

websites for local businesses, on autopilot

guide 1: the full pipeline from agent setup to a postcard in the owner's hands

why this still works

everyone thinks selling websites to local businesses is saturated, but what's actually saturated is the way people sell them. cold dms and cold emails saying "hey, i noticed your website could use some work" get deleted without being read, because business owners get twenty of those a week.

what almost nobody does is build the website first, print it on a physical postcard, and mail it to the owner. a postcard with their business name on it gets picked up and read, and the qr code on it takes them to a finished site that's already theirs. one agent runs all of it, and every step below comes with the exact prompt to paste in.

step 1

pick a niche

don't target "local businesses", pick one type, whether that's plumbers, dentists, landscapers, salons, or roofers. one niche means you build one site template and reuse it for every business on your list, and since every owner you talk to has the same problems, your pitch gets better with every call.

pick a niche where one new customer is worth real money to the owner. a roofer's average job is thousands of dollars, so a website that brings even one call a month pays for itself. if you're not sure, let the agent help you compare a few once it's set up.

```
i want to sell websites to local businesses in [city]. compare these niches: [roofers, plumbers, landscapers, dentists, salons]. for each one, use my google places api key to count how many businesses in [city] have no website listed, 10 to 200 reviews, and a rating of 4.0 or higher. show me the counts side by side and tell me which niche has the most businesses that fit.
```

step 2

set up the agent

the whole pipeline runs on an agent, and there are two good options for it. hermes agent at hermes-agent.nousresearch.com is open source and free and runs on your own computer or a server, and grok bot at x.ai/bot runs on its own computer in the cloud, so it keeps working when your laptop is closed. either way you message it the same way you'd message a person, so pick whichever one you like because everything in this guide works the same on both.

to set up hermes, open a terminal and run `curl -fsSL https://hermes-agent.nousresearch.com/install.sh | bash` or download the desktop app for your platform from the site, then sign in through nous portal when it asks. you talk to it from telegram, whatsapp, or discord, and if you want it running all day without your computer on, you can put it on a server like railway.

to set up grok bot, sign up at x.ai/bot, create a bot, give it a name and tell it what its job is, then message it from the desktop app or your phone. it comes with its own browser and terminal and picks the model for you, so there's nothing to install.

hermes needs one more step, which is connecting a model, because the model is what does the thinking. the simplest route is pasting in an anthropic or openai api key when setup asks for it, and the nous portal plans also come with monthly model credits and access to hundreds of models. use a strong model, because this pipeline involves judgment calls and a weak model makes expensive mistakes with real mail.

after that, give it the keys for the job. in chat, tell the agent which accounts it's working with and paste the credentials when it asks: a google places api key, which you create in google cloud console by enabling the places api, with a hard budget cap set on it because uncapped keys at volume are how people wake up to painful bills, and a postcard api account with lob, postgrid, or stannp. on grok bot you can also log into a website once in the bot's browser and it stays logged in.

then just talk to it. there's no dashboard and no workflow builder, you describe the job in plain language the way you'd brief an employee, and the agent writes its own scripts, saves what works as a reusable skill, and can put itself on a schedule, which grok bot calls a routine. the exact brief to paste in is at the end of this guide.

step 3

pull the list

the places api returns everything you need about a business: name, address, phone, rating, review count, photos, reviews, and whether they have a website listed. that last field is the one that matters, because an empty website field on a business with real reviews means a real

operating business with customers and no online presence.

the agent searches your niche across the whole city, including the areas around it, and saves everything into a spreadsheet so you can see it yourself.

use my google places api key to pull every [niche] in [city] and the towns within [x] miles of it. for each business save: name, address, phone, rating, review count, the text of their 10 most recent reviews, up to 5 photos, their place id, and whether a website is listed. put it all in a google sheet called "[niche] [city] leads" and tell me how many you found.

step 4

filter the list

now the agent filters that list down to the businesses worth mailing. the filters that work:

- no website listed, which is your main filter
- review count between 10 and 200, enough to be established but not so many that an agency is probably already handling them
- rating above 4.0, because owners who care about their reputation respond better to this

you'll end up with somewhere around 50 to 150 businesses per city that fit, and that's your send list. look through it before moving on and remove anything that looks off, like a business that's clearly closed or a listing that's actually a chain.

filter the "[niche] [city] leads" sheet to businesses with no website listed, 10 to 200 reviews, and a rating of 4.0 or higher. also remove anything that looks permanently closed or like a national chain. put the result in a new tab called "send list", show me the count and the first 20 rows, and wait for my approval before doing anything else.

step 5

build the template

before building 100 sites, build one template for the niche and get it right, because every site after this is the same template with different data in it. a good local business site is one page with the business name and what they do at the top, a big call button with their phone number, their services, their real google reviews, their photos, the area they cover, and a simple contact form.

have the agent build the template with the first business on your list, look at it on your phone, and keep asking for changes until you'd be happy if it were your own business. the site needs

to look finished rather than like a demo, so that when the owner opens it, it feels like it already exists and belongs to them.

