MICHAEL
REIMER.AI

A FOUNDER GUIDE FROM MICHAEL REIMER

THE AI AGENCY LAUNCH PLAYBOOK

From first client to recurring revenue.

90

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BEFORE YOU START

THIS ONE IS ON ME.

You did not have to hand over an email address to get this. That was on purpose. I wanted you to have it with no strings.

I have spent about four years working full time in AI, building systems for my own companies and for the Founders I teach. The agencies and consultants I see struggle are rarely short on skill. They sell hours, they quote every job from scratch and they rebuild the same thing for every client.

This playbook is the other way to do it. One system. One offer. A price that repeats every month. A build you make once and deliver many times. It has six chapters, and each one ends with a page you fill in, so by the last page you have an offer, a price, a call sheet, an onboarding checklist and a 90 day plan.

Nothing in here tells you what you will earn. I do not know your market, your offer or how much work you will put in. What I can give you is the order to do things in, and the mistakes to skip.

Keep a pen close. Then go and have the first conversation.



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A plain disclosure. I am a sponsored HighLevel affiliate. When this playbook points you to HighLevel, the link uses my partner link at no extra cost to you. Nothing in here is a promise of results. Your numbers depend on your business and on the work you put in.

INSIDE

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All thirteen weeks.

THE IDEA IN ONE LINE

Build one system once. Sell it as one offer. Deliver it many times.

01

FROM SERVICE BUSINESS TO AI COMPANY.

A service business sells hours. An AI company sells a system that keeps running after the hours are spent.

Most agencies and consultants start the same way. A client asks for something, you quote the work, you do the work and the invoice ends the relationship until the next request. Every month starts at zero. Growth means more hours or more people.

Adding AI to your service list does not change that. Changing what the client buys does. They stop buying your time and start paying for a system that answers the phone, books the appointment and asks for the review, every day.

	SERVICE BUSINESS	AI COMPANY
What you sell	Projects and hours	**One system that solves one problem**
How you price	A new quote for every job	**Setup, a monthly fee and usage**
How you deliver	Built from scratch each time	**Loaded from a template you already tested**
Why they stay	They need another project	**They rely on the system every day**
What limits you	Your calendar	**How well you onboard and support**

MICHAEL'S TAKE

You do not need a new skill set. You need to stop selling the build and start selling what the build does.

THE SYSTEM ON ONE PAGE

Five leaks. One system.

Local businesses tend to lose customers in the same five places. The system my team teaches has one part for each leak, in this order. We sell it as one system because the parts work together.



Sell the outcome, not the technology

Look at the top of each card in that diagram. That is what the business owner cares about. The bottom is what you build. Owners do not wake up wanting an AI agent. They want the phone answered and the appointment booked.

The rule on my team: sell the solution and the outcome. Describe the problem and the fix in plain language. The technology comes up only when the client asks how it works.

One note on the website. In this system it means improving the site the client already has, with booking, chat and a clear way to call. It does not mean selling a full rebuild.

WORKSHEET

Where you stand today

Circle a number for each line. One means not true at all. Five means true every time. Be honest. Nobody else sees this page.

STATEMENT	SCORE
I can say what I sell in one sentence, without the word AI.	1 2 3 4 5
Every client gets the same core system.	1 2 3 4 5
I have one price structure, and I do not requote each job.	1 2 3 4 5
Clients pay me every month, not once.	1 2 3 4 5
I can show a working demo in under five minutes.	1 2 3 4 5
A new client launches from a template, not a blank account.	1 2 3 4 5
Onboarding follows the same written steps every time.	1 2 3 4 5
Each client sees a short report every month.	1 2 3 4 5

My total, out of 40: _____

8 TO 18

Selling hours

Start at chapter two and work through in order. Do not skip the offer.

19 TO 30

Halfway across

Find your two lowest lines. Those chapters come first.

31 TO 40

Running a system

Use the worksheets to tighten delivery, then go to chapter six.

My two lowest lines:

_____

_____

02
THE ONE SYSTEM OFFER.

One system. One offer. One price for that client. Every extra choice you put in front of a buyer is one more chance for a no.

New agencies love menus. A basic tier, a standard tier, a premium tier, and a list of add ons. It feels helpful. On the call it does the opposite. The owner stops thinking about their problem and starts comparing your boxes. Then they ask for time to think.

My sales team coaches agency owners to drop the low value tiers and present one bundled package. The buyer has one decision to make: do I want this problem fixed or not.

What goes in the bundle

The bundle is the full system from chapter one. It is one product with five features in it, not five products. The features work together, so the client buys all five and you deliver all five.

FEATURE 1	FEATURE 2	FEATURE 3	FEATURE 4	FEATURE 5
Database Reactivation	**Reputation Management**	**Voice AI**	**Conversational AI**	**Website Optimization**
The list the business already owns gets asked.	Every job ends with a review request.	Calls get answered and booked.	Texts, chats and social messages get a reply.	The site books and starts the follow up.

Owners will object. "I do not need the reviews part." "My website is fine." Hear it out, then explain how that feature feeds the others. If one feature is a true deal breaker, leave it out and keep the client. The price generally stays the same, because the price is for the system and the result, not for a count of features.

MICHAEL'S TAKE

Sell one system at one price. The moment you price the parts, you are selling a menu again.

CHOOSING THE SYSTEM

Four tests before you commit

If you are choosing which problem to lead with, or which niche to serve first, run it through these four. A system that passes all four is one you can sell and deliver again and again.

TEST ONE

Is it painful?

