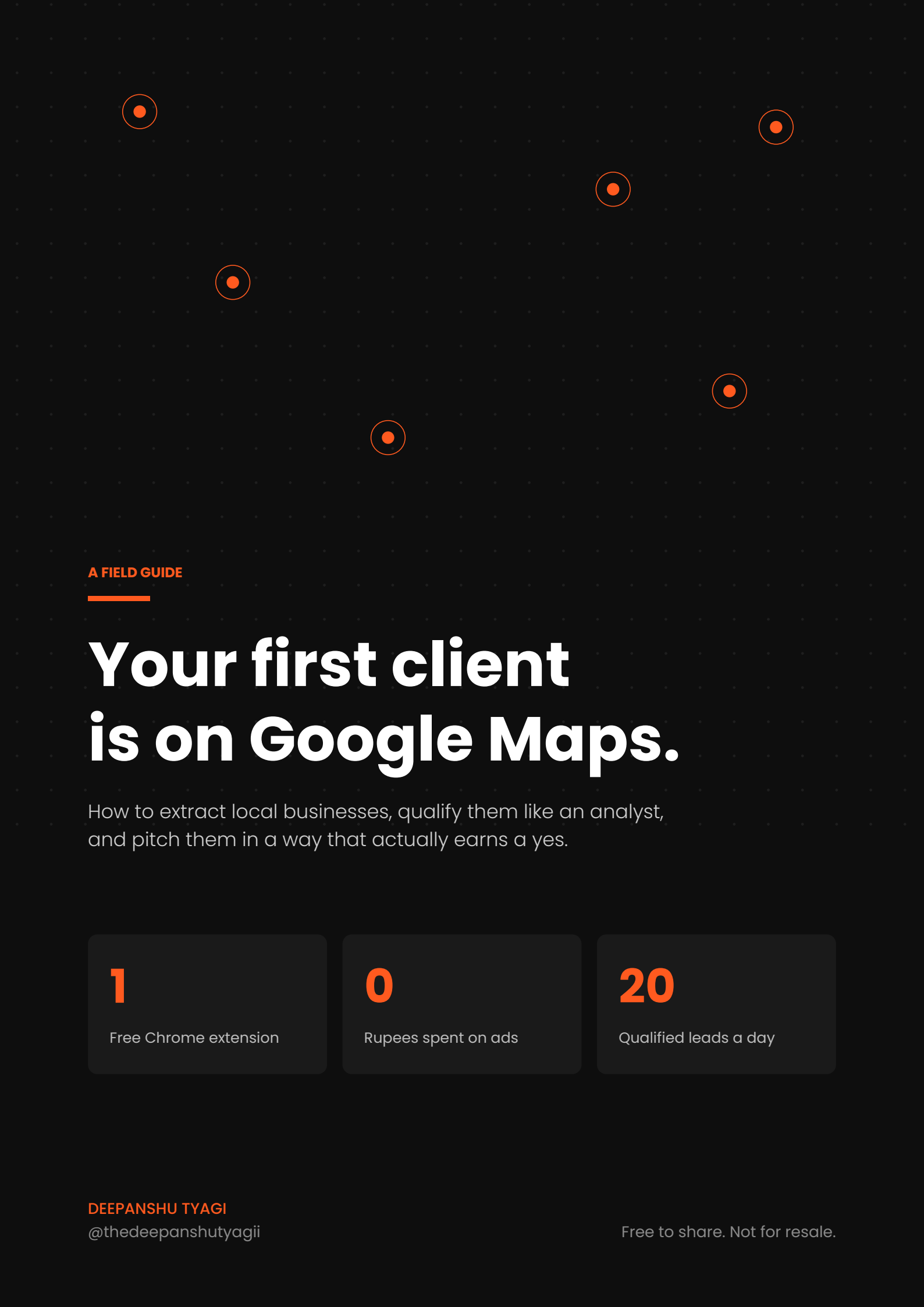




A FIELD GUIDE

Your first client is on Google Maps.

How to extract local businesses, qualify them like an analyst,
and pitch them in a way that actually earns a yes.