build a one-page website template for [niche] businesses using the first business on my send list as the example. sections in this order: business name and one line about what they do, a big "call now" button with their phone, their services (write these from what their reviews mention), 6 of their best google reviews with the reviewer's first name, their photos, the area they serve, and a contact form. add a slim banner at the very top: "this site was built for [business name] by [your name]. call [your number] to put it live." make it look like a finished professional site, mobile first, clean and simple. host it on a preview link and send it to me. once i approve it, save it as the "[niche] template" and only change the data per business, never the layout.

step 6

build websites for all of them

once the template is approved, the agent builds a site for every business on the send list and fills each one with their real data, meaning the business name, the phone number, the services their reviews mention, their actual google reviews, and their photos pulled from the places api. every site gets its own preview link.

since this is one template per niche with data filled in per business, it's fully automatable. it's also exactly the part i built unloopa for, but the agent can run it with any builder that generates sites from data. check a handful of the finished sites before the postcards go out, especially ones where the business had few photos.

using the approved [niche] template, build a site for every business on the send list with their real data: name, phone, services from their reviews, their best 6 google reviews, and their photos. if a business has fewer than 3 photos, use clean stock photos that fit the niche instead. host each one on its own preview link, add the link to the send list sheet, and send me 5 random ones to check.

step 7

design the postcard

services like lob, postgrid, and stannp let you send real printed postcards with an api call. you send them the design and the address, they print and mail it, and it costs around 1 to 2 dollars per card.

the design is simple: a big screenshot of the website you built for them on the front, and on the back one line that says "we built [business name] a new website. scan to see it live." with a qr code to their preview link and your phone number, because some owners will just call instead

of scanning. keep the back clean and let the screenshot do the work.

design a 6x9 postcard for each business on the send list. front: a screenshot of their website's top section on a phone. back: "we built [business name] a new website. scan to see it live." in large text, a qr code to their preview link, and my name and number: [your name], [your number]. use my [lob / postgrid / stannp] account's template format. show me 3 samples and wait for my approval.

step 8

send and track

once you approve the samples, the agent sends the whole batch through the postcard api and logs every send. the part that matters after that is knowing who scanned, so the agent watches every preview link and messages you the moment one gets opened, with the business name and how long they looked at it.

send the approved postcards for the whole send list through my [lob / postgrid / stannp] account. log every send in the sheet: business, address, preview link, date sent, and expected delivery date. then watch every preview link, and message me on [telegram / the app] whenever one is opened, with the business name, their phone number, and how long they stayed on the page.

step 9

when they scan

the qr code goes straight to their live site, so the owner is holding a card with their business on it, scans it, and sees a finished website with their own reviews and photos. you never wrote a pitch because the site does the selling, and the site itself has a clear banner at the top saying it was built for them with your number on it, so the next step is obvious.

when the agent tells you someone opened their site, call them that day. you don't need a script, just ask if they saw the site and whether they want it live on their own domain. for the ones who scanned but didn't call back, the agent can send one short follow up by text a few days later.

for every business that opened their preview link but hasn't called me after 3 days, draft a short text from me: "hi, this is [your name], i sent you the postcard with [business name]'s new website. want me to put it live for you? [preview link]". show me the drafts and send them after i approve. only send one follow up per business, ever.

step 10

handing over the site

when an owner says yes, the agent takes their site off the preview link and puts it on their own domain. if they don't have a domain, it buys one in their business name, connects it, and sets up their google business profile to point at the new site, so the website starts showing up when people search for them.

after that, you keep the site updated for them every month, which means adding new reviews as they come in, updating services and photos, and fixing anything they ask for. the agent does all of it from one message, so every client you add is the same small amount of work.

```
[business name] said yes. move their site from the preview link to [their domain, or buy [businessname].com if it's free]. connect the domain, set up ssl, and add the site link to their google business profile. then add them to my client list and every month pull their newest google reviews, add the best ones to their site, and send me a one-line summary of what changed.
```

the full prompt

once every step above works on its own, this is the whole pipeline in one message. paste it in, fill in the brackets, and the agent saves it as one skill you can rerun on a new city with a single line.

```
you are my lead generation and website building agent. run this pipeline end to end and check in with me at the marked points.
```

```
niche: [your niche, e.g. roofers] city: [your city]
```

1. use my google places api key to pull every [niche] in [city]. for each one save: name, address, phone, rating, review count, reviews, photos, place id, and whether a website is listed.
2. filter the list to businesses with no website listed, 10 to 200 reviews, and rating 4.0 or higher. show me the filtered list and wait for my approval.
3. for each approved business, build a single-page website from the approved [niche] template: their name as the headline, their phone as the call button, services from their reviews, their google reviews on the page, their photos. host each one on its own preview link.
4. generate a qr code per preview link.
5. design a postcard per business: front is a screenshot of their website, back says "we built [business name] a new website. scan to see it live." plus the qr code and my phone number: [your number].
6. show me 3 sample postcards. after i approve, send the full batch through my [lob / postgrid / stannp] account.
7. log every send in a spreadsheet: business, address, preview link, date sent. alert me

whenever a preview link gets visited.

8. for anyone who visited but didn't call within 3 days, draft one follow up text for my approval.

rules: never spend more than [\$x] on api calls without asking me. never send mail or texts without my approval on the batch. save this workflow as a skill so we can rerun it on a new city with one message.

guide 1 of the local business series. next up: review automation with personalized cards.