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things small business owners can now build themselves

With AI, even if you have never written code.

What is vibe coding?

Vibe coding is a way to create software with AI by describing what you want it to do in everyday language. AI writes the code, while you try the result and explain what you would like to change. This lets you start building your own website, app or business tool without writing the code yourself.

Choose an idea that could be useful to you this week.

Introduce your business

Give people a clear place to discover what you do.

01 A website for your business

Give people a place to understand what you do, who you help and how to get in touch.

Example: A consultant's website with three services, testimonials and an enquiry form.

02 A page for a specific service

Give one offer its own page, with clear details and a next step.

Example: A page for a one-to-one consultation with a description, price and appointment request.

03 A portfolio of your projects

Show your work so potential clients can understand the brief, your approach and the result.

Example: An interior designer's portfolio, organised by room type and style.

Show what you offer

Help potential clients understand their options.

04 A catalogue of services and packages

Help people compare your options without sending several files and lengthy explanations.

Example: Three social media management packages showing what is included and which extras are available.

05 An event or workshop page

Bring the agenda, speaker details, frequently asked questions and registration together in one place.

Example: A page for a practical workshop with a registration form.

06 A price estimate calculator

Let visitors select what they need and receive an approximate price based on your own rules.

Example: A photographer offers an estimate based on the length of the event and the extras selected.

Help clients choose

Turn your expertise into small, useful tools.

07 A quiz to help clients choose

Use a few questions to suggest a suitable service and explain why it fits the visitor's needs.

Example: A consultant helps a business owner choose between a one-off review and ongoing monthly support.

08 A time or cost calculator

Help clients assess their own situation using their own numbers.

Example: A tool that calculates how many hours a month go into a repetitive task.

09 An interactive checklist

Turn your expertise into a checklist people can complete to see what they still need to do.

Example: “Are you ready to launch your first online service?” with tick boxes and short tips.

Prepare the next step

Collect the right information and organise your proposals.

10 A personalised plan generator

Organise the next steps based on the user's answers and your own method.

Example: A weekly content plan tailored to the business, its channels and the time available.

11 A client brief questionnaire

Collect the information you need before the first conversation instead of piecing it together from messages.

Example: A client describes the goals, timeline and preferences for a new website and adds links to examples.

12 A tool for preparing quotes

Enter your services, quantities and deadlines, and have the tool organise them into a quote ready for review.

Example: A translator prepares a quote based on word count, language pair and deadline.

Make client work easier

Keep the process, materials and next steps clear.

13 A welcome page for new clients

Give clients a clear starting point: how you will begin, what they need to send and when to expect the next step.

Example: A page with a questionnaire, a list of required materials and a link to book a kick-off meeting.

14 A client portal

Bring project updates, materials and feedback together in one place, with individual access.

Example: A client can see which design version is awaiting approval and what happens next.

15 A searchable knowledge base

Organise the explanations you give repeatedly so clients can find answers themselves.

Example: Short instructions for using your templates, searchable by topic.

Organise everyday work

Keep contacts, projects and content in a place that works for you.

16 A contact and enquiry tracker

Keep track of who has contacted you, what they need and when to follow up.

Example: A board with stages for “New enquiry”, “Conversation”, “Quote sent” and “Client”.

17 A project dashboard

See tasks, deadlines and anything waiting for action from you or your client.

Example: One screen showing all active projects and the next task for each.

18 A content planner

Collect ideas, drafts and publication dates in a tool that fits the way you work.

Example: A calendar for LinkedIn and your newsletter, with a topic, draft and status for each piece.

Explore your next idea

Understand your business better and test a new product.

19 A project profitability calculator

See what remains of a project's fee after accounting for your time and direct costs.

Example: Enter the agreed fee, working hours and outsourcing costs to compare projects.

20 An income and expense dashboard

Get a simple overview of money coming in, upcoming payments and recurring costs.

Example: A monthly view with manual entry or spreadsheet imports, used alongside your bookkeeping.

21 A first version of a digital product

Test an idea for a small tool that solves a specific problem for your audience. Start with one core function.

Example: A recruitment consultant builds a tool to help prepare interview questions for different roles.

Start with one thing.

Choose the idea you can say these things about:

- I need this as soon as this week.
- I know exactly who will use it.
- I can explain what it needs to do in one sentence.

Keep only the essentials in the first version. A calculator can start with three fields and one result. A project dashboard can begin with just tasks and deadlines.

Before using it with real clients

Check calculations, forms and how it works on different screen sizes. Personal data, individual access and payments need additional setup and checks; you may need technical help.

More ideas and practical tips

Twice a month, I share practical tips on building with AI in my newsletter. If you would like to explore beyond this list, I would be glad to have you join the readers.

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