1

Free Chrome extension

0

Rupees spent on ads

20

Qualified leads a day

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The Thesis

Every business on Google Maps is being discovered. Most of them are not being chosen.

Google Maps is the largest public directory of local demand ever built. People search it when they are already ready to spend. A salon with 600 reviews is proof that customers find it constantly. But when a potential customer taps that listing and finds no website, no rate list, no clear timings, and a phone nobody answers, some of them simply move to the next result. That leak is invisible to the owner. It is completely visible to you.

This is the gap this guide is built on: discoverability without conversion. You are not selling websites. You are closing a leak the owner cannot see.

Why now

Two things changed at the same time. AI collapsed the cost of building. A clean, working website that took weeks now takes an afternoon. And free tools made local market data extractable in minutes. When building becomes cheap and information becomes free, the scarce resource shifts. It is no longer skill. It is judgment and trust: knowing which business to approach, what to say, and actually delivering.

In the age of AI, clarity is the differentiator. Everyone has the tools. Few have a precise plan.

A necessary warning

Scraping is the easy 5%. Most people will download a spreadsheet, feel productive, and never send a single message. Most businesses you contact will not reply. None of that means the model is broken. It means this is a numbers game played with quality, and very few people have the patience for both.

What you need

- A laptop or desktop with Google Chrome. Extensions do not run on Chrome for Android or iPhone.
- A separate phone number for WhatsApp Business. Part 06 explains why this is non-negotiable.
- A deliverable skill: a website, Google Business Profile setup, or a social media page. If you can't build yet, AI tools can take you from zero to a basic, working one-page site in a few days of practice.

Install the Extension

Do this before you finish reading. Momentum is a resource. Spend it now.

01 Open the official listing

Search Instant Data Scraper in the Chrome Web Store, or go directly to chromewebstore.google.com/detail/instant-data-scraper. Never install scraping tools from third-party download sites.

02 Click Add to Chrome

Chrome will warn that the extension can read data on websites you visit. That permission is exactly how any scraper works. It reads the page in front of you. Confirm with Add extension.

03 Pin it

Click the puzzle-piece icon at the top right of Chrome and pin Instant Data Scraper so it sits beside your address bar.

04 Understand what it is

It is free and requires no account. It detects lists and tables on a page and exports them to Excel or CSV. It does not find clients. It gives you raw material. Everything valuable happens after the download.

SECURITY HABIT

If any extension ever asks for passwords, OTPs, or payment details, remove it immediately. This one does not. Build the habit anyway.

Extract the Data

01 Open google.com/maps in Chrome on desktop

The extension works in the browser, not the Maps app.

02 Search narrow, not wide

"Salons in Delhi" returns a shallow slice. Maps loads only a limited number of results per search. Search by neighbourhood, market, or sector instead: "salon Rajouri Garden", then "salon Tilak Nagar". Precision gives you completeness.

03 Search every synonym

"Salon", "beauty parlour", "unisex salon", and "ladies parlour" surface different businesses. So do "coaching", "tuition", and "classes". The businesses hiding behind the less obvious term are the ones nobody else is contacting.

04 Scroll the results panel to the end

Keep scrolling the left panel until no new results load, so everything is on the page before you extract.

05 Run the extension

Click the icon. It highlights the data it detects. If the preview shows the wrong content, click Try another table until you see business names. If the list loads on scroll, enable Infinite scroll and click Start crawling. Keep the delay generous. Slow extraction is clean extraction.

06 Export

Download as XLSX or CSV and open it in Google Sheets. Button labels may shift with updates; the logic stays the same: detect, preview, export.

Your first export will look chaotic: cryptic column names, duplicated text, empty cells. That is expected. You will usually get names, ratings, review counts, and categories. Phone numbers and website links depend on how Maps renders the page, so verify anything missing directly on the listing.

Clean and Qualify

A raw list is noise. A qualified list is a strategy.

