

Agency.ai

Complete Offer Creation Worksheet
START AI AGENCY. SELL AUTOMATION.

The Complete Business Blueprint

This worksheet is based on Alex Hormozi's proven framework from "100M Offers" and contains our complete offer ecosystem designed to build a multi-million dollar AI agency business.

Our Offer Ecosystem:

- **FREE:** AI Agency Builders Community
- **ARR:** Agency (\$2,997/year) + Agency Pro (\$6,997/year)
- **MRR:** Agency OS (\$497/month)

The 15 Essential Questions

1. What is your niche?

Ambitious entrepreneurs and agency owners who want to dominate the AI automation space by building profitable, specialized AI agencies that serve local businesses—even if they have zero tech skills or prior AI experience. We help them become THE go-to AI expert in their chosen market.

2. What is their current situation?

They're stuck competing with thousands of generic "AI agencies," struggling to differentiate themselves, overwhelmed by AI hype, and frustrated by courses that teach theory but not execution. They want to break into the AI gold rush but don't know how to position themselves uniquely or build a sustainable, profitable business.

3. What is their desired outcome?

To become the recognized AI automation expert in their chosen niche, build a \$25K+/month recurring revenue business, have a waitlist of clients instead of chasing prospects, and own a scalable agency that works without them being involved in every detail.

4. What is it costing them not changing?

Missing out on the biggest business opportunity of our lifetime, staying trapped in low-margin service work, competing on price instead of value, never building a real business asset, watching competitors claim their market while they remain unknown, and continuing the feast-or-famine cycle of inconsistent income.

5. What would it be worth for them to get to their desired outcome?

Financial freedom worth \$300K+/year, market authority that can't be bought, a business asset worth millions, the ability to charge premium prices, freedom from daily operations, and the respect that comes with being THE expert in their field. Conservatively worth \$1M+ in lifetime value.

6. What are most people trying, and is it working?

Selling generic AI services to anyone who will listen, taking low-paying projects on Upwork, buying broad "AI agency" courses with no niche focus, white-labeling tools without positioning, and cold outreach without authority. Most fail because they blend into the crowd and compete on price.

7. What are others selling, and does it work?

"AI Agency" courses teaching theory without execution, GoHighLevel access with no niche focus, community access with no hands-on help, and generic templates without real client delivery systems. Most are too broad, lack implementation support, and don't provide the positioning needed to stand out.

8. What are successful people doing?

Focusing on ONE specific niche and becoming the specialist, using proprietary tools and systems, building recurring revenue streams, getting hands-on mentorship, creating case studies quickly, and positioning themselves as the obvious choice in their market through consistent authority building.

9. What's included in your offer, and what makes it different?

Our complete ecosystem includes niche-specific training, white-label software suite (4 proprietary tools), done-with-you client delivery, monthly client acquisition support, and our exclusive Agency OS platform. Unlike others, we don't just teach—we help you execute and deliver real results.

10. Price (Value-Based)

Our Pricing Structure:

- **Agency:** \$2,997/year (Core system)
- **Agency Pro:** \$6,997/year (Complete suite)
- **Agency OS:** \$497/month (Done-for-you service)

11. Guarantee

"First Client in 60 Days" Guarantee: Follow our system for 60 days. If you don't land your first paying client, we'll work with you 1-on-1 until you do. Still no client? Full refund and you keep all software and training materials.

12. Scarcity & Urgency

Limited enrollment periods, application-only access for premium tiers, software development capacity limits, and first-mover advantage in rapidly growing AI market. Each month you wait, more competitors enter your potential market.

13. Testimonials & Social Proof Collection

Built-in case study creation from first client delivery, milestone celebration system, success story documentation, video testimonial collection process, and public wins sharing in community. Every client success becomes marketing material.

14. No-Brainer Value Stack

Agency Pro Value Breakdown:

Training System: \$5,000	White-Label Rights: \$25,000
Software Suite: \$15,000	GoHighLevel Access: \$3,000
Done-With-You Delivery: \$8,000	Client Setup (10): \$20,000
Monthly Coaching: \$12,000	Support & Updates: \$5,000

Total Value: \$93,000+

Your Investment: \$6,997

You Save: \$86,003

15. Bonuses

- Exclusive Niche Research Session (\$2,000 value)
- Advanced Pricing Strategies Course (\$1,500 value)
- Client Retention Playbook (\$1,000 value)
- Quarterly Software Updates (Ongoing value)
- VIP Community Access (\$2,500 value)