The owner already knows it costs them customers. You do not have to convince them the problem exists.

TEST TWO

Is it repeatable?

The next business in the same niche has the same problem and needs nearly the same build.

TEST THREE

Can you show it?

The owner can call it or text it on their own phone during the meeting and watch it work.

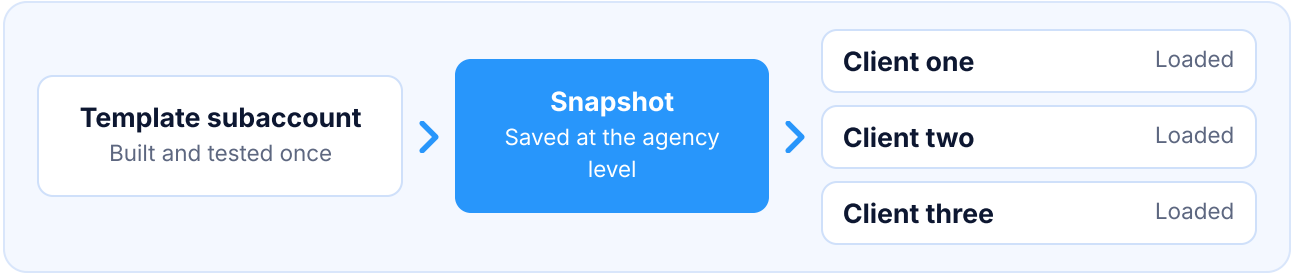
TEST FOUR

Can you count it?

Calls answered, appointments booked, reviews received. A number the client can see every month.

Build once. Deliver many times.

This is what makes one offer a business. On HighLevel you build and test the whole system in one template subaccount, then save it as a snapshot. Every new client starts from it.



Stay in one niche while you do this. The same snapshot fits the next client, your demo matches their business and what you learn from the first client applies to the next.

MICHAEL'S TAKE

If you are rebuilding it for every client, you do not have a product yet. You have a job.

WORKSHEET

Your offer one pager

If it does not fit on this page, it is not one offer yet. Write it in the words a business owner would use.

The offer

ONE SYSTEM

WHO IT IS FOR

WHAT I CALL IT

THE PROBLEM, IN THE OWNER'S WORDS

WHAT CHANGES FOR THEM ONCE IT IS RUNNING

WHAT IS IN THE SYSTEM

- [ ] Calls
- [ ] Messages
- [ ] Database reactivation
- [ ] Reviews
- [ ] Website

SETUP COVERS

THE MONTHLY FEE COVERS

HOW USAGE IS HANDLED

- [ ] Bundled with a limit
- [ ] Passed through
- [ ] An allowance, then passed through

WHAT IT DOES NOT INCLUDE, AND WHAT I DO NOT PROMISE

THE NUMBER WE REPORT EVERY MONTH

HOW A CLIENT STARTS

The one sentence version

We help _____ stop losing _____ by _____

03
PRICING FOR RECURRING REVENUE.

Three parts make up the price of an AI system. Each one pays for something different. Leave one out and you will feel it.

PAID ONCE **Setup fee**	Pays for the build: discovery, the knowledge base and prompts, connecting the phone, calendar and domain, testing and launch.	**Skip it and** you fund every launch out of your own pocket.
EVERY MONTH **System fee**	Pays for running it: monitoring, tuning, reporting and support. This is what keeps the relationship going after launch.	**Skip it and** the relationship ends the day you go live.
AS IT IS USED **Usage**	The meter: AI minutes and responses, calls, texts and email. Bundled into the monthly fee, or passed through to the client.	**Ignore it and** one busy client can erase your margin.

The setup fee and the system fee are yours to set. Usage is different. It is a real cost that moves with how busy the client is, so you decide up front who carries it.

My rule on publishing prices is the same as on tiers. One price per client, worked out from that client's problem, and not posted on a public page. A published price invites the owner to compare you with a cheap tool before you have ever talked about what the problem costs them.

MICHAEL'S TAKE

The monthly fee is the business. The setup fee just makes sure you are not paying to start the job.

THE COST SIDE

What HighLevel costs you

You cannot price with confidence until you know your own costs. These are HighLevel's published prices as listed on the pricing pages at MichaelReimer.AI in November 2026. Every plan includes unlimited contacts and unlimited users.

YOUR AGENCY PLAN, PER MONTH

Starter	**$97**	Three subaccounts. No white label and no rebilling.
Unlimited	**$297**	Unlimited subaccounts, the white label desktop app, and phone and email usage rebilled to clients at cost.
Founder Plan	**$497**	Everything in Unlimited, plus rebilling with your markup, AI rebilling and sellable software mode with your own plans.

AI EMPLOYEE PLANS, PER CLIENT SUBACCOUNT, PER MONTH

Starter	**$20**	For Founder Plan agencies only. Does not include Conversation AI or Voice AI.
Growth	**$50**	Includes 1,000 Conversation AI responses and 100 Voice AI minutes a month.
Unlimited	**$97**	Unlimited Conversation AI and Voice AI, under HighLevel's fair use policy.

A subaccount with no AI Employee plan can still run AI agents on pay per use billing.

USAGE IN THE UNITED STATES AND CANADA

Text message	**$0.00747**	Per segment, in or out, plus a small carrier fee.
Outbound call	**$0.0166**	About this much per minute. Inbound is about $0.01165.
Local number	**$1.15**	Per number, per month.
Texting registration	**$22.50 to $64**	A2P 10DLC, paid once, plus a monthly campaign fee.