Delete every column you don't understand. Rename what remains. Then add the columns that turn data into decisions:

COLUMN	WHY IT MATTERS
Website status	Yes / No / Fake. "Fake" means the website button opens a Facebook page, a directory listing, or a dead link. Treat Fake exactly like No. Most people skip these because they assume the business is covered.
Review count	More important than rating. A 4.9 with 11 reviews tells you little. A 4.3 with 700 reviews is a business with real, daily footfall.
Core complaint	The recurring problem customers mention in low-star reviews. Part 05 explains why this is your most valuable column.
Decision-maker signal	Does the owner personally reply to reviews? Yes or No.
Status	Not contacted / Contacted / Replied / Demo shown / Won / Lost.

Filter to No or Fake. Sort by review count, high to low. Take the top 20. Ignore the rest for now.

An ethical line: never sell, share, or forward this data. You are using public business listings to offer one service to one business at a time. Cross that line and you become the spam every owner already resents.

The Hunt

Anyone can extract a list. The advantage lies in what you notice that others don't.

1. Read the one-star reviews

This is the most underused intelligence on the internet. Low-star reviews tell you exactly where the business is failing its customers: "nobody picks up the phone", "timings were wrong", "no price list anywhere". You now know the problem before you speak. You are no longer a vendor guessing. You are someone who has studied their business.

2. Identify owner-operated businesses

If the owner personally responds to reviews, especially late at night, the owner is holding the phone. Your message reaches the person who decides. Businesses run through managers add a layer of delay and a person with no authority to say yes.

3. Cross-check Instagram

Search the business on Instagram. An active page with followers but no website means the owner already believes in being online. You don't have to convince them of the idea. You only have to show them the missing piece.

4. Collect competitive evidence

Search the category on your phone from their area and screenshot a nearby competitor that presents better online. One image of a rival looking more professional communicates more than any argument. Never promise ranking improvements. Nobody can guarantee them.

5. Use seasonality

Timing multiplies relevance. Diwali falls on 8 November this year. Sweet shops, bakeries, decorators, salons, and gifting stores are entering their busiest window. Reach them before the rush, when they are planning. During the rush, nobody reads anything.

Outreach Without Burning Your Number

WhatsApp rewards relevance and punishes volume. Understand that, and it becomes your best channel.

Identical messages get blocked and reported, and enough reports get a number restricted. The deeper cost is reputational: a mass message tells the owner exactly how little attention you paid them.

RULE	THE REASONING
Use a separate number	If it ever gets restricted, your personal life stays untouched.
Warm up a new number	Use it normally for a while before contacting strangers. A brand-new number messaging unknown contacts on day one looks automated.
Never bulk-send	No broadcast lists, no automation software, no "send to 500 contacts" tools. They optimise for reach and destroy trust.
Cap at 10-15 a day	Each message individually written, referencing something specific to that business.
No links in first contact	Unknown numbers sending links are indistinguishable from scams.
Show, don't link	Send a short screen recording of the demo instead. It feels tangible, and people open videos.
Consider voice notes	Many owners listen more than they read. Keep it brief and natural. Never read from a script.
Follow up exactly once	Two or three days later. After that, silence is your answer.
Respect a no instantly	Local markets are small. How you exit a conversation becomes your reputation.

The highest-converting channel isn't WhatsApp. It's walking in.

Visit during the shop's quietest hours with the demo open on your phone. A message can be ignored with a thumb. Their own name on a screen in front of them cannot.

The Pitch: How to Proceed

Most people pitch a product. Skilled people diagnose a problem and let the solution feel obvious.

Owners have been approached by agencies promising leads and growth, and many were burned. Their default is suspicion. Your real obstacle is not price or need. It is perceived risk. Every step below exists to reduce it.

The sequence

01 **Diagnose before you contact**

Know their review count, their core complaint, and one thing they do well. If you can't name a specific problem, you aren't ready to reach out.

02 **Build the artifact first**

Create a simple one-page demo with their business name, category, and location. Seeing their own name on a working page converts an abstract offer into something they can already picture owning.

03 **Make the first contact about them**

It should contain a genuine observation about their business, the specific problem customers have mentioned, and a single low-effort question: would they like to see what you made. No pricing. No credentials. No links. Its only job is to earn a reply.

04 **Speak in their units**

Owners think in customers, calls, and bookings. Not "responsive design" or "SEO optimisation". Translate every feature into the outcome it produces.

