AgencyGod

FREE STARTER KIT

THE AI AGENCY STARTER KIT

The AI Agency, In a Box. What To Sell, For How Much.

Building the automation is the easy part. **60% of 2025 AI agency launches have fewer than 5 clients**, and 95% of corporate AI pilots never ship. Inside: the **5 services that actually sell**, the **3 packages** you build them into, and the **exact price bands**, so you stop guessing what to charge.

5 Services • **3 Packages** • **$1K-$15K Pricing** • Setup fee plus retainer, built to recur

A free starter kit from **AgencyGod**
agencygod.com

$10K GTD

The $10,000 Guarantee
You get the result, or you get paid.

THE 2026 AI AGENCY REALITY

The build is the easy part. Selling it is the hard part.

The pitch you keep hearing is real: AI agencies are the new SMMA, the competition is younger, and you can charge a premium. Industry estimates put the count at roughly 2,000 agencies in 2024 and 12,000-plus by 2026. So the gold rush is on. And the same bottleneck that broke every SMMA followed everyone right into it.

An estimated **60% of 2025 AI agency launches have fewer than 5 clients**. MIT found **95% of generative-AI pilots never reach production**, almost always because the value was never made clear. The tools are not the problem. You can wire up a working chatbot in a weekend. What you can't wire up in a weekend is a flow of booked calls with people who'll pay you for it.

12,000+

AI agencies by 2026, up from ~2,000 in 2024 (industry estimate).

60%

Of 2025 launches have **under 5 clients**. The build is not the moat.

95%

Of GenAI pilots **never ship**, usually on unclear value (MIT 2025).

READ THIS BEFORE YOU BUILD A SINGLE AUTOMATION

The agencies winning right now are not the ones with the cleverest build. They're the ones who packaged a clear outcome, priced it with a straight face, and put it in front of enough qualified buyers. **This kit hands you the offer, the packages, and the prices.** It does not hand you the booked calls. That gap is the whole game, and it's exactly what AgencyGod installs.

You don't have a delivery problem. You have a demand problem.

WHAT'S INSIDE THIS KIT

1	**The Service Menu**	The 5 things SMBs actually pay for, and what a non-coder can deliver.
2	**The Package Ladder**	3 tiers with scope, timeline, and price, so you stop quoting blind.
3	**Niche Offer Templates**	Real estate, dental, and outbound builds with exact numbers.
4	**The 3 Ways You Get Burned**	The failure modes that kill new AI agencies, and how to dodge each.

1

WHAT TO SELL

The 5 Services SMBs Pay For

No-code tools (n8n, Make, Voiceflow, Zapier) on top of an LLM cover roughly 70 to 80% of small-business requests. You do not need to write code to deliver any of these.

1

AI Chatbots

Sells as: "Answer and qualify every website lead, day or night."

Lead qualification on the site plus Tier-1 support. The strongest pitch is containment: a well-scoped bot can resolve **40 to 60% of Tier-1 questions** on its own, so the owner stops answering the same five things by hand. Highest demand, lowest build complexity.

2

AI Voice Agents

Sells as: "Never miss a call. Never lose a booking."

Inbound reception, appointment booking, and outbound follow-up by phone. This is where SMB demand concentrates, because a missed call is a lost customer they can feel. Pitch it against the cost of a part-time receptionist, not against "AI."

3

Lead-Gen & Outbound Automations

Sells as: "A pipeline that fills itself while you sleep."

Cold email plus enrichment plus appointment setting, stitched together. One hard rule: **never launch outbound before deliverability is set up.** A burned domain takes 3 days to lose and months to recover. Authenticate and warm first, send second.

4

Content Systems

Sells as: "Turn one idea into a week of posts, on autopilot."

Repurposing pipelines that take one input and produce posts, captions, and email drafts on a schedule. Easy to demo, easy to retain on, because the client sees the output stack up every single week.

5

Internal Ops Automations

Sells as: "Kill the manual data entry eating your team's day."

CRM enrichment, ticket triage, call-notes-to-CRM, invoice extraction. The least sexy, the stickiest. Once it's wired into how a team works every day, ripping it out is painful, so churn on these is low.

PICK A LANE. Don't open a menu of all five on day one. Most SMB demand sits in **lead-gen and voice agents**. Start there, get one client to a result, then expand the menu off the back of a win you can point to.

HOW TO PACKAGE IT

Build once. Bill forever.

The standard model for an AI agency is one a tired SMMA owner will recognize and love: a **one-time setup fee** plus a **monthly retainer**. The setup fee is the on-ramp that gets you paid for the build. The retainer is the engine, and it's the whole point. It funds the real maintenance these systems need, and it turns a one-and-done project into recurring revenue with near-zero delivery cost.

