

A FREE GUIDE FOR KASHMIRI STUDENTS

THE PATH

From NEET dropper to **paid software developer** — a 90-day roadmap using AI, WordPress and Shopify. Built and tested from Srinagar.

90-Day Roadmap

AI-Powered Learning

Client Scripts Included

Local + International Pricing

Zero Coding Background Needed

BEFORE YOU SCROLL

You are not behind. You were just never shown the second door.

If you are reading this, you probably commented "**PATH**" on my reel. Maybe you dropped a year. Maybe two. Maybe you are still preparing and just want a backup that is actually real.

Here is the honest truth. Nobody in our valley failed you on purpose. Our parents grew up in a world where there were exactly three respectable outcomes: doctor, engineer, government job. That world was real — for them. It is not the world you are living in now.

Today a 20-year-old in Srinagar with a laptop and stable internet can build websites for a business in Dubai, run an online store for a brand in London, and get paid in dollars — without a degree, without a rank, without leaving home. Not theory. This is the exact thing I do, and this guide is the map I wish someone had handed me at 19.

What this guide IS

- A day-by-day 90-day plan
- The exact tools and AI prompts to learn with
- Three real skill paths you can pick from
- Scripts to get your first paying client
- Honest pricing for Kashmir and abroad

What this guide is NOT

- Anti-doctor. If medicine is **your** dream, chase it
- A get-rich-quick scheme
- A promise of money in 7 days
- Something that works if you only read it

The one condition

This roadmap works on **90 days of 3 focused hours**. That is 270 hours. You have already given more than that to a single subject you may never use. Give this the same seriousness and it changes your decade.

"You do not need permission, an office, or a rank. You need a skill, proof of that skill, and the courage to send the first message."

CHAPTER ONE

The math nobody does for you

Before the roadmap, sit with these numbers for sixty seconds. Not to feel bad — to feel **urgent**.

4 yrs

Average time lost across repeated attempts, ages 19–23

₹2–4L

Typical spend on coaching, with zero guaranteed outcome

₹45k

A decent laptop + a year of internet — your entire setup cost

Same four years, two very different endings

TIMELINE	PATH A — WAITING	PATH B — BUILDING
Year 1	Attempt 1, result awaited	Learn a skill, build 3 projects
Year 2	Drop year, coaching again	First 3 local clients, ₹15–40k earned
Year 3	Attempt 2, pressure at home	Portfolio + international clients, ₹30–80k/month
Year 4	Decision fatigue, no fallback	Agency, team, or a remote job offer
Asset at 23	A syllabus you will forget	A skill, a portfolio, an income and a network

The part that actually stings

Skills compound. Waiting does not. Someone who started 12 months before you is not 12 months ahead — they are ahead by **every client, every referral and every rate increase** those 12 months produced. Every month you delay widens that gap. That is the only real reason to start this week rather than "after the result."

Why this is finally possible from Kashmir

AI collapsed the learning curve

What used to need a three-year degree and a mentor now needs a good tool and good questions. You have a 24/7 tutor that never gets irritated by a basic doubt.

The buyer does not see your pin code

A shop owner in Manchester paying for a Shopify store cares about the work, the deadline and the communication. Nothing else comes up.

Becoming a doctor is worth every sacrifice — **if it is your dream**. Repeating someone else's dream is the most expensive mistake of your twenties.

CHAPTER TWO

Pick ONE path. Not three.

The number one reason beginners fail is not difficulty — it is **scatter**. A week of Python, a week of design, a week of video editing, and after six months there is nothing to show. Choose one lane below, stay in it for 90 days, and only then expand.

A

The Website Developer

Easiest start

WordPress · Elementor · Framer · basic HTML/CSS

You build websites for businesses: hotels, clinics, schools, restaurants, tour operators, law firms. Highest demand in Kashmir specifically, because most local businesses still have no website or a broken one from 2016.

