source-reported/example)

$300–$5,000 setup

One-time website/automation build fee (source-reported/example)

$2–$700/mo

Ongoing maintenance/hosting/chatbot fees (source-reported/example)

$500/mo

Entry tier: AI website + basics (source-reported/example)

$1,500–$2,000/mo

Lead gen + ads tier (source-reported/example)

$2,500–$3,000/mo

Full suite (ads + SEO + automation) (source-reported/example)

25%–50% of savings

Cost-savings pricing range when measurable (source-reported/example)

▸ MODULE 27

Resources

RESOURCES

Tailwind CSS docs	Speed up UI polish with utility classes ↗
Meta Events Manager	Create, verify, and debug pixel events ↗
Google Lighthouse (docs)	Automated audits for performance and UX ↗
PageSpeed Insights	Measure real-world speed and Core Web Vitals ↗

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THE JOBHACKI ARSENAL

What All-Access members get

All 7 JobHacki tools on one membership.

Hack your career.

AI Auto Apply

Swipe real jobs. We get each application ready; you check it and press submit.

Job Directory

Live jobs pulled straight from company hiring systems.

Resume Builder

A role-ready resume in minutes.

Resume Match

A 0-100 match score against live roles.

Interview Role Play

Free practice tests with an account; voice mock interview after the trial.

Playbook Directory

Step-by-step income and job playbooks.

Tool Directory

Tools, prompts, GitHub repos and GPTs, by category.

Create your free account

Get All-Access — see price and terms

See the community & what's inside

A free account opens the job hubs, playbook library, Tool Directory and Interview Role Play's practice tests.

Learn More →

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