05 **Ask more than you tell**

Once they engage, ask how customers currently find them and what frustrates them. People trust those who understand their situation, and they reveal exactly what to build.

06 **Earn the small yes, then reverse the risk**

Don't ask for a purchase. Ask for five minutes to show the demo. Then let them see the work before paying anything significant, while you take a small advance to start. Small commitments lead to larger ones.

07 **Close with clarity**

Put scope, timeline, and price in one written message. Ambiguity kills deals and creates endless revisions later.

Objections

An objection is rarely the real reason. Learn to hear what's underneath.

WHAT THEY SAY	WHAT IT MEANS, AND WHAT TO DO
"We don't need it. Customers already come."	What it means: they only see the customers who arrive. How to respond: redirect attention to the ones who searched, hesitated, and left. Say it once, then stop talking. Silence does the work.
"My nephew will make it."	What it means: loyalty and a free alternative. How to respond: never compete with family. Agree warmly and leave the demo with them. Free help often never gets delivered, and you'll be the one they remember.
"We're already on directory sites."	What it means: they believe a listing is enough. How to respond: point out that on a directory they sit beside competitors. On their own page, they stand alone.
"How much?" in the first reply	What it means: they are filtering, not buying. How to respond: a number without context becomes the entire conversation. Explain that it depends on what they need and move to a short call.
"Send me the details."	What it means: often a polite exit. How to respond: send the demo video and one line. No brochures, no long explanations.
Seen, no reply	What it means: not now, or not you. How to respond: one follow-up, then move on without resentment. They don't know you yet.

Pricing, Delivery, and the Referral Loop

Your first clients are not a source of income. They are a source of proof.

Pricing principles

- Price low for the first two or three clients, and over-deliver. You are buying a live portfolio, a real testimonial, and a story.
- Never work for free. Even a small advance matters. People value what they pay for, including your time.
- Take 50% upfront before any build begins. This is not aggression. It is professional hygiene.
- Never quote in the first message. Price only after they understand the value.

Delivery that creates loyalty

- Deliver before the deadline. In local markets, reliability alone is a competitive advantage.
- Add the website to their Google Business Profile with them. Most owners don't know where that field is. A small act of care is remembered far longer than the design.
- Ask permission for a small credit in the footer. Their customers include other business owners.

The referral loop

After delivery, ask for two things: a short testimonial and one introduction. Business owners know other business owners. One satisfied client, handled properly, is the cheapest lead source you will ever have.

Client one pays you. Client one's referrals build the business.

Your First 7 Days

DAY	FOCUS
Day 1	Install the extension. Choose one niche and one neighbourhood. Extract your first list across every synonym.
Day 2	Clean the sheet. Mark website status, including Fake. Sort by reviews. Select your top 20.
Day 3	Read the low-star reviews for all 20. Record each core complaint. Check Instagram presence.
Day 4	Build demo pages for your five strongest leads. Record a short screen video of each.
Day 5	Make first contact with 10–15 businesses, each individually written. Walk into at least one.
Day 6	Respond quickly to replies. Run five-minute demos. Send single follow-ups where due.
Day 7	Review what earned replies and what didn't. Refine your approach. Extract the next neighbourhood.

TRACK FOUR NUMBERS WEEKLY

Contacts made. Replies received. Demos shown. Clients won. Don't judge a single day. Judge whether the ratios improve week over week. That is how you know you're getting better, not just busier.

ONE LAST THING

The future rewards people who move.

Everyone now has access to the same AI, the same free tools, the same information. So access is no longer the gap. Action is.

I believe the next few years will produce more opportunity for ordinary people than any period before. Not because things are getting easier, but because the tools no longer care where you're from. A student in a small town and a founder in a metro now open the same browser.

Somewhere in your city, there is a business owner who needs exactly what you can build. They don't know you exist. This guide gave you the map. The walk is yours.

I share what I'm building in public: AI, business, money, and the thinking behind it. What works and what fails. If this changed how you see opportunity, even slightly, follow along. The next ones go deeper.

You don't need permission. You need a list, and a first conversation.

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