Time to first rupee: 30–50 days

Starting rate: ₹8k–₹25k per site

Coding needed: minimal

B

The E-Commerce Builder

Highest paying

Shopify · theme customisation · apps · Liquid basics

You build and manage online stores. Kashmir is sitting on a goldmine here — pashmina, saffron, dry fruits, walnut wood, papier-mâché, willow bats. Most sell only through Instagram DMs. You give them a real store. Internationally, Shopify work pays the best of the three.

Time to first rupee: 40–60 days

Starting rate: ₹15k–₹60k per store

Retainers possible

C

The AI Builder

Fastest growing

AI coding tools · automations · chatbots · custom web apps

You use AI coding tools to build real applications, internal dashboards, booking systems, WhatsApp chatbots and workflow automations. Steepest learning curve of the three, but the least competition and the strongest long-term ceiling.

Time to first rupee: 60–90 days

Starting rate: ₹20k–₹1L per project

Best long-term ceiling

Not sure which one?

Start with **Path A**. It has the shortest distance between "I know nothing" and "someone paid me." Confidence from a first payment is worth more than any tutorial. Paths B and C become easy add-ons once A is working.

CHAPTER THREE

Everything you actually need

You do not need a ₹1.5 lakh machine. A laptop with **8GB RAM and an SSD** runs everything here, and most tools below have free tiers that are genuinely enough to start.

The AI layer — your tutor, pair-programmer and editor

TOOL	USE IT FOR	COST TO START
Claude / ChatGPT	Explaining concepts, debugging, writing client emails and proposals	Free tier
AI code editors	Writing and fixing code inside your actual project (Cursor, VS Code + Copilot, Windsurf)	Free tier
AI site builders	Fast first drafts of layouts and landing pages (v0, Lovable, Bolt)	Free tier
AI image / copy	Client mockups, hero images, product descriptions	Free tier

The build layer — where the money is made

WordPress

Learn one page builder, one form plugin, one SEO plugin, one caching plugin. That alone is a full service business.

Shopify

Free dev stores let you practise unlimited times. Learn themes, collections, payments, shipping, then basic Liquid.

Code basics

HTML, CSS, a little JavaScript. Not to become a computer scientist — to be someone who can fix and customise anything.

The support layer

Figma — design & mockups

Canva — quick client visuals

GitHub — store your work

Netlify / Vercel — free hosting

Loom — record walkthroughs for clients

Notion — track clients & tasks

Google Analytics — prove results

Wise / Payoneer — receive foreign payments

The Kashmir reality: build offline-proof habits

Slow days and power cuts happen. Professionals plan for them instead of apologising for them.

- Keep a local setup so you can work with no internet, and download docs for offline days
- A small UPS or power bank for the router costs under ₹3,000 and saves deadlines
- Keep a second SIM on a different network as backup
- Promise deadlines with two buffer days built in — delivering early builds reputation faster than anything else

CHAPTER FOUR

90 days, four phases, one outcome

Three hours a day. Six days a week. One rest day, properly taken. This is the entire plan on one page — the next four pages break each phase into exact tasks.

1

Days 1–15 • FOUNDATION

Understand how the web actually works, get your tools installed, write your first HTML and CSS, and learn how to ask AI the right questions. **Outcome: one ugly but working webpage you built yourself.**

2

Days 16–45 • SKILL

Go deep in your chosen lane — WordPress, Shopify or AI builds. Copy real websites to learn. Break things, fix things. **Outcome: three complete projects that look professional.**

3

Days 46–70 • PROOF

Turn projects into a portfolio, build your own site, set up your profiles, and do one free or discounted job for a real business. **Outcome: a link you can send anyone in the world.**

4

Days 71–90 • CLIENTS

Outreach every single day — local walk-ins, DMs, emails, freelance platforms. Negotiate, deliver, collect testimonial, raise rate. **Outcome: your first paid client.**

The daily 3-hour split that works**Hour 1 — Learn**

Tutorial, documentation, or a concept explained by AI. Notes in your own words.

Hour 2 — Build

Apply it immediately to your live project. Learning without building disappears in a week.

Hour 3 — Show

Post progress, help someone, or send an outreach message. This hour is what turns skill into income.

Do not wait until you "feel ready" to start Phase 4. Nobody ever feels ready. You will feel ready roughly two clients after you should have started.

