

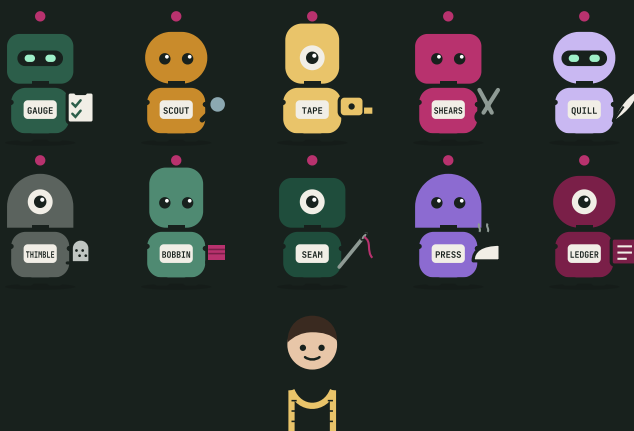
First Fitting

Try-on websites for local businesses.

A 12-month business plan for a website studio run by ten AI bots (eleven with the optional ad-sales bot) and one person.

NEW BUSINESS • PLAN DATED 23 OCT 2026

Every number in this plan is a labelled estimate. No messages have been sent and no sales made yet. The bots are set up and ready to switch on.



Make the site first. Let them try it on.

We find local firms with no website or a tired one, make them a new site before we ask, and let them try it on. The owner sees their own business on a real web page before anyone asks for money. If it fits, they buy it. If it doesn't, we delete it.

£500–£1,500

new website, one-off

£750

refresh an old site in a week

£35 / £65

care plan a month, 3-month
minimum

£44

a month to run, plus £62 a year

EST.

Who buys

Small local firms with no website, or one that looks old on a phone: trades, cafés, dentists, vets, garages, shops.

What you need

- About 7 hours a week **EST.** : approvals, calls, finishing sites
- A laptop, a business email, a domain
- About £106 before the first sale (month-one costs)

Year one, base case **ESTIMATE**

£18,423 revenue, **£17,833** profit before your time, about **19** sites, **£534** a month of care income by month 12.

A third of UK firms still have no website.

68%

of UK businesses have a website

65%

of sole traders do, 74% of micro firms

5.69m

UK private-sector businesses, start of 2025

£520

median published fixed price for a small site

The gap is widest among the smallest firms, and new ones start every year. Our prices sit in the normal UK range: published fixed packages have a middle band of £399–£898, and freelancer brochure sites run £500–£3,000.

The competition

At least six software tools already sell "find businesses without a site, make a preview, email them" to agencies. That means owners will get more of these emails. We win on three things:

1. **Try-on, done properly.** A finished-looking page with the owner's own details, labelled "concept, not affiliated", removed after 30 days.
2. **Rules first.** Email only where UK law allows it; letters everywhere else.
3. **A refresh offer.** £750 in a week for firms that already have a weak site.

Sources: GOV.UK UK Business Data Survey 2024; GOV.UK Business population estimates 2025; Whito (Jul 2026); Flowrush (Oct 2026). Full list in RESEARCH.md.

Prices on a swing tag.

OPTION	PRICE
Off the peg Firms with no website	£500
Made to measure Firms with no site who want more room	£950
Bespoke Busier firms	£1,500
Alterations: refresh in a week Firms with a weak site they already own	£750
Pressing Every site we build	£35/mo
Full aftercare Firms who change things often	£65/mo

Extras

Google Business Profile tune-up	£150
Local photo morning	£195
Review-request cards and QR	£60

Care plans have a 3-month minimum, then roll monthly. Full prices. Not VAT-registered at launch (UK threshold £90,000 turnover). Pages beyond 5 on a refresh: £95 each.

From a public listing to a paid site.

- 1 Find**
Scout reads Companies House and OpenStreetMap for one town and trade.
- 2 Measure**
Tape scores each website out of 100 on 13 checks. No site counts as 0.
- 3 Cut**
Shears makes a concept page for firms under 75, labelled "not affiliated".
- 4 Draft**
Quill writes a short email (companies and LLPs only) or a letter (everyone else).
- 5 Check**
Thimble blocks anything that breaks the rules. The owner approves the rest.
- 6 Reply**
Bobbin sorts replies: price question, call, not now, no thanks.
- 7 Fit**
The owner takes a 15-minute call. Ledger sends the quote.
- 8 Make and keep**
Seam builds in 5 working days. Press looks after it every month.

