

How to sell the \$225 website

Everything you need to pitch it and lock in the details in one call.

The offer, in one breath

Price	\$225/month. No build fee, no setup cost.
What it is	A full 20-page website — designed, written and built for them.
Live in	4 days from the demo call.
Gets them	Found on Google (local SEO) + found in AI / GEO search (ChatGPT, Gemini, Perplexity).
Included	Hosting, support, lead-capture forms. Nothing extra.
Commitment	Month to month. No lock-in. Cancel any time.
Results	AI search ≈ within 2 weeks · Google climbs 1–3 months, settles 3–6.

When they'll see results — set the expectation

- ◆ **AI / GEO search — fast (≈ 2 weeks).** AI crawlers re-index quickly, so once the site is live and GEO-structured, the business starts turning up in ChatGPT / Gemini / Perplexity answers.
- 1-3 **Google — months 1 to 3.** Rankings climb as Google indexes and trusts the site; movement on local "service near me" terms.
- 3-6 **Google — months 3 to 6.** Matures into strong positions. A compounding asset, not an overnight trick — say that plainly and never over-promise.

Who it's perfect for

- Trades, local services & small operators with no site or a tired one.
- Anyone paying an agency \$2–5k upfront and still waiting months.
- Businesses that want to be found when people search — incl. AI.

Lock in these details

- Business name + contact name
- Best mobile + email
- What they do & the area they serve
- Any current website or socials

The pitch — say it like this

- 1 **Hook.** "You know how a proper website normally costs a few grand and takes months? I can get you a full 20-page one, live in 4 days, for \$225 a month — less than your phone bill."
- 2 **Why it matters.** "It's built to actually get you found — on Google when people search your service, and now in AI search too. Leads come to one place."
- 3 **Kill the risk.** "No build fee, no lock-in. Month to month. If it's not working for you, you walk."
- 4 **Close.** "Want me to book you a free 20-minute demo where they show you exactly what yours would look like?"

Handling the common ones

- **"Why so cheap?"** — "They build at scale with their own systems, so it's a flat fair monthly price instead of a big upfront hit."
- **"I can build my own."** — "You can — but this is done for you, written and wired to get found, live in 4 days. Your time's worth more."
- **"What if I want to leave?"** — "Month to month. Cancel any time, no penalty."
- **"Contract / setup fee?"** — "No contract, no setup fee. Just \$225 a month."

What you earn

\$45/mo

per client, recurring

Paid every month your client stays on the plan. 5 clients = $\$225/\text{mo} \cdot 10 = \$450/\text{mo} \cdot 20 = \$900/\text{mo}$. No cap — it stacks. Just add each interested business to the **Refer a client** form at scalus.app/byg and it's tagged to you automatically.