PHASE ONE

Days 1–15 • Foundation

Goal: stop being scared of the screen. By day 15 you will have built and published a live webpage with your name on it.

DAYS	WHAT YOU DO	WHAT YOU FINISH WITH
1–2	Set up: install VS Code, create GitHub account, create accounts on your AI tools, make a dedicated folder for your work	A working setup and zero excuses
3–5	How the web works: domains, hosting, DNS, what a browser actually does, client vs server. Ask AI to explain each in simple words	You can explain a website to your father
6–9	HTML: headings, paragraphs, links, images, lists, forms, page structure. Build a plain page about yourself	Your first real page
10–13	CSS: colours, fonts, spacing, flexbox, and making it work on a phone screen. Make that same page look good	A page you are not embarrassed by
14–15	Publish it free on Netlify or Vercel. Share the link publicly — on Instagram, in a group, anywhere	A live URL and a public commitment

Rules for Phase 1

- Type every line yourself. Do not copy-paste to "save time"
- When stuck for more than 20 minutes, ask AI — but ask it to **explain**, not just fix
- No switching languages or paths. Not one time
- Keep a single notes file of everything you learn

Phase 1 checklist

- ☐ Tools installed and working
- ☐ GitHub account created
- ☐ HTML page built from scratch
- ☐ Styled with CSS, mobile friendly
- ☐ Published live on a free host
- ☐ Link shared publicly

Do not skip publishing

Ninety percent of beginners never put anything online. The act of publishing — even something small and imperfect — separates you from every person who "is learning coding" for two years with nothing to show.

PHASE TWO

Days 16–45 • Skill

Goal: become genuinely useful in one lane. This is where most people quit — which is exactly why the ones who do not, get paid.

If you chose Path A — WordPress

DAYS	FOCUS
16–22	Install WordPress locally. Master the dashboard, pages, menus, media, and one page builder
23–32	Rebuild three sites you admire — a hotel, a restaurant, a clinic. Copying good work teaches faster than inventing
33–40	The professional layer: forms, WhatsApp buttons, Maps, speed, basic SEO, mobile testing, backups
41–45	Buy a cheap domain, host a site end to end, learn SSL and migration — the part clients pay for

If you chose Path B — Shopify

DAYS	FOCUS
16–22	Open a free Shopify dev store. Learn products, variants, collections, navigation, checkout settings
23–32	Build three practice stores — saffron/dry fruit, pashmina, and fashion. Real photos, real descriptions
33–40	Themes, essential apps, shipping zones, payment gateways, abandoned cart, and basic Liquid
41–45	What actually sells: product page structure, trust signals, reviews, speed. Clients buy revenue, not pretty

If you chose Path C — AI Builder

DAYS	FOCUS
16–25	JavaScript fundamentals, then one modern framework. AI as tutor, but you write the code
26–36	Build three tools: a booking system, a business dashboard, and a chatbot for a local business type
37–45	Databases, authentication, deployment, APIs, automations. Learn to ship, not just to build locally

The rule that makes Phase 2 work

Every day, **finish something small and visible**. Momentum comes from visible progress, not hours logged. And post one screenshot publicly each week — it quietly builds the audience that later sends you clients.

PHASE THREE

Days 46–70 • Proof

Goal: build the asset that does your selling for you. Nobody hires a beginner because of a certificate. They hire because of something they can look at.

1

Days 46–52 — Build your own website

Your site is your CV. Five sections only: who you are, what you do, three projects, testimonials (empty for now), and a contact form. Buy your own domain — **yourname.com** — it costs less than one week of coaching fees and instantly makes you look professional.

2

Days 53–58 — Write your three case studies

For each practice project, write four short lines: the problem, what you built, the tools you used, and the result it would produce. Even practice projects become credible when presented like real work. Add clean screenshots on a laptop and phone mockup.

3

Days 59–64 — Do one real job, free or near-free

Find one small business you actually know — a cousin's bakery, a neighbour's tuition centre, a friend's boutique. Build them a real site. Take nothing or take ₹3,000. In exchange, ask for three things: a written testimonial, permission to show the work, and two referrals. This single project is worth more than two more months of tutorials.

