AgencyGod

THE FREE CAPACITY PLAN

● AGENCY GROWTH · PROFIT PER HOUR

Scale Without Breaking: Your Capacity Plan

Get your agency to a clean **75% billable utilization** and free roughly **8 to 10 hours per person per week** without hiring anyone. Inside: the capacity math, the leakage audit, the hire-vs-raise-price decision tree, the productize-to-cut-hours move, and the fill-in capacity plan you finish in 90 minutes.

- The utilization math + dollar gap
- The 6-line leakage audit
- Hire vs. raise-price decision tree
- Productize to cut hours per client
- The 5-day capacity cadence
- The fill-in 90-minute plan

A capacity plan from **AgencyGod**
agencygod.com

$10K GTD

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

THE NUMBER MOST OWNERS NEVER CALCULATE

You are paying for capacity you never bill.

You feel slammed. The P&L says otherwise. Both are true. The gap between "busy" and "billed" is where your margin quietly disappears, and you can put an exact dollar figure on it before lunch.

Here is the trap. You and your team are at the desk 40 hours a week. But billable utilization across professional services firms fell to **66.4% in 2025**, which means roughly a third of every paid hour produces no client invoice. You are not short on people. You are short on the hours those people already cost you.

PUT A REAL NUMBER ON THE GAP

At a **$150 blended rate** across a **5-person team**, closing a 10-point utilization gap frees about **8 to 10 hours per person per week.** Run the full year and that gap is worth roughly **$156,000 in recovered revenue** from people who are already on payroll. No new hire. No new lead. Same team, billed properly.

The work feels free because nobody invoices a wasted hour. The bill shows up as a flat month.

66.4%	8.6 pts	~13¢	$156K
avg billable utilization in 2025, down from 68.9%	below the 75% level top performers hold	net kept on every revenue dollar, average agency	recovered/yr closing a 10-pt gap, 5-person team

Sources: SPI Research, 2025 Professional Services Maturity Benchmark (66.4% utilization, down 3.6 points below the 70% minimum SPI considers healthy and 8.6 below the 75% top-performer level). Promethean Research, State of Digital Services 2025 (13% average after-tax net margin). The $156K figure is a worked example at a $150 blended rate, 5 people, 48 weeks; your number depends on your rate, team, and mix. Figures are directional, not a promise.

This is not a time-management problem. It is a capacity problem. You do not need to grind harder or hire faster. You need to see exactly where the billable hours leak, close the gap to the 70 to 80% zone, and only then decide whether to hire. The next nine pages are the instrument to do it, ending in a plan you fill in yourself.

THE CAPACITY MATH

Two formulas. One brutal truth.

Most owners guess at utilization. Stop guessing. A full work week is 40 hours, but 8 of those go to admin, sales, and internal work, so each person has about **32 available billable hours**. Plug your real numbers into these two boxes.

FORMULA 1 · YOUR TRUE UTILIZATION

Utilization = Billable Hours ÷ Available Hours × 100

Available hours per person per week = 40 − 8 (admin, sales, internal) = **32**. Track this for one week, per person, before you change a thing.

FORMULA 2 · THE DOLLAR VALUE OF YOUR GAP

(Target hrs − Current hrs) × Blended rate × Team × 48 wks

Example: a 5-point gap (1.6 hrs/person) × $150 × 5 people × 48 weeks = **about $57,600 a year** sitting in unbilled time.

WHERE DO YOU ACTUALLY SIT?

< 60%	60-70%	70-80%	80-90%	90%+
BLEEDING	BELOW FLOOR	GOLDILOCKS	TIGHT	BURNOUT

Capacity wasted, margin gone

Profitable and sustainable

Quality slips, people quit

The Goldilocks Zone is 70 to 80%. Most agencies run at 55 to 66%, which feels busy but bills like a part-time shop. Push past 90% and quality slips, deadlines slide, and your best people burn out and leave. The goal is not "max it out." The goal is to land in the green and stay there.

