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what's the best way to get clients for a business that makes website for local or not local comerce/shops

For a web-design business targeting **local and non-local shops**, the most effective approach is a mix of **direct outreach, positioning, and proof**. Here's a clear, practical breakdown—starting with what works *fast*, then what scales.

## 1. Start with a clear niche (this matters more than people think)

Instead of "websites for everyone," narrow it slightly:

- Restaurants
- Local service businesses (plumbers, salons, gyms)
- Retail shops
- Coaches / consultants
- E-commerce for small brands

👉 Example:

"I build fast, mobile-friendly websites for local restaurants that want more bookings."

This makes outreach and referrals **much easier**.

## 2. The fastest way: direct outreach (high conversion if done right)

### A. Local businesses (VERY effective)

**Walk-ins or phone calls**

- Visit shops with weak or outdated websites
- Compliment something first
- Point out one clear improvement
- Offer a free website audit or mockup

Example:

"Hey, I noticed your site doesn't show up well on mobile. I build sites that help

local shops get more calls—can I send you a quick free audit?"

This works because **local businesses trust face-to-face.**

## B. Cold email / Instagram / LinkedIn (for non-local)

Target businesses with:

- No website
- Slow websites
- Bad mobile design

Message structure:

1. Personal detail
2. Problem
3. Outcome
4. Simple CTA

Example:

"Hey Sarah, I saw your boutique on Instagram—love the branding.  
I noticed your website loads slowly on mobile, which usually costs shops sales.  
I specialize in fast, conversion-focused sites for small brands.  
Want me to send a quick free homepage redesign?"

 Don't pitch hard. Offer value first.

## 3. Use "free" strategically (not forever)

Free doesn't mean wasted effort.

Good free offers:

- Free website audit
- Free homepage mockup
- Free speed or SEO check

This lowers resistance and **positions you as the expert.**

## 4. Build proof ASAP (even if you're new)



If you don't have clients yet:

- Build 2–3 **demo websites** for fake businesses
- Or redesign real businesses' homepages as samples
- Or offer 1–2 discounted projects in exchange for testimonials

You need:

- Before/after screenshots

- Short testimonials
- Clear results ("more calls," "faster load time")

## 5. Local partnerships (underrated and powerful)

Partner with:

- Marketing agencies
- SEO freelancers
- Print shops
- Business consultants
- Local chambers of commerce

They already have clients—you become their **website person**.

## 6. Online presence that actually converts

You only need:

- One clean landing page
- Clear offer
- Examples
- Simple contact form

Optional but powerful:

- Google Business Profile (for local)
- Instagram or LinkedIn showing your work
- Short case studies

## 7. Paid ads (only after you have proof)

Once you know what converts:

- Google Ads for "web designer near me"
- Facebook/Instagram ads targeting business owners

Never start with ads **before** having:

- ✓ Portfolio
- ✓ Clear offer
- ✓ Testimonials

## 8. Best beginner strategy (recommended)

If you're starting from scratch, do this in order:

1. Pick a niche
2. Create 2–3 strong examples
3. Offer free audits/mockups
4. Do daily direct outreach (10–20/day)
5. Collect testimonials
6. Raise prices gradually

If you want, tell me:

- Are you **solo or a team?**
- Are you **new or already have clients?**
- Local, non-local, or both?

I can then give you a **step-by-step client-getting plan** tailored to your situation.



which outreach is the most effective?

**Short answer:**

👉 **Warm, personalized direct outreach** is the most effective—especially **local, one-to-one outreach**.

**Long answer (ranked by effectiveness):**

🥇 **#1 Most effective: Local direct outreach (in person / phone)**

**Why it works best**

- High trust
- Low competition
- Business owners decide fast

- Very high reply + close rate

**Best for:** local shops, restaurants, service businesses

### Typical results

- 30–60% conversation rate
- 10–25% close rate (if your offer is good)

### How to do it

- Walk in or call
- Point out ONE specific issue
- Offer a free audit or mockup

Example:

"I noticed your site isn't mobile-friendly—most customers browse on phones now. I build fast websites for local shops. Can I send you a free homepage redesign?"



## #2 Personalized cold email (non-local)

### Why it works

- Scales better than in-person
- Works globally
- Cheap

**Best for:** online shops, agencies, niche businesses

### Typical results

- 20–40% open rate
- 5–15% reply rate
- 5–10% close rate

### Key rule:

Personalize the first 1–2 lines or it dies.

Bad:

"Hi, I help businesses grow with websites..."

Good:

"Loved your café's Instagram—noticed your website takes 6s to load on mobile..."

## 🥇 #3 Instagram / LinkedIn DMs

**Why it works**

- Very direct
- Good for visual businesses

**Best for:** boutiques, gyms, coaches, creative brands

**Downside**

- Many DMs ignored
- Needs soft, human tone

Tip:

Comment on their post → wait → DM

## ✗ Least effective (starting out)

- Mass email blasts (spam)
- Paid ads with no proof
- Fiverr/Upwork bidding wars
- Generic "web design services" messages

## 🔥 The MOST effective combo (what pros use)

1. Local outreach first (fast cash + testimonials)
2. Cold email second (scale)
3. Referrals third (cheapest clients)

**If you want the single best outreach method:**

👉 Local businesses + free audit/mockup + personalized message

That's the highest ROI approach for web designers.

If you tell me:

- Local vs non-local
- Cold email vs in-person vs DMs
- Beginner or experienced

I'll give you an **exact script + daily outreach routine** that converts.