4

Days 65–70 — Set up your storefronts

Professional profile photo, one clear headline, the same bio everywhere. Set up Instagram, LinkedIn, and one freelance platform. Your headline should say exactly what you do and for whom — not "aspiring developer."

Weak positioning

"Aspiring web developer | Learning WordPress | Student | Open to opportunities"

Strong positioning

"I build fast, mobile-friendly websites for hotels and tour operators. Delivered in 7 days. Based in Srinagar, working worldwide."

The confidence trap

You will feel like a fraud during this phase. Everybody does. Confidence is not a prerequisite for starting — it is a **result** of having done it a few times. Move anyway.

CHAPTER FIVE

How to use AI so it makes you smarter, not dependent

AI is the single biggest advantage your generation has, and the single easiest way to waste two years. The difference is in **how you ask**. Copy the four prompt templates below — they are the ones I actually use.

TEMPLATE 1 — THE TUTOR

"I am a complete beginner learning **[topic]**. Explain it to me like I am 15, using an example from a small business in my city. Then give me one small exercise to do, and do NOT give me the answer until I try."

TEMPLATE 2 — THE DEBUGGER

"Here is my code and the error I am getting. Do not rewrite the whole thing. Tell me **where** the problem is, **why** it happens, and give me a hint so I can fix it myself. If I am still stuck after that, I will ask for the fix."

TEMPLATE 3 — THE PROJECT PLANNER

"I want to build **[project]** for a **[type of business]**. Break it into a step-by-step plan with the exact pages, features and tools I will need. Order the steps so I always have something working at the end of each step."

TEMPLATE 4 — THE REVIEWER

"Act as a senior developer reviewing a junior's work. Here is my project. Point out the three biggest problems a paying client would notice, and how I should fix each one. Be direct."

Always do this

- Ask "why" after every answer
- Retype code instead of pasting it
- Ask it to quiz you at the end of a topic
- Ask for the beginner-friendly version, then the professional version

Never do this

- Ship code to a client that you cannot explain
- Paste a client's private data into a tool
- Trust it blindly — test everything yourself
- Use it to skip fundamentals. It shows, fast

AI will not take your job. Someone who knows how to direct AI will take the job of someone who does not. Be that someone.

PHASE FOUR • PART ONE

The Kashmir client playbook

Your first client will almost certainly be local, because trust travels faster in person here than online. Kashmir is one of the few markets where you can literally **walk in and win work the same week**.

Who to approach first — ranked by how fast they say yes

BUSINESS TYPE	WHAT THEY NEED	TYPICAL BUDGET
Tour & travel operators	Website with packages, enquiry form, WhatsApp button	₹12,000 – ₹35,000
Hotels & houseboats	Photo-led site, room listings, direct booking enquiry	₹15,000 – ₹50,000
Saffron / dry fruit sellers	Online store, payments, shipping — huge upside	₹18,000 – ₹60,000
Pashmina & handicraft	Export-ready store with international shipping	₹20,000 – ₹75,000
Clinics & diagnostics	Simple credible site, appointment form, doctor profiles	₹10,000 – ₹25,000
Coaching centres & schools	Courses, admission enquiry, results page	₹10,000 – ₹30,000
Restaurants & cafés	Menu, gallery, reservations, Google presence	₹8,000 – ₹20,000

The walk-in method — this works better than any online strategy

- 1. Before you visit** — build a rough one-page mockup of THEIR business. Ninety minutes of work. This is your entire advantage.
- 2. Walk in** around a quiet hour. Ask for the owner by name if you can find it.
- 3. Open your laptop** and show the mockup within the first thirty seconds. Do not pitch first — show first.
- 4. Say the line** on the next page, then stay quiet and let them react.
- 5. Leave a card** or write your number and your site link on paper, even if they say no.
- 6. Follow up once** after four days. Then move on. Never chase twice.

Target: 5 approaches a day for 20 days

That is 100 businesses. If ninety-seven say no, you still finish this phase with three paying clients and a portfolio. The numbers are not hard — the consistency is.