Total Bonus Value: \$7,000+

AI Agency Builders

FREE Community

Quick-Win Tools to Get Started

AI Client Finder Tool

Find 50 AI-ready prospects in your city in under 10 minutes

5-Minute Chatbot Builder

Build demo-ready chatbot to show prospects immediately

Business AI Audit Template

25-point audit that gets businesses begging to hire you

Purpose: Create quick wins that drive conversions to paid programs

Build Your AI Agency Foundation

Phase 1: Master the Foundation

- Complete AI agency training system
- Niche selection and positioning strategies
- Client acquisition scripts and proven sales methods
- Step-by-step implementation roadmap

Phase 2: Professional Setup

- Custom AI agency website built for your niche
- Professional branding and online presence
- ScanReward white-label software (\$15K development value)
- GoHighLevel account setup with core automations

Phase 3: Client Success Delivery

- FREE setup for your first 5 clients
- 2 core AI automations per client (chatbot + missed call alert)
- Professional installation and configuration
- Client onboarding templates and processes

Phase 4: Ongoing Growth

- Weekly group coaching calls
- New AI software added every 6 months (white-label rights included)
- Keep 100% profits from all software sales
- 60-day success guarantee

Build Your Complete AI Software Empire

Phase 1: Advanced Mastery Training

- Everything in Agency PLUS advanced scaling strategies
- Team building and delegation systems
- Premium pricing and positioning methods
- \$25K/month agency blueprint

Phase 2: Complete Software Arsenal

- ScanReward (ready now - \$15K value)
- MissedCall AI (in development - \$10K value)
- ReviewMaster AI (in development - \$12K value)
- VoiceConnect AI (in development - \$15K value)
- All with full white-label rights and 100% profit retention

Phase 3: Elite Client Delivery

- FREE setup for your first 10 clients
- Complete 4-automation suite per client
- Professional installation, configuration, and training
- Advanced client retention and upselling systems

Phase 4: VIP Success & Expansion

- Continuous software expansion - 1-2 new tools every 6 months
- Each new tool becomes part of your growing software empire
- Personal WhatsApp access to Taqi & development team
- Monthly 1-on-1 strategy calls and priority support

We Get You 1 New Client Every Month - GUARANTEED!

🎯 Monthly Client Acquisition

- We research and identify perfect prospects in your niche
- We create and run targeted ad campaigns for you
- We qualify leads and book them on your calendar
- You show up to close pre-qualified, ready-to-buy prospects
- **GUARANTEE: 1 new client per month or service is FREE**

🔧 Complete Agency Setup

- Professional agency website built and optimized
- All 4 AI automation tools installed and configured
- GoHighLevel account setup with advanced workflows
- Niche-specific training and positioning

💎 White-Label Software Empire

- 4 proprietary AI software tools (ScanReward + 3 more)
- Full white-label rights - sell as your own
- Keep 100% profits from software sales
- Ongoing updates and new features included

🚀 Revenue Potential

- 1 new client/month × \$2,000 setup = \$24,000/year in setup fees
- Software sales: \$300-500/month per client × 12 clients = \$43,200-72,000/year
- Total potential: \$67,200-96,000/year from new clients alone
- Your investment: \$5,964/year (\$497 × 12 months)
- **ROI: 1,027% - 1,509%**

Revenue Projections

Conservative Year 1 Goals

25 Agency customers × \$2,997

\$74,925

15 Agency Pro customers × \$6,997

\$104,955

50 Agency OS customers × \$497/mo

\$298,200

Total Year 1:

\$478,080

Aggressive Year 2 Goals

75 Agency customers × \$2,997

\$224,775

50 Agency Pro customers × \$6,997

\$349,850

200 Agency OS customers × \$497/mo

\$1,192,800

Total Year 2:

\$1,767,425

Key Success Metrics

90%

Customer Retention Rate

\$6,847

Average Customer LTV

15:1

ROI for Agency OS

Implementation Timeline

- Month 1-2: Foundation**
Launch free community, create initial content, validate demand
- Month 3-4: Paid Launch**
Soft launch Agency OS and Agency Pro to community, refine offers
- Month 5-6: Scale**
Launch Agency OS, scale marketing, optimize conversion funnels
- Month 7-12: Optimize & Expand**
Optimize operations, expand software suite, scale to target numbers

Ready to Build Your AI Agency Empire?

Transform your expertise into a multi-million dollar AI automation business

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