

Put your small business online in 13 steps

No code. About three days' work, plus two short waits. From \$0 on a free address. Tick each step; one named tool and its cost per step.

1 Day 1 · the boring decisions

about 2 hours

- ☐ 1 Your business basics
Notes app + ChatGPT or Claude \$0 45 min
- ☐ 2 Your web address
Porkbun \$11 a year 20 min
- ☐ 3 Your business email
Free forwarding at your domain seller \$0 20 min
- ☐ 4 Choose your builder
Carrd (or Google Sites free) \$19 a year 30 min

2 Day 2 · the site takes shape

about 6 hours

- ☐ 5 Pages, photos and logo
Phone camera + Canva free \$0 3 hours
- ☐ 6 Let customers contact you
WhatsApp Business \$0 1 hour
- ☐ 7 Questions and privacy
ChatGPT or Claude \$0 1 hour
- ☐ 8 Put it live on your address
Builder settings + your domain's DNS page in your plan 1 hour + wait

3 Day 3 · get found, then tell people

about 5 hours

- ☐ 9 Google and Maps
Google Business Profile \$0 45 min + wait
- ☐ 10 Social media profiles
Instagram or Facebook business account \$0 1 hour
- ☐ 11 Count your visitors
Builder stats or Google Analytics \$0 30 min
- ☐ 12 Launch day
Your phone + WhatsApp \$0 2 hours
- ☐ 13 Keep it going
A 30-minute weekly slot yearly renewals 30 min a week

Three checks before paying anything

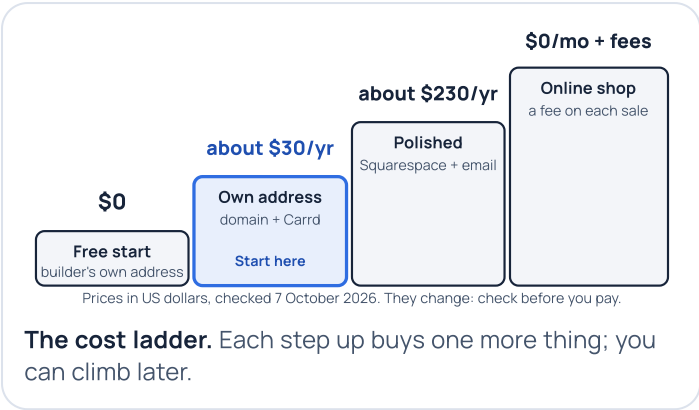
- Is the web address in **my** name and account, not the agency's or builder's?
- Do I hold every login, written down somewhere safe?
- Can I export my words and photos and leave if I want to?

Which builder for which owner

- **Cheapest:** Google Sites, \$0; your own address works on the www. version.
- **Fastest:** Carrd, \$19 a year (about AED 70); one page, forms and your address included.
- **Most control:** Squarespace, \$144 a year; several pages, stats built in.

Renewal trap: a \$1 first year at GoDaddy or Hostinger renews at about \$20 to \$23. Porkbun and Cloudflare stay the same.

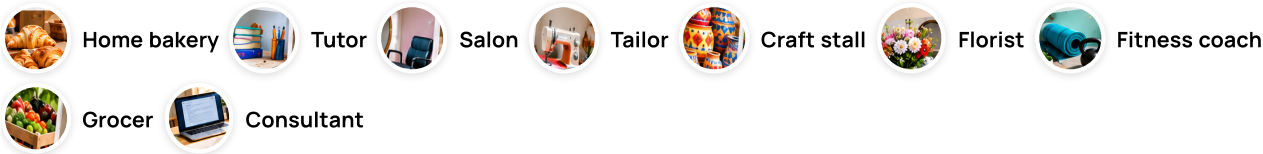
Four budgets, one picture



What each rung buys

Budget	What you get	Cost
Free start	Free builder address plus your normal email	\$0
Your own address	Domain \$11 (about AED 40) plus Carrd \$19, free email forwarding	about \$30 a year
Polished	Squarespace plus Google Workspace email	about \$230 a year
Online shop	Square Online (US, UK) or Shopify Basic	\$0 plus fees, or \$24 a month

Made for



Three prompts you can paste today

Paste into ChatGPT or Claude (free plan). Replace every [bracket] with your own detail. Read every line it writes before it goes on your site.

Prompt · my business facts

Help me write a one-page fact sheet for my small business, [your business name], run by [your first name]. Write the sheet first, then ask me one question at a time for each [ASK ME].
What I sell: [your what you sell]
Who buys: [your who buys from you]
Where: [your area you serve], [your country]
How to order: [your how people order]
Use these headings: What we sell, Prices, Who it is for, Where and when, How to order, Contact. Use simple words a 12-year-old understands. Do not invent anything; write [ASK ME] where you need my answer.

Prompt · words for my website

Write the words for a one-page website for [your business name], run by [your first name].
What we sell: [your what you sell]. Customers: [your who buys from you]. Area: [your area you serve]. How to order: [your how people order].
Write: 1) a headline of 8 words or fewer and one line under it; 2) a short intro of 2 sentences; 3) a description of up to 12 words for each product I list next: [PASTE YOUR PRODUCTS OR SERVICES AND PRICES]; 4) an "About me" of 3 sentences; 5) a "How to order" section in 3 steps; 6) the text for the order or booking button.
Use warm, simple words. Do not invent awards, reviews, numbers or qualifications.

Prompt · bio and first posts

Write social media text for [your business name] ([your what you sell], [your area you serve]).
1) An Instagram bio under 150 characters ending with how to order: [your how people order].
2) A Facebook page description under 255 characters.
3) Three launch posts with captions under 300 characters, not counting hashtags: we are open; meet [your first name]; our most popular item or service [NAME OF YOUR MOST POPULAR ITEM OR SERVICE]. Suggest a photo for each and 5 local hashtags.
Warm, simple words. No invented reviews, numbers or qualifications.

This page tells you what. The guide shows every tap. It fills fourteen prompts with your details, has the eight fixes for when the address will not connect, the country page, and what my own launch really cost. Website Launch Field Guide, \$19, and every new guide in the Launch Series: connect360advisory.com/products