CHAPTER SIX

Word-for-word scripts

Do not improvise when you are nervous. Use these until they become natural. Replace the bracketed parts.

SCRIPT 1 — THE WALK-IN OPENER

"Assalamu alaikum. I am **[name]**, I build websites here in Srinagar. I noticed **[business]** does not have a website / the current one does not open properly on phones — so I already made a sample page for you. Can I show you? It takes one minute."

Then show the mockup. Then say: "If you like it, I can have the full thing live in seven days. Would that be useful for you?"

SCRIPT 2 — INSTAGRAM DM TO A LOCAL BRAND

"Hi **[brand]** — your **[product]** photos are genuinely beautiful. I noticed customers have to DM you to order, which means you are losing every sale that comes in at 2am or from outside India."

I build online stores and I made a quick sample of what yours could look like: **[link]**

No pressure at all — if it is useful, happy to walk you through it. If not, keep the sample."

SCRIPT 3 — COLD EMAIL, INTERNATIONAL

Subject: quick idea for [Company]

"Hi **[name]**, I had a look at **[website]** — your **[specific thing]** is strong, but the site takes **[X]** seconds to load on mobile, which is where most of your traffic is."

I rebuilt your homepage as a demo so you can see the difference: **[link]**

If it is worth a conversation, I am happy to jump on a 15-minute call. If not, no reply needed — the demo is yours to keep."

[Name] · [your site]"

SCRIPT 4 — WHEN THEY SAY "HOW MUCH?"

"It depends on how many pages and whether you need online payments. For something like yours it is usually between **[lower]** and **[upper]**. I take 50% to start and 50% on delivery, and I include one month of free changes after we go live. Shall I send you a short written proposal today?"

SCRIPT 5 — THE FOLLOW-UP (SEND ONCE, FOUR DAYS LATER)

"Hi **[name]**, just floating this back to the top of your inbox. Happy to keep the sample live for another week in case you want to show it to your team. Either way, all the best with **[business]**."

PHASE FOUR · PART TWO

Getting clients from outside Kashmir

Once you have two or three local projects and a testimonial, open the international door. Same work, three to eight times the price.

Freelance platforms

Upwork, Fiverr, Freelancer, PeoplePerHour.

- Niche down hard: "Shopify stores for spice and speciality food brands" beats "web developer"
- Apply to 10 jobs a day for the first month. Reply within the first hour a job is posted
- Never send a template proposal. Reference something specific from their listing in line one
- Price low for the first three reviews only, then raise immediately

Direct outreach

Higher effort, far higher pay, no platform fee.

- Pick one niche and one country. Find 100 businesses with weak websites
- Build a free demo for the best 20 of them
- Email or DM using Script 3. Ten a day, every day
- Track everything in a simple sheet: name, date sent, reply, follow-up date

Practical things nobody tells you

TOPIC	WHAT TO DO
Getting paid	Set up Wise or Payoneer early. Always take 50% advance. For repeat clients, monthly retainers beat one-off projects
Time zones	Kashmir time works well for UK, Europe and the Gulf. Be clear in your first message about your working hours
Communication	This is what actually keeps clients. Reply within a few hours, send a short update every two days, and never go silent
Contracts	Even a one-page written scope in email is enough. Define pages, revisions, deadline and payment terms before you start
Taxes	Once income becomes regular, talk to a local CA. Doing this properly early saves real headaches later

The referral loop that ends cold outreach forever

At delivery, always ask two questions: **"Could you write me two lines about how this went?"** and **"Do you know one other business that needs this?"** Ask every single client. After roughly ten projects, you will stop needing to hunt entirely.

CHAPTER SEVEN

What to charge, and when to raise it

Undercharging is the most common mistake here. Low prices do not win trust — they signal inexperience and attract the worst clients. Use this ladder.

