

BuildOnce Website Builder

A five-minute video sales script for a one-time-price website builder

The product: A drag-and-drop website builder sold once for \$17 on WarriorPlus, with a 30-day money-back guarantee.

The viewer: US and UK business owners, freelancers and affiliate marketers tired of monthly fees and slow developers.

The goal: Get viewers to click and buy at the \$17 launch price.

Spec piece. Names, numbers and testimonials are illustrative.

The Hook · 0:00

ON SCREEN

a bank statement with the same website-builder charge, month after month

If you pay a website builder every month, there's something they'd rather you didn't think about. The day you stop paying, your website either goes offline or drops to a free version covered in someone else's ads.

Either way, the pages and sign-up forms you spent weekends on stop working for your business.

In the next five minutes, I'll show you how to build a professional site in an afternoon and keep every file yourself. You'll never pay a monthly fee for it again, even if you've never built a website before.

The Problem · 0:30

Right now, you've probably got two options, and both of them cost you.

The first is a monthly builder. On the first of every month your card gets charged again, often for a tool you logged into twice.

And the prices only go one way. In July, Squarespace raised some of its plans by up to 26%.

One user summed up how a lot of people felt: "I'm paying for things I sincerely did not ask for."

ON SCREEN

headline about the Squarespace price rise, July 2026

Worse, you can't always take your site with you when you leave. One Wix user wrote in June that she was surprised to learn there was "no practical way to export" her content.

The second option is to hire a developer. A simple business site from a freelancer usually costs somewhere between \$800 and \$3,500, and it takes two to five weeks.

You explain what you want, they build something a little different, and then come the revisions and the waiting.

Whichever you pick, you pay too much, wait too long, and someone else holds the keys to your business.

None of that means you're bad with tech. Monthly builders earn money for as long as you keep paying, so they have every reason to keep you renting.

So we built the opposite.

The Reveal · 1:55

ON SCREEN

BuildOnce logo

It's called BuildOnce, a drag-and-drop website builder you pay for once. It's seventeen dollars, and there are no monthly fees, ever.

Here's how it works.

ON SCREEN

screen recording of the builder

You log in from your browser, so there's nothing to install.

Then you pick a design, choose from plenty of ready-made sections, and drag them into place. Swapping a header, changing a color or adding a sign-up form takes a few clicks each.

When you're happy, you download your finished site as plain HTML files and upload them to your own domain.

That's the part that matters most. The files are yours, on your server, and nobody can switch them off or raise the price on you.

You'll need your own domain and hosting for that last step. If you don't have them yet, they're quick and cheap to set up.

Who It's For · 2:50

So who is this for?

If you run a business, you can build your own website, sales pages and sign-up pages without waiting on anyone.

If you're a freelancer, you can build sites for clients on Fiverr or anywhere else. One small client job pays for this many times over.

ON SCREEN

"I built a five-page site for a local gym in one afternoon, sent them the files, and billed it the same week."
Tom, freelance designer

And if you're an affiliate marketer or blogger, you can put up presell pages and blogs in an afternoon instead of two weeks.

ON SCREEN

"I put up three presell pages in a weekend. I'd been putting that off for months." Rachel, affiliate marketer

The Offer · 3:20

Here's everything you get for one payment of seventeen dollars.

ON SCREEN

each item appears as it's read

- 144 designs and dozens of sections
- The drag-and-drop builder
- Up to five websites, each with unlimited pages
- HTML download, so you can host anywhere
- Built-in PHP and SMTP email, so your forms send you emails on their own
- Support that answers within 12 hours

And you don't have to decide today whether it's right for you. Use it for 30 days, and if it isn't, send one email and you'll get every cent back.

So click the button below this video and start your 30-day test drive today.

ON SCREEN

button: Start my 30-day test drive

The Doubts · 4:00

At seventeen dollars, people usually ask what the catch is. It's our launch-week price, and it goes up when launch week ends.

They also ask whether they need to be technical, and you don't. If you can drag a photo into a folder, you can build a page with this.

And if you're worried it'll look cheap, open any of the 144 designs and judge for yourself. They're built to look like the sites companies pay developers thousands for.

The Close · 4:40

So here's what happens next. You click the button, log in, and pick a design.

Build your first page this weekend, and upload it to a domain you own.

Then, when next month's website charge would normally leave your account, nothing does.

Click the button below now and get BuildOnce for a one-time seventeen dollars. You've got 30 days to make sure it's right, and if it isn't, you'll get every cent back.

ON SCREEN

Alternate opening hooks

1. "In July, Squarespace raised some prices by up to 26%. Here's how to never pay a website bill again."
 2. "What happens to your website the day you stop paying for it?"
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Notes for the client

- Set the real launch deadline. The price must actually go up when launch week ends.
- The script says plainly that buyers need their own domain and hosting. Hiding it would drive refunds.
- Tom and Rachel are sample testimonials. Swap in real buyer quotes.
- The features come from your funnel doc. Please confirm them before recording.
- The Squarespace price rise (July 2026), the Wix user's quote (June 2026) and the developer costs were checked on 12 October 2026. Naming competitors needs to stay accurate, so re-check them before the video goes out, and get a legal review if you're unsure.
- The funnel doc's "\$397... \$197... \$97" price ladder and the "sell sites for thousands" claims are left out on purpose. WarriorPlus buyers have learned to distrust both.
- The timestamps are a guide for the editor, based on about 150 spoken words a minute.