THE LEAKAGE AUDIT

The hours do not vanish. They leak in six places.

Before you blame the workload, find the leaks. About 15% of billable activity quietly disappears in service firms. Run this six-line tally for one week and circle the two biggest. That is where your capacity went.

Internal meetings
Status calls, standups that became sit-downs, and "quick syncs" that run 45 minutes. **The silent largest leak in most shops.**

Fix: cap internal meetings at 2 per week, 25 min each, agenda or it does not happen.

Unbudgeted "quick fixes"
The "can you just add this real quick" that never hits an invoice. **57% of agencies lose $1K to $5K a month to it.**

Fix: every out-of-scope ask becomes a logged change request, not a free favor.

Client back-and-forth
The email and Slack ping-pong that fragments a focused hour into twelve five-minute interruptions.

Fix: batch all client comms into 2 fixed windows a day. Set the expectation in onboarding.

Reporting & admin
Building dashboards by hand, formatting decks, chasing invoices, manual data entry that a tool does for $30/mo.

Fix: auto-pull reports (Looker Studio, Databox); a VA adds the one-line summary.

Tool and tab switching
Knowledge workers toggle apps about 1,200 times a day, losing nearly 4 hours a week reorienting. **9% of the week.**

Fix: one source of truth for tasks. Kill duplicate tools doing the same job.

Rework and redo
Work that comes back wrong because the brief was thin or it routed through the founder last. Done twice, billed once.

Fix: a written brief template and a QA gate, so it ships right the first time.

$156K

One unbilled hour per person per week, gone for a year

At a **20-person, $150/hr** shop, a single unbilled hour per person each week adds up to about **$156,000 a year** in lost capacity. You will not feel it as a missed payment. You feel it as a flat month that you cannot explain. Plug the leaks and that money was always yours.

Sources: TMetric 2025 agency benchmarks (47% of firms lose up to $500K/yr on untracked hours; ~15% of billable activity lost). Ignition

THE HIRE VS. RAISE-PRICE DECISION TREE

When you feel full, the answer is almost never "hire."

Hiring is the slowest, riskiest, most expensive way to add capacity, and most owners reach for it first. Use **Revenue per FTE** and utilization as your gate. Run your numbers down these three questions in order.

MARKETING AGENCY	BLENDED AGENCY	DEV AGENCY
~$163K	**~$167K**	**~$120K**
revenue per FTE, 2025	revenue per FTE, 2025	revenue per FTE, 2025

QUESTION 1

Is utilization below 70%?

You have unused capacity you already pay for.

If YES →
DO THIS FIRST
RAISE PRICE

▼ if utilization is already 70%+

QUESTION 2

Is revenue per FTE flat across 3 quarters?

Adding a head will only dilute it further.

If YES →
DO THIS FIRST
PRODUCTIZE

▼ if rev/FTE is rising or stable AND utilization > 80%

QUESTION 3

Utilization above 80% and rev/FTE healthy?

Now, and only now, capacity is the real constraint.

If YES →
GREEN LIGHT
HIRE

⚡ THE LEVER THAT BEATS HIRING EVERY TIME

A **15% rate increase with stable headcount lifts revenue per employee 15% immediately**, with zero onboarding lag, zero training cost, and zero risk that the hire does not work out. A new hire takes 60 to 90 days to ramp and might churn before they ever clear their own salary. Raise the price first.

Benchmarks: Promethean Research 2025, revenue per FTE by agency type. The 15% lift is arithmetic on stable headcount, not a guaranteed result. Hire when growth is real, not when you simply feel busy.

PRODUCTIZE TO CUT HOURS PER CLIENT

Custom work is where your margin goes to die.

Average project margin runs about 35%, but the average agency keeps only 13 cents on the dollar. That spread is scope creep. Every "snowflake" project resets your team to zero and invites unbilled extras. Convert one custom service into a fixed package and you cut the hours per client without cutting the price.