Built so the bots can't cut corners.

Email or letter, decided by law. UK PECR lets us email limited companies and LLPs. Sole traders and ordinary partnerships get a letter, never a cold email.

Every message says who we are and how to say no. A "no thanks" goes on a permanent do-not-contact list within a day.

Inbox rules. Separate sending domain with SPF, DKIM and DMARC; spam rate kept under 0.1%; no more than 25 sends a day.

Data. No Google Maps content is stored. Concepts are noindex, on our own domain and deleted after 30 days. A privacy notice explains it all.

Honest selling. No invented reviews, clients or results. Review cards ask every customer, with no gating or rewards (DMCC Act 2024 rules on fake reviews).

A human says yes. The owner approves every one of the first 200 sends by hand.

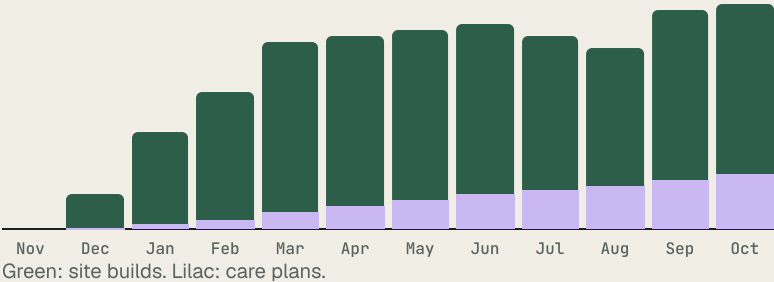
Cautious, base and strong.

No UK figures exist for reply rates on this kind of outreach. US vendor figures are higher, so we used lower numbers. The first 50 supervised sends will tell you which case is real.

AT FULL SPEED	CAUTIOUS	BASE	STRONG
Emails a month	100	150	200
Letters a month	20	30	40
Reply rate	3%	5%	8%
Replies that buy	15%	20%	25%
Letters that buy	1%	2%	3%
YEAR ONE			
Revenue	£5,712	£18,423	£45,697
Profit*	£5,122	£17,833	£45,107
Sites won	6	19	48
Care income, month 12	£165/mo	£534/mo	£1,324/mo
In profit from	Jan 27	Dec 26	Dec 26

All cases: average build £800, 70% take a care plan at £45 a month on average, 3% leave a month. Sending ramps up over the first 5 months, and December is quieter.
*Profit leaves out the value of your own time.

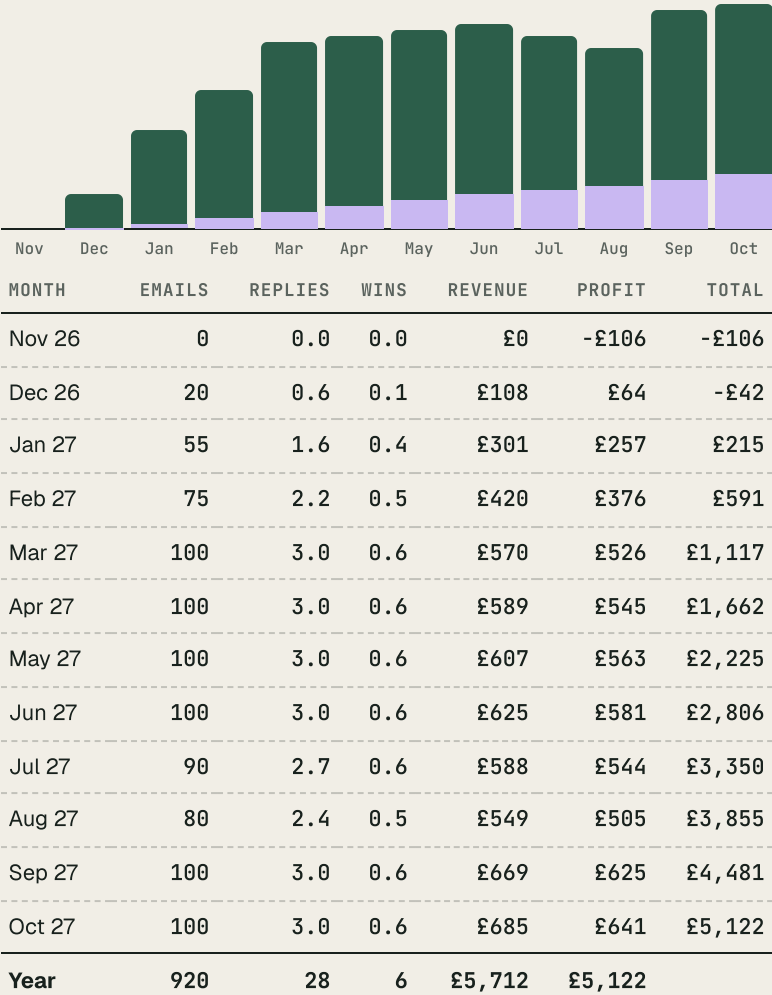
The base case.



