

FREE · THE OPB METHOD

The OPB Method.

Four moves. Two weeks. A website built around your work. This is the framework we walk every founder through, from idea to live URL.

Why most one-person business websites fail.

In our work with one-person founders, three patterns show up again and again.

01. **The site is for everyone.** It talks about "small business owners" or "anyone who needs help". Nobody reading it thinks "that is me", so nobody calls.
02. **The offer is vague.** Three services. Five services. "Custom packages." Buyers don't know what they're buying or what it costs, so they don't buy.
03. **The site looks the same as every other one in the category.** Same stock photos. Same trendy colours. Same "we are passionate about our work" copy. No reason for a buyer to pick this one over the next.

WHAT WE DO DIFFERENTLY

We start with the **one person** you serve, not the services you offer. We lock the **one offer** they would actually buy. We build the brand around your face and your story, not a stock template. And we ship in 48 hours so the site goes live while the work is still fresh.

The four moves.

Two weeks, in order. Each move sets up the next. The rest of this kit walks through each one.

MOVE 1 · PERSON Day 1 to 3

1. Lock the one person you serve.

Narrow until you can picture them at a kitchen table.

MOVE 2 · OFFER Day 4 to 6

2. Sharpen the one thing you sell.

One thing they buy first. Price it. Scope it.

MOVE 3 · BRAND Day 7 to 10

3. Build your name and your face.

Name. Two colours. Two fonts. Short story.

MOVE 4 · SITE Day 11 to 14

4. Ship the website.

Live in 48 hours. You own it. No subscription.

Move 1. Lock the one person you serve.

This is the move most founders try to skip. They think narrow means small. It doesn't. Narrow means clear. A clear person calls you first. A vague person calls nobody.

The Move 1 worksheet.

DAYS 1 TO 3

1. **Who they are.** *Age, work, place, life stage. One sentence.*
2. **What they want.** *The outcome, not the activity.*
3. **What is in their way.** *The thing that stops them paying anyone.*
4. **Where they spend time online.** *Two places, named.*
5. **What they pay for now.** *How much. How often. To solve what.*

WHAT SHARP LOOKS LIKE

Maya, a Sydney barber, year two of her own shop.

Who they are. Men 40 to 65 in Sydney's inner west. Office Monday to Friday. Tradies on Saturday.

What they want. A 20-minute walk-in shave. Sharp every time. No chat unless they start it.

In their way. Salons that don't focus on men. Long waits at chain barbers. Awkward chairs.

Where online. Google Maps reviews. Instagram with local hashtags like #innerwestsydney.

Pays for now. \$40 every two weeks at a barber a 25-minute drive away.

COMMON MISTAKES WE SEE AT MOVE 1.

- **The person sounds like a category, not a human.** "Small business owners" is a category. "Single-truck plumbers in Penrith with no admin help" is a person.
- **The list of pains is generic.** "Wants to grow." "Wants more leads." If your competitor could say the same thing, it isn't specific enough.
- **Three people get listed instead of one.** If you can't pick one, you don't know your work yet.

Move 2. Sharpen the one thing you sell.

This is where most founders second-guess everything. The price. The scope. The thing itself. The fix is to pick the one offer your one person would buy first, write it in plain words, decide what you say no to, then stop revising.

The Move 2 worksheet.

DAYS 4 TO 6

- 1. What it is.** *One line. Plain words.*
- 2. What is included.** *Three to five things.*
- 3. What is not included.** *Two or three things you say no to.*
- 4. What you charge.** *One number. One payment or one schedule.*
- 5. How long it takes.** *Days, not weeks.*
- 6. What happens after they buy.** *The first thing they get.*

WHAT SHARP LOOKS LIKE

Maya's one offer.

What it is. A weekly walk-in shave. Saturday mornings only.

Included. Wash. Hot towel. Straight razor shave. Balm.

Not included. Haircuts. Beard trims. Bookings. Saturday afternoons.

Price. \$45. Cash or tap.

Time. 20 minutes. In and out.

After they buy. A loyalty card. The eleventh shave is free.

COMMON MISTAKES WE SEE AT MOVE 2.

- **Three things in the offer instead of one.** Cut to one. The other two can come back in version two of the business.
- **A price that ends in "starting at" or "from".** Pick a real number. Buyers don't trust ranges on a one-person site.
- **"What is included" full of things the buyer would assume anyway.** Only list what isn't obvious. The rest is noise.

Move 3. Build your name, your face, your story.

Three small things make a brand work for a one-person business. None of them need to be expensive. All of them need to be consistent.

NAME

Easy to say. Easy to spell. Connected to the work. If your own name fits, use it. If not, pick a name that describes what you do. Test it by saying it on the phone. If you have to spell it twice, change it.

LOOK

Two colours. Two fonts. One shape that shows up everywhere. Stay consistent. People trust what they see twice. Consistency reads as competence.

STORY

Three to five sentences. What you used to do. What you saw that made you start. Why you do this work now. Plain words. No hype. Read it out loud. If you cringe, rewrite it.

Move 4. Ship the website.

This is the move most founders never finish on their own. Brand done, photos taken, offer locked, and the site sits as a draft for six months. The site has to ship.

WHAT A WORKING ONE-PERSON SITE DOES

Tells your one person what you do, in one screen, before they scroll. Shows your face, your story, your offer in a way that feels human. Lets them book, message, or buy from you without a phone call. Made so Google can find you and AI tools can quote you.

WHAT THE 48-HOUR BUILD LOOKS LIKE

You bring Move 1, Move 2, Move 3. We bring the design system, the page architecture, the copy structure, and the live URL. We pick the OPB template that fits your work. We ship together. The site is live, ready to take its first lead, in two business days.

Who this method is for.

We work best with founders who match the profile below. We say no to the rest.

BUILT FOR YOU IF

A good fit.

- ✓ You're a one-person founder in Australia ready to launch a real offer to a real person.
- ✓ You've walked Moves 1, 2, 3 (or are ready to walk them with us).
- ✓ You can commit \$497 in the launch window and want the site live in 48 hours.
- ✓ You want to own the site. One payment. No subscription.

NOT FOR YOU IF

A wrong fit.

- You run a multi-service agency, an e-commerce store, or sell to enterprise.
- You want to spend months perfecting the brand before launch.
- Price is your only deciding factor. We don't compete on price.
- You want a subscription site or a monthly retainer build.

The 48-hour ship checklist.

When you book the build, send these. The faster we get them, the faster you go live.

- 📄 **One page on your one person.** *From the Move 1 worksheet.*
- 📄 **One page on your one offer.** *From the Move 2 worksheet.*
- 📄 **Your business name.** *Easy to say. Easy to spell.*
- 📄 **Two colours and two fonts.** *If unsure, we will pick for you.*
- 📄 **Your three-to-five-sentence story.** *From Move 3.*
- 📄 **Three to five photos.** *One of you. Two of your work. Two of your space.*
- 📄 **The web address you want.** *yourname.com.au if free.*

LAUNCH ENDS 30 JUNE 2026

Premium personal brand site. Live in 48 hours.

One payment. You own the site. No subscription. After 30 June 2026 the price returns to \$1,199.

\$497

SAVE \$702