CUSTOM SERVICE (THE LEAK)

Every client gets a one-off scope

Hours per client: unpredictable, always creeping. **Onboarding:** reinvented each time. **You cannot hire** because the work lives in your head and nothing repeats. 52% of projects suffered scope creep last year, up from 43%.

PRODUCTIZED SERVICE (THE FIX)

One fixed scope, written SOW, set hours

Hours per client: known and capped. **Onboarding:** the same checklist every time. **You can delegate** because the steps are documented. Designjoy hit ~$1.7M to $2M a year as a solo operator on one productized offer.

1. **Pick the one service you sell most**
   Not your fanciest offer. The one that repeats. That is the one worth turning into a package.

2. **Write a fixed-scope SOW**
   Exact deliverables, exact quantity, exact revision rounds. Everything outside it is a logged change request, not a free add.

3. **Set the hours, then add a 20% buffer**
   Price the package at the sold hours **plus a 20% capacity buffer** so one demanding client does not blow your whole month's utilization.

4. **Document the delivery once**
   Record the steps as an SOP so the same package runs the same way every time, by anyone, not only you.

THE ONE LINE THAT PROTECTS EVERY PACKAGE

Put this in the SOW: **"Work outside this scope is quoted and approved before it starts."** 78% of agencies rarely or only sometimes charge for out-of-scope work. That single sentence flips the default from "free favor" to "billed change," and it is worth thousands a month on its own.

Sources: Promethean Research 2025 (35% project margin vs ~13% net). Ignition 2025 (78% rarely charge for out-of-scope; 57% lose $1K to $5K/month). PMI Pulse of the Profession (52% scope creep). Starter Story 2024 (Designjoy revenue).

THE HOURS-PER-CLIENT WORKED EXAMPLE

Same client. Same price. Half the hours.

This is the whole productizing move in one table. A $4,000/month retainer delivered custom versus delivered as a fixed package. The price did not change. The hours did, which means your utilization and your margin both climb.

LINE	CUSTOM DELIVERY	PRODUCTIZED PACKAGE
Monthly retainer	$4,000	$4,000
Delivery hours / month	**~32 hrs** (creeping)	**~18 hrs** (capped)
Effective rate / hour	$125	**$222**
Out-of-scope leakage	$0 billed	**Quoted & billed**
Onboarding time	Rebuilt each time	**Same checklist**
Who can deliver it	Mostly you	**Trained team**

Illustrative worked example at a $4,000 retainer. Hour figures are typical patterns, not a guarantee. Your numbers depend on the service, the team, and how tight your scope is.

WHAT 14 RECLAIMED HOURS IS WORTH

Productizing one $4,000 client cut delivery from **32 hours to 18.** Those **14 reclaimed hours** are now free capacity. Spend them taking on a second package client and you just added **$4,000/month, or $48,000 a year,** from the same headcount you already had. That is what closing the capacity gap actually buys you: room to grow without breaking.

You did not work harder.
You stopped giving away hours for free.

USE ROUND NUMBERS, NEVER CHARM PRICING

Price packages at clean figures, **$4,000, $6,000, $10,000.** Charm pricing like $3,997 cheapens premium positioning and signals "discount shop" to the exact buyers you want. A round number says you are confident in the value. The buffer and the scope line, not a fake discount, are what protect your margin.

THE 5-DAY CAPACITY CADENCE

Capacity is not a one-time fix. It is a weekly habit.

A worksheet you fill out once changes nothing. Run this five-day loop every week and your utilization stays in the green instead of drifting back to 60%. It takes about 15 minutes a day.

MON

Pull the numbers

Pull last week's billable vs. available hours **for each person.** One row per head. This is your scoreboard, and it takes five minutes once tracking is on.