MONTH	EMAILS	REPLIES	WINS	REVENUE	PROFIT	TOTAL
Nov 26	0	0.0	0.0	£0	-£106	-£106
Dec 26	30	1.5	0.4	£349	£305	£199
Jan 27	82	4.1	1.1	£961	£917	£1,116
Feb 27	112	5.6	1.6	£1,344	£1,300	£2,416
Mar 27	150	7.5	2.1	£1,840	£1,796	£4,212
Apr 27	150	7.5	2.1	£1,901	£1,857	£6,069
May 27	150	7.5	2.1	£1,961	£1,917	£7,986
Jun 27	150	7.5	2.1	£2,018	£1,974	£9,960
Jul 27	135	6.8	1.9	£1,900	£1,856	£11,816
Aug 27	120	6.0	1.7	£1,773	£1,729	£13,545
Sep 27	150	7.5	2.1	£2,162	£2,118	£15,663
Oct 27	150	7.5	2.1	£2,214	£2,170	£17,833
Year	1379	69	19	£18,423	£17,833	

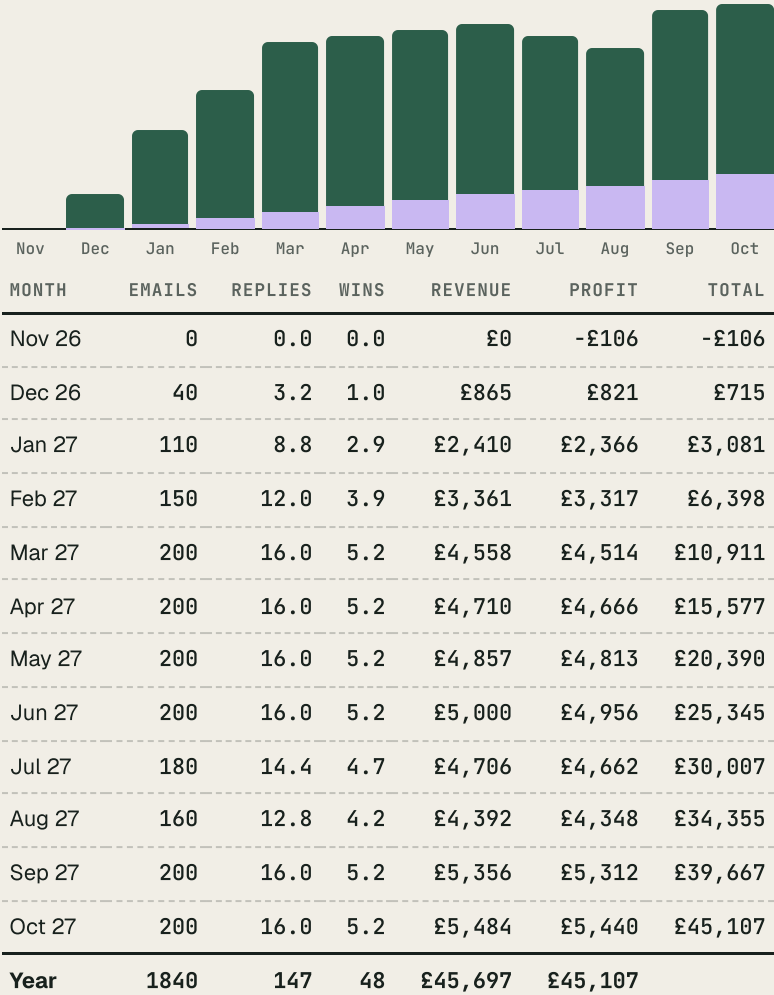
Wins can be fractions because these are averages. Month 1 is set-up and the 50-send test, so no sales are counted.