✗ THE TRAP MOST FALL INTO

Charge one flat fee, deliver, move on. Next month you're back at zero, hunting the next build, with no recurring base. *This is the SMMA hamster wheel with a new coat of paint.*

✓ THE MODEL THAT COMPOUNDS

Setup fee covers the build. Retainer covers monitoring, tweaks, and new workflows. *Stack 5 retainers and you have a real business, not a string of projects.*

THE MARGIN MATH, IN PLAIN NUMBERS

You don't have to build everything yourself. You can subcontract a complex build at **$25 to $75 an hour**, sell that build at **$10,000 to $15,000**, and keep **$5,000 to $12,000 in margin**. The LLM tokens behind it cost pennies, often a fraction of a cent per thousand. The expensive part was never the compute. It's the outcome you're selling, and the outcome is what the client is paying for.

The retainer is not a cherry on top. It is the business.

70-80%
Of SMB requests **covered by no-code** on an LLM backbone.

$5-12K
Margin per build when you subcontract and sell the outcome.

20-50%
Higher rates than manual equivalents, **by selling outcomes**.

PRICE IN ROUND NUMBERS. Use $5,000, $10,000, $15,000. Skip the $4,997 charm-pricing routine. It signals a discount-rack offer, and it quietly tells a premium buyer you don't believe your own price. **Round numbers read as confidence.**

GOOD, BETTER, BEST

Three packages. One you steer them toward.

Never quote a single price into a void. Put three tiers in front of the buyer as a table. A three-option layout lifts close rates around 23% over a single quote, and showing it as a table rather than prose lifts conversion further. **Anchor on the top tier, tag the middle one "Recommended," and let it pull the eye.** Most buyers land in the middle on purpose. That's the point.

TIER 1 · THE ON-RAMP

Automation Quickstart

$1,000-$3,500

One-time setup · 7 to 10 days

1 to 2 automations. One clear job, done well. Lead follow-up, a booking bot, or a single ops fix. The low-risk way for a new client to say yes.

RECOMMENDED

TIER 2 · THE WORKHORSE

Ops Growth System

$4,000-$12,000

Setup · 2 to 4 weeks

3 to 6 workflows plus a dashboard and QA. Enough to change how the business runs. This is where most deals should land, and where your margin lives.

TIER 3 · THE ENGINE

AI Ops Partner

$1,500-$5,000

Per month · retainer

1 to 3 new workflows a month, monitoring, and reviews. SLA tier runs $5,000 to $12,000-plus a month. The recurring base every AI agency is actually built on.

HOW THE LADDER ACTUALLY GETS USED

Land a new client on Tier 1 or Tier 2 to get a build paid for and a quick win on the board. Then move every one of them onto Tier 3, the monthly retainer, because that is the recurring engine. The setup fee is how you get in the door. **The retainer is how you stay in business after the door closes.**

PRICE BANDS, NOT ONE PRICE. Industry setup fees run anywhere from $1,000 to $35,000-plus, and retainers from $500 to $12,000 a month, with the SMB sweet spot at **$1,500 to $5,000 a month**. Pick your band by the size of the outcome, not by what feels comfortable to ask for.

THE BEST NICHES TO SELL INTO

Don't sell AI. Sell a result with a number on it.

"We build chatbots" gets a polite no. A named outcome for a specific niche gets a yes. The buyer doesn't want technology. They want the missed-call problem gone, or every lead followed up before it goes cold. Pick a niche, name the outcome, and put the price next to the pain it removes. Here are three build-ready templates.

REAL ESTATE

Every lead followed up in 60 seconds

A lead-follow-up system that texts and qualifies new inquiries instantly, so nothing rots in an inbox. **The agent's #1 silent killer is slow follow-up.** You remove it.

$3,000 setup + $300/mo

Low setup, sticky retainer. Easy first niche.

DENTAL & CLINICS

Handles 200+ calls, books 40 appointments

A voice agent that answers the phone, books patients, and never goes to lunch. Pitch it against a **$1,800/mo part-time receptionist**. It pays for itself in month one, and that's the close.

$4,000 setup + $500/mo

Replaces a real line-item cost they already hate.

B2B OUTBOUND

The Outbound Performance OS

Cold outreach plus enrichment plus appointment setting, priced by list size. Add **$300 per qualified meeting booked** to tie your pay to their result, not your hours.

OS 25 $5,000
OS 50 $9,000
OS 100 $15,000

+ $300 per qualified meeting.

CHARGE FOR OUTCOMES, NOT FOR HOURS

AI agencies command 20 to 50% above manual rates because they sell the result, not the labor. Put third-party ROI math in your proposal to justify it. Documented studies show roughly **318% appointment-scheduling ROI in six months** and around **340% first-year ROI on chatbots** *(third-party SMB case studies)*, with 40 to 60% Tier-1 containment. Present these as third-party SMB-scale studies, not as a promise you personally guarantee.

