

Start a Coding & Web Design Business!

The most valuable skill of the 21st century — and you can learn it for free, sell it for hundreds, and build a career that never goes out of demand.

Ages 12 - 16

Best for: **THE STRATEGIST** entrepreneur type

The Skill That Pays for the Rest of Your Life

Every single business on earth needs a website. Every restaurant, every hair salon, every dentist, every plumber, every boutique, every dog groomer. Most of them either don't have one, or have one that looks like it was built in 2009. And they KNOW it's a problem — they just don't know how to fix it.

Professional web designers charge \$500-\$5,000+ per website. That's out of reach for most small businesses. But a kid who can build a clean, modern website using free tools like Wix, Squarespace, or WordPress? You can charge \$50-\$200 and the business owner feels like they got the deal of a lifetime. You're not competing with expensive agencies — you're filling the gap they leave behind.

\$0

Startup cost (all tools are free)

\$50-200

Per website built

\$25-50

Monthly maintenance (recurring!)

You Don't Need to "Know How to Code" to Start

Here's the secret the tech world doesn't tell you: modern website builders (Wix, Squarespace, Carrd, WordPress with templates) are DRAG AND DROP. You're not writing code from scratch — you're choosing a template, customizing colors and fonts, adding the business's photos and information, and making it look polished. If you can use PowerPoint, you can build a website. Real coding skills (HTML, CSS, JavaScript) are a BONUS that let you charge more — but you can start earning money with zero coding knowledge using visual builders.

The AI Superpower: Build Apps and Games Without Writing a Single Line

Here's something that would have sounded like science fiction even two years ago: kids can now build real, working apps, websites, and even VIDEO GAMES by simply DESCRIBING what they want to an AI coding assistant. Tools like Claude Code and AI-powered platforms like Anthropic's Claude let you say "build me a quiz game about animals" and the AI writes the actual code for you. You guide it, test it, and refine it — like being the director of a movie while the AI is the crew.

This changes EVERYTHING for young creators. A 12-year-old with a great idea and an AI coding tool can build things that used to require a computer science degree. Games, interactive websites, calculators, tools, apps — the AI handles the technical code while YOU handle the creative vision. With a supportive parent supervising the process, kids are already building and SELLING digital products this way. The full guide covers exactly how to get started with AI-assisted coding, what's possible, and how to turn AI-built projects into sellable products.

Important: AI coding tools require a parent's account and active supervision. The AI is a powerful partner, but a kid still needs to understand WHAT they're building, test it thoroughly, and make creative decisions. Think of it like a power tool — incredibly useful, but you need an adult in the room.

6 Services You Can Offer

Simple Website Build

\$50-\$100

1-3 page site for a local business using Wix or Squarespace

Full Website Build

\$100-\$200

5+ page site with contact forms, galleries, and Google Maps

Monthly Maintenance

\$25-\$50/mo

Update content, fix issues, add new pages. Recurring income!

Google Business Setup

\$25-\$40

Set up and optimize their Google Business Profile. Quick win.

Website Redesign

\$75-\$150

Take an ugly old site and make it modern and mobile-friendly

Teach Others

\$15-\$25/hr

Teach adults or other kids how to use Wix, Canva, or basic code

AI-Built Games & Apps

\$25-\$100+

Use AI tools to build custom quiz games, interactive tools, or simple apps. Sell them or build for clients!

Sneak Peek: From the Full Guide

"The 'Free Audit' is the most powerful client acquisition tool in web design. Pick a local business — a restaurant, a shop, a service provider. Look at their website (or lack of one) and their Google Business Profile. Write a simple 1-page report: 'Here are 3 things I noticed about your online presence, and here's how I'd fix them.' Hand it to the owner in person with your parent. You've just demonstrated your skills, shown you care about THEIR business, and made it nearly impossible for them to say no when you offer to do the work for \$75-\$150."

The Full Startup Guide Covers:

- ✓ The no-code path: building professional sites with Wix, Squarespace, and Carrd (all free or low-cost)
- ✓ The coding path: free resources to learn HTML, CSS, and JavaScript (for kids who want to go deeper)
- ✓ The AI coding path: using Claude Code and AI assistants to build games, apps, and interactive tools with a parent's supervision
- ✓ Building your first portfolio site (you need your OWN site before selling to others)
- ✓ The "Free Audit" strategy that converts local businesses into paying clients
- ✓ Pricing by project size, complexity, and whether it includes maintenance
- ✓ The monthly maintenance model that creates recurring income (\$25-\$50/month per client)
- ✓ How to pitch to local businesses — the exact script and approach
- ✓ Tools every kid web designer should know (Canva for graphics, Unsplash for free photos, Google Fonts)
- ✓ From web design to full digital services: adding social media, SEO, and email setup
- ✓ First-month action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

Ready to Build the Internet, One Site at a Time?

The most in-demand skill of the century. Free to learn. Profitable from month one.

NEXT STEP

Coding & Web Design Complete Startup Guide

10 pages covering no-code tools, the coding learning path, portfolio building, the Free Audit strategy, pricing, the maintenance model, pitching scripts, essential tools, and your first-month plan with printable worksheets.

\$9.99 instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

\$24.99 on Amazon

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Parents: This guide uses only free, safe learning platforms (freeCodeCamp, Khan Academy, Codecademy) and free website builders (Wix, Squarespace free tier, Carrd). No software purchases needed. The guide also covers AI-assisted coding tools like Claude Code — these require a parent's account and active supervision, but they allow kids to build remarkably sophisticated projects (games, interactive tools, apps) by describing what they want in plain English while the AI writes the code. Think of AI coding tools as a power tool: incredibly capable, but a parent should be in the room guiding the process, reviewing the output, and managing the account. For client work, parents should be involved in all business communications with adult clients, manage invoicing and payments, and accompany teens to in-person client meetings. Web design, coding, and AI-assisted development are among the most valuable and future-proof capabilities a young person can develop — this guide makes all three paths clear and the business opportunity immediate.