If replies are slow.



Still profitable on running costs, but thin for your time. If the 50-send test lands here, switch effort to letters and refreshes, which need fewer replies per sale.

If owners like trying on.



At this pace your finishing time becomes the limit. The bot plan explains when to add a second Seam and hire a freelance finisher.

Cheap to run, by design.

Every month

Business email mailbox	£7
ESTIMATE, e.g. Google Workspace starter	
Hosting for previews and client sites	£0
ESTIMATE: free static tier covers dozens of small sites	
AI model calls (scoring notes, copy, replies)	£12
ESTIMATE: about 300 previews and drafts a month at £0.02–£0.10 each	
Places API website checks	£0
ESTIMATE: within Google's monthly free usage at this volume; check before use	
Postage for letter packs (sole traders)	£25
ESTIMATE: 30 letters at second-class large-letter rate	
Total a month	£44

Every year

Domain firstfitting.co.uk	£10
ESTIMATE	
ICO data protection fee (tier 1)	£52
Check current fee on ico.org.uk	
Total a year	£62

Not included: your time, a freelance photographer for photo mornings (about £120 each, charged at £195), accountancy, and tax on profit. Not VAT-registered at launch.

The preview is the advert.

- 1 **Try-on emails**
To limited companies and LLPs only, under 120 words, one link to their concept, one-line opt-out.
- 2 **Try-on letters**
A printed card with a QR code for sole traders and partnerships. Slower, but lawful and memorable.
- 3 **The website**
Pull the cloth off a sample site, run the 60-second self-measure, see prices. Every message links to "Why did I get this?".
- 4 **Google Business Profile**
For First Fitting itself, once there is a business address.
- 5 **Referrals**
Ask happy clients to pass the name on. No rewards for reviews.
- 6 **Real work, with permission**
Show finished client sites only once the owner agrees.

We don't buy ads in year one. Revisit at month 6 if the cautious case is happening.
(Selling ad space is a separate, optional idea, on pages 16 and 17.)

Four weeks to switch on, then a slow ramp.

WHEN	WHAT HAPPENS
Week 1	Trade mark search, register the domain, pay the ICO fee, set the business address.
Week 2	Sending domain with SPF, DKIM, DMARC. Start a two-week warm-up. Put the website live.
Week 3	Pick one town and three trades. Scout and Tape run for real; Shears cuts 10 concepts. You check every one.
Week 4	Thimble dry-runs every check. Bobbin replies go to you only.
Month 1	The 50-send test, approved by hand. Count replies, opt-outs and spam rate. Pick the real case.
Months 2–5	Ramp to full speed. Add a second town at month 3 if spam stays under 0.1%.
Months 6–12	Steady state. Push care plans and refreshes. Quarterly price review.

RISKS

What could go wrong.

RISK	WHAT WE DO
Owners ignore more "AI preview" emails	Lead with letters and refreshes; quality over volume; never more than 25 a day.
A complaint about cold contact	Legal-form gate, "Why did I get this?" page, instant do-not-contact, Thimble logs every check.
Spam rate climbs	Thimble halts all sends above 0.1% until you review.
Name clash	Clothing firm uses the name in another trade. Search first; fallbacks Try-On Sites or Pinned Preview.
Your time runs out	Approvals drop after 200 sends; freelance finisher at the strong case.
AI writes something wrong	Every concept says "concept"; you approve sends; facts come from the owner's own listing.

