21-Day Freelance Launch Roadmap (Web Dev + App Demo)

Generated on September 30, 2025

# Do This Tonight (≤15 minutes):

1. Name your Home Base (brand/site name).
2. List 3 domain ideas (e.g., austinfranklin.dev, afwebstudio.com, buildwithaustin.com).
3. Write a one-sentence elevator pitch (who you help + result + how).
4. Pick your initial 3 services + price tiers (Starter, Standard, Pro).

# Week 1 — Foundation & Generator

* Day 1 (Tonight) — Home Base decisions (10–15 min)

• Complete the 'Tonight' list above.

• Optional (phone): jot 10–20 site categories for your generator (landscaping, tech, cooking, etc.).

* Day 2 — GitHub + Folders (30 min)

• Create C:\Projects with subfolders: portfolio, generator, demos, assets.

• Create/confirm GitHub repos: portfolio-website, website-generator, demos.

• Add READMEs; push your current portfolio progress.

* Day 3 — Portfolio skeleton (45–60 min)

• Create pages: Home, Services, Projects, About, Contact.

• Add navbar/footer, placeholder sections, and basic routing/links.

* Day 4 — Generator UI polish (45–60 min)

• Finish styled UI in Electron (colors, spacing, buttons, status banners).

• Verify dropdown includes 15+ categories.

* Day 5 — Randomization + unique folders (45–60 min)

• Ensure timestamped folder names and 2+ template variants per category.

• Test 3 generations; confirm uniqueness.

* Day 6 — Preview flow (30–45 min)

• Add an 'Open in Browser' button for the generated index.html.

• Add 'Open Output Folder' button for quick access.

* Day 7 — Buffer + record demos (30 min)

• Fix small bugs; record 15–30s screen capture of generator (Windows: Win+G).

• Save clips to /assets/demos for your Projects page.

# Week 2 — Portfolio & Demos

* Day 8 — Services copy (30–45 min)

• Write clear offers for Starter/Standard/Pro (what's included, delivery time).

• Add CTAs: 'Get a Quote' and 'Start a Project'.

* Day 9 — Projects page + live demos (45–60 min)

• Generate 3 demo sites (e.g., landscaping, photography, tech).

• Host each demo with GitHub Pages; link from Projects page.

* Day 10 — Contact form + legal (30–45 min)

• Add Formspree or similar for contact form (free tier).

• Add simple Privacy Policy & Terms pages (templates).

* Day 11 — Pricing page (45–60 min)

• Create side-by-side package comparison table.

• Add FAQs under pricing that reduce objections.

* Day 12 — Social proof & FAQ (30–45 min)

• Seed 2–3 testimonials (use placeholders until real ones).

• Write a 6–8 question FAQ (revisions, timelines, handoff).

* Day 13 — SEO basics (30–45 min)

• Add title tags, meta descriptions, Open Graph tags.

• Compress images; ensure fast load.

* Day 14 — Mobile polish (30–45 min)

• QA site on mobile; fix spacing, font sizes, tap targets.

• Ensure lighthouse/mobile score is solid.

# Week 3 — Productize & Launch

* Day 15 — Export to GitHub Pages from app (45–60 min)

• Add a script/button to push a generated site into a 'demo' repo on GitHub.

• Document the flow in your app README.

* Day 16 — Package the Electron app (45–60 min)

• Use electron-builder to produce a Windows installer/zip.

• Save builds to /releases; verify it runs on a fresh machine.

* Day 17 — Product landing page (45–60 min)

• Add a page on your portfolio for the generator (features, GIF demo, download link).

• Include a simple 'Request a Custom Site' form.

* Day 18 — Fiverr/Upwork listings (45–60 min)

• Create gigs: Landing Page Build, Starter Website, Resume/LinkedIn Optimization.

• Use your demo GIFs and generated-site screenshots.

* Day 19 — Proposal/templates (30–45 min)

• Write 2 proposal templates (landing page + small website).

• Save canned Q&A for common client questions.

* Day 20 — Social setup (30–45 min)

• Update LinkedIn headline; add your projects.

• Draft two short 'launch' posts (teaser + launch).

* Day 21 — Launch checklist (45–60 min)

• Final QA across pages; test contact forms.

• Publish posts; share links; message 3 warm contacts.

# Use Your iPhone (downtime at work):

* Brainstorm copy for Services and FAQs in Notes.
* Collect color palettes/fonts from screenshots (Pinterest/Dribbble).
* Draft Fiverr gig descriptions and pricing while on break.
* Capture domain ideas; we’ll buy once decided (budget ≤ $30/mo total excluding ChatGPT Plus).

# Budget (≤ $30/month, excluding ChatGPT Plus):

* Domain name (~$10–$15/year; ~$1/month effective).
* Optional: Canva Pro (~$13/month) for quick visuals, can cancel after launch.
* Everything else stays free: GitHub Pages, Formspree free tier, Electron, VS Code.
* Optional: Duet Display or spacedesk for using your iPhone/iPad/old tablet as a second screen (free/low-cost).