TUE

Flag the outliers

Flag anyone **under 65%** (idle capacity to sell into) **or over 90%** (about to burn out). Both are problems. Both need a move this week.

WED

Delegate or kill 2 founder tasks

Take two tasks off your own plate, every single week. Delegate one, delete one. **The founder bottleneck shrinks by attrition, not by one heroic cleanup.**

THU

Send 1 scope-change invoice

Find one out-of-scope ask from the week and bill it. **One invoice a week is roughly $1K to $5K a month** you were giving away.

FRI

Update the capacity board

Mark each person's utilization for the week and where the team lands against the 70 to 80% zone. **What gets measured stops drifting.**

> **Most agencies fix capacity once, feel relief, and watch it slide back in a month.**
> **The ones that stay profitable run the loop every week.**

THE FOUNDER-BOTTLENECK CHECKLIST

List every task only you can do.

Your agency's real capacity ceiling is not your team. It is you. Write down every task that still routes through the founder, give each an owner and a date, and you have a hand-off plan. The example rows show the format. Fill in the blanks.

TASKS THAT STILL ROUTE THROUGH YOU

TASK ONLY YOU DO TODAY	KEEP / DELEGATE / DELETE	WHO TAKES IT	BY WHEN
Final QA on every deliverable	Delegate	Senior strategist	Week 2
Running every kickoff call	Delegate	Account lead + SOP	Week 3
Building client reports	Delete (automate)	Looker Studio	Week 1
Approving every social post	Delete	Trust the brief	Week 1
Closing high-ticket deals	**Keep**	founder only	n/a
______________________	------------	------------	------
______________________	------------	------------	------
______________________	------------	------------	------

The bus test: if you vanished for 30 days, what breaks? Every row that breaks is a row you have to hand off or document before you can scale. Keep only the work that genuinely needs the founder, which is usually positioning, the offer, and closing the biggest deals. Everything else gets a name and a date, or it stays your ceiling forever.

THE FILL-IN CAPACITY PLAN

Finish this and you have your number.

Everything in this guide comes down to one page. Pull your real figures, fill the blanks, and you will know exactly how much capacity you are leaking and what to do about it. Do it this week, in one 90-minute block.

Part A · Your Capacity Gap	FILL IN THE BLANKS
Team size (billable people) Count anyone who delivers client work	people
Current utilization Billable hrs ÷ 32 available × 100	%
Target utilization Aim for 75%, the middle of the green zone	75 %
Blended hourly rate Monthly revenue ÷ total delivered hours	$ / hr
Annual gap = (target − current) × 32 × rate × team × 48	$ / yr

Part B · Your Three Moves	DECIDE AND DATE EACH ONE
Biggest leak to plug (from page 4) Meetings, quick fixes, comms, reporting, tools, rework	________
Hire, raise price, or productize? Run the page-5 tree on your real numbers	________
One service to productize (from page 6) The one you sell most, not the fanciest	________
First founder task to hand off (page 9) Pick a $10/$100 task, not the scary one	________

✅ THE HONEST MATH ON THIS PLAN

Close a 10-point utilization gap on a 5-person, $150/hr team and you recover roughly **$156,000 a year** from people you already pay. No new hire. No new lead. The plan above is how you get there. **Run the weekly cadence so it sticks.**

YOUR NEXT MOVE

You can free the capacity yourself. Or we can build the machine with you.

This plan recovers the hours you already pay for. AgencyGod recovers your growth. We build the front of the funnel so right-fit leads show up, install the systems so delivery runs without you, and drive the whole client-acquisition machine to a number. It is backed by the $10,000 guarantee. **You either get the result or you get paid.**

Freeing 10 hours a week only matters if you spend them on the work that grows the agency. That is the part we do **with** you. We onboard only a handful of agencies a month so we can actually deliver, and **every spot carries the guarantee.** Run this plan, then come map your $40K/month machine with us.

$10K GTD You get the result or **we pay you $10,000**

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