Five levers, in order.

1

Care plans

Each one adds about £45 a month. Offer the first month free at handover.

2

Refreshes

£750 in a week, little selling needed. Tape finds them every morning.

3

More towns

One extra town per quarter while spam stays low.

4

Extras

Google Business Profile tune-up, photo mornings, review cards.

5

A second finisher

When builds pass 4 a month, add a freelance finisher and a second Seam.

Watch these every Monday

- Reply rate and opt-out rate
- Spam rate (must stay under 0.1%)
- Calls booked and quotes accepted
- Care plans live and cancelled

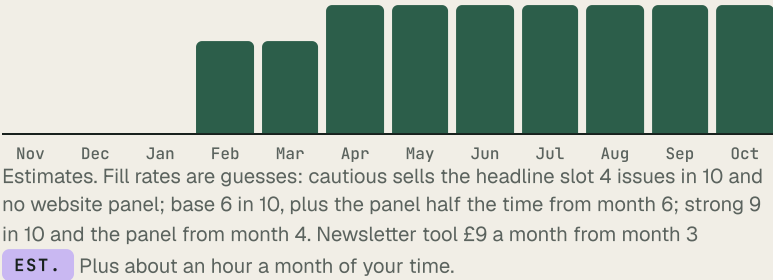
A small extra, if you want it.

Separate from everything above. None of this is in the three cases, the monthly tables or the year-one totals. It only happens if you choose to switch it on.

Local suppliers who sell to small businesses could pay to sponsor **Fitting Notes**, a free monthly email of website tips for owners who opt in, and one labelled card on our website.

YEAR ONE, IF SWITCHED ON	CAUTIOUS	BASE	STRONG
Fitting Notes readers, month 12	80	200	400
Ads start in month	6	4	3
Ad income	£224	£599	£1,200
Newsletter tool	-£90	-£90	-£90
Net, year one	£130	£509	£1,110
A month by month 12	£32	£71	£124

Base case, ad income by month (same scale as the strong case):



Rate card and rules.

SLOT	FROM
Fitting Notes headline sponsor	£60
Top slot in Fitting Notes, the free monthly email for owners who opted in. One sponsor per issue, one category at a time.	per issue
Fitting Notes classified line	£15
One line of up to 25 words with a link, in the Noticeboard section. Up to three per issue.	per issue
Website noticeboard panel	£40
One labelled card on the First Fitting home page, below "The honest bit". One advertiser at a time.	per month
Full noticeboard	£85
Headline sponsor plus the website panel. Three months minimum to test.	per month

Starting prices to test, not proven. Reviewed when Fitting Notes passes 200 readers. Prices exclude VAT; First Fitting is not VAT-registered at launch.

The rules

- Every ad carries the word Sponsored, in the same size as the text around it.
- Relevant only: products and services small local businesses use. Nothing from the never list.
- Never in service messages: no ads in outreach emails or letters, concepts, client sites, quotes, invoices, care notes or quarterly reports.
- Every ad must be legal, decent, honest and truthful (CAP Code). Claims need proof before they run.
- No fake or paid-for reviews, and no ads dressed up as tips (DMCC Act 2024).

Who sells it: Swatch, an optional ad-sales bot, finds and books relevant suppliers. Thimble checks every ad; you approve every advertiser and price. Fitting Notes is opt-in with one-click unsubscribe (PECR). Never: other web designers, credit or loans, gambling, crypto, alcohol or diet products.

A business, ready to switch on.

Customer website: home, "Why did I get this?" with privacy notice, brand book

The Workroom app: find, measure, cut, draft, replies and alterations, on example data

Ten bot job cards, prompts and schedules, plus the bot plan

This business plan and the 12-month model

Brand: name, logo, colours, type, voice, robot set, sounds

A 2-minute demo script and the HQ command centre

Still to do before the first send

- Trade mark search and company details
- Domain, ICO fee, sending domain set-up
- The supervised 50-send test

First Fitting is new. Nothing here has been tried on a real customer yet. That is the next step, and it is yours.