STAGE	LOCAL (INR)	INTERNATIONAL (USD)	MOVE UP WHEN
Projects 1-2	Free or ₹3,000–₹8,000	—	You have a testimonial
Projects 3-5	₹8,000–₹18,000	\$150–\$400	3 portfolio pieces live
Projects 6-12	₹18,000–₹45,000	\$400–\$1,200	You are turning work down
Established	₹45,000–₹1,20,000	\$1,200–\$4,000	Referrals exceed outreach

Sell packages, not hours

Starter

One-page site, mobile ready, contact form, WhatsApp button, live in 5 days. **Great for cafés and small shops.**

Business

Five pages, gallery, SEO basics, Google Maps, speed optimised, one month support. **The one most clients buy.**

Store

Full online store, payments, shipping, product uploads, training call. **Highest ticket, best referrals.**

The retainer — where freelancing becomes an income

One-off projects mean you start from zero every month. Retainers do not.

Offer every delivered client a monthly maintenance plan: updates, backups, security, small changes, and a monthly performance report. Charge **₹3,000–₹10,000 per month locally** or **\$80–\$300 internationally**. Ten retainers is a stable monthly income before you take on a single new project.

Never do this

Do not work for "exposure." Do not start without an advance from a stranger. Do not give unlimited revisions — write "two rounds of revisions included" into every quote.

CHAPTER EIGHT

Ten rules that decide whether this works

- 01 Finish ugly things**
A finished, average project beats a perfect one you never completed. Ship, then improve.
- 02 One path for 90 days**
Switching skills is procrastination wearing a productive costume.
- 03 Build in public**
Post your progress weekly. Your audience becomes your client list. This is how I got started.
- 04 Sell before you feel ready**
The market teaches faster than any course. Nobody is ever ready.
- 05 Communication beats talent**
Clients rehire the person who replies on time, not the one who codes best.
- 06 Charge properly from project three**
Cheap work attracts clients who value you cheaply. Raise your rate every five projects.
- 07 Under-promise, over-deliver**
Say ten days, deliver in seven. That single habit builds your reputation in Kashmir faster than any advertising.
- 08 Protect your reputation**
The valley is small. One unfinished project follows you for years. One great one brings five referrals.
- 09 Do not argue with your family — show them**
Nothing convinces a Kashmiri household like a bank notification. Work quietly, then show results.
- 10 Keep learning after the first payment**
The first client is not the finish line. It is proof the system works. Now repeat it.

Ninety days from today, you will either have a skill, a portfolio and a client — or you will have ninety more days of the same conversation. Both options cost exactly the same amount of time.

CHAPTER NINE

The 90-day tracker

Print this page, or rewrite it in a notebook. Tick one box a day. Do not break the chain.

Milestones

- ☐ Chose my one path and wrote it down
- ☐ Tools installed, accounts created
- ☐ First webpage published live
- ☐ Practice project 1 complete
- ☐ Practice project 2 complete
- ☐ Practice project 3 complete
- ☐ Bought my own domain
- ☐ Portfolio site live
- ☐ First real business site delivered
- ☐ First testimonial collected
- ☐ Sent 50 outreach messages
- ☐ Sent 100 outreach messages
- ☐ First paid client
- ☐ First retainer signed

Weekly review — answer every Sunday

Keep it to four lines. Honesty here is what makes the ninety days work.

What did I finish this week?

What did I avoid, and why?

How many people did I reach out to?

One thing I will do differently next week.

Do this in the next 24 hours

Pick your path. Install your tools. Build one ugly webpage. Post a screenshot of it publicly and tag me. That is it — that is Day 1. Everything in this guide is downstream of you doing that one small thing today instead of tomorrow.

ONE LAST THING

Ninety days from **today.**

Nobody is coming to hand you a career. But nobody is stopping you either — not the valley, not the internet, not your marks. The only thing standing between you and a completely different life is **the boring consistency of 3 hours a day.**

I am doing this from Srinagar, in public, every day. If this guide helped even slightly, send me a message and tell me which path you picked. I read every one.

KEEP IN TOUCH

buildwithowais.com

Instagram · @build.withowais

More free guides,
tools and builds at
buildwithowais.com

THE PATH

Edition 01 · Free to share

Made in Srinagar, Kashmir
for anyone who was told there was only one door.