

Y01 — Watch It Happen

Before you learn a single step, I want you to see the whole thing happen, start to finish. Because once you have seen it, every lesson after this is just slowing the movie down.

So here is a true kind of story. A teenager - not much older than you - noticed something most adults walk right past: all around town were businesses with no website. He did not have money, or a company, or a computer science degree. He had a free afternoon and an AI tool. So here is what he did, and pay attention to the order, because the order is the secret.

First, he found them. He opened the map on his phone, looked up businesses nearby, and checked each one: do they have a website? No? Onto the list.

Second - and this is the part almost everybody gets backwards - he built the website BEFORE he ever called them. He took what was already public, the business's name and town and what they do, and had the AI build a clean, simple site with all of it filled in. Twenty minutes, maybe less. So when he finally picked up the phone, he was not asking for anything. He was holding a gift with their name already on it.

Then he called. And the call was nothing like the scary sales call you are imagining. It was basically: Hi, I noticed your shop does not have a website, so I went ahead and made you one - can I text you the link so you can see it? Think about being the owner for a second. A local kid just handed you something that usually costs thousands of dollars, already finished, already yours to look at. Most people did not say no. Most people could not believe it.

That young man ended up helping dozens of businesses, and versions of this story have happened all over the world since. People have built whole companies on it. But here is where our version is different, and honestly, better.

He was doing it for income. We are doing it as ministry. When we finish a site and the owner loves it, we give it to them. Free. Signed, sealed, delivered, no invoice. And then - only then - we let them know that our youth group runs on donations, that keeping a site like theirs online costs about five dollars a month, and that if they ever want to support what we are doing for the community, our church would be grateful. Some will give that day. Some will give later. Some will just tell everyone they know about the kids from the church who do this - and that is worth more than money.

So watch the movie one more time, fast: find a place that is invisible online. Build their site before you ever talk to them. Call, and give it away. Put it on the internet. Invite them, gently, to be part of the ministry that made it. That is the whole thing. That is what you will have done, personally, a few meetings from now.

There is one phrase I want you to keep from this lesson, and it is the engine of everything: the gift comes before the ask. We never call empty-handed, and we never give with strings attached. Get that order right and people will amaze you.

Your build for this lesson: that place you thought of last time? Tonight, look them up. Search their name, check the map. Confirm with your own eyes that they have no website - or that what they have is just a dot on a map with the wrong hours. Congratulations: you have just done the first real step of the ministry. Next lesson,

we turn it into a full call list.