THE 3 FAILURE MODES THAT KILL NEW AI AGENCIES

Avoid these three and you're ahead of most.

1 **The "set and forget" lie**

Sell a system as fully autonomous and walk away, and it drifts. The AI BDR space sees **50 to 70% of buyers churn in year one** from exactly this. The fix is a maintenance retainer that funds real human oversight.

→ Price the retainer to pay for ongoing care, and tell the client that's what it's for.

2 **Over-promising multi-step autonomy**

Carnegie Mellon found AI agents **fail around 70% of multi-step office tasks**. Promise an agent that "runs the whole business" and you'll be cleaning up failures for free. Sell narrow, single-purpose automations with a clear success metric instead.

→ One job, one clear definition of "working." Never "it does everything."

3 **Broken deliverability on outbound**

Launch a cold-email build on an unauthenticated domain and you torch it in days. A domain burns in 2 to 3 days and recovers in months. **Set up SPF, DKIM, DMARC and warm the domain before the first send, every time.**

→ Authenticate and warm first. See the AgencyGod Inbox Insurance Kit before any outbound build.

PART 5 · THE SMMA-TO-AAA ON-RAMP

You don't need cold outreach to start. Launch on a client you already have.

1 Pilot one automation on an existing client

Pick lead follow-up. It's fast to build and the result is obvious. You already have their trust, so the yes is cheap.

2 Prove a quick win you can point to

Get one measurable result on the board. That becomes the case study that sells the next deal, and the next.

3 Roll out across accounts on a retainer

Move them onto a **$1,500 to $5,000 a month** retainer with monthly reviews. One agency saw a 15% upsell lift just from running those reviews.

MONTH 1-3	MONTH 4-6	MONTH 7-12
$0-5K	**$3-10K/mo**	**$8-25K/mo**
Building, piloting, landing your first one or two.	2 to 3 clients on retainer. The base forms.	A real book of recurring revenue, if calls keep coming.

PRINT THIS. PIN IT ABOVE YOUR DESK.

Your whole AI agency on one screen.

SELL

Outcomes, not tools

→ "Every lead followed up in 60 seconds." Never "we build chatbots."

START

Voice & lead-gen

→ Demand concentrates here. Pick one lane, win once, then expand.

PACKAGE

Setup + retainer

→ Setup fee opens the door. The retainer is the actual business.

PRICE

Round numbers

→ $5K / $10K / $15K. Retainer sweet spot $1.5K to $5K a month.

THE 3-TIER QUOTE

Good, Better, Best

1. Quickstart $1K-$3.5K 2. Growth System $4K-$12K *(tag "Recommended")* 3. Ops Partner $1.5K-$5K/mo.

DON'T #1

No "set and forget"

→ Price the retainer to fund real maintenance. Autonomy is a myth.

DON'T #2

No mega-agents

→ Sell narrow jobs with clear success criteria. 70% of multi-step tasks fail.

DON'T #3

No outbound first

→ Authenticate and warm the domain before any cold-email build.

ON-RAMP

Pilot, prove, roll out

→ Launch on a current client, get a win, move them to retainer.

THE FIVE RULES THAT HOLD IT TOGETHER

1. **Sell a niche outcome with a number.** The buyer pays for the missed-call problem gone, not for the technology behind it.
2. **Setup fee opens the door, the retainer is the business.** Build once, then bill every month for care and new workflows.
3. **Quote three tiers as a table.** Anchor on the top, recommend the middle, never throw out a lone price.
4. **Sell narrow, deliverable jobs.** One automation with a clear success metric beats a promise of full autonomy that fails 70% of the time.
5. **Demand is the bottleneck, not the build.** The offer is done. Now you need qualified, booked calls to put it in front of.

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THE NEXT STEP

YOU'VE GOT THE OFFER. NOW YOU NEED THE CALLS.

You can build it. We'll book it.

This kit hands you the services, the packages, and the prices. None of it matters until a qualified buyer is sitting across from you. That's the part 60% of new AI agencies never solve. AgencyGod installs the **done-with-you machine that books calls that show, close, and stay**, so you spend your time building and delivering, not chasing strangers. You only win, so we only win when you do.

$10K GTD

The $10,000 Guarantee

We put $10,000 on the line. You get the result, or you get paid.

Apply to AgencyGod →

Free 30-min strategy call · backed by the $10,000 guarantee

We onboard only a handful of agencies a month, while the field is still wide open. Apply now at agencygod.com

Results shown are not typical and not guaranteed. ROI figures cited are third-party studies, not AgencyGod outcomes. AI agency counts and pilot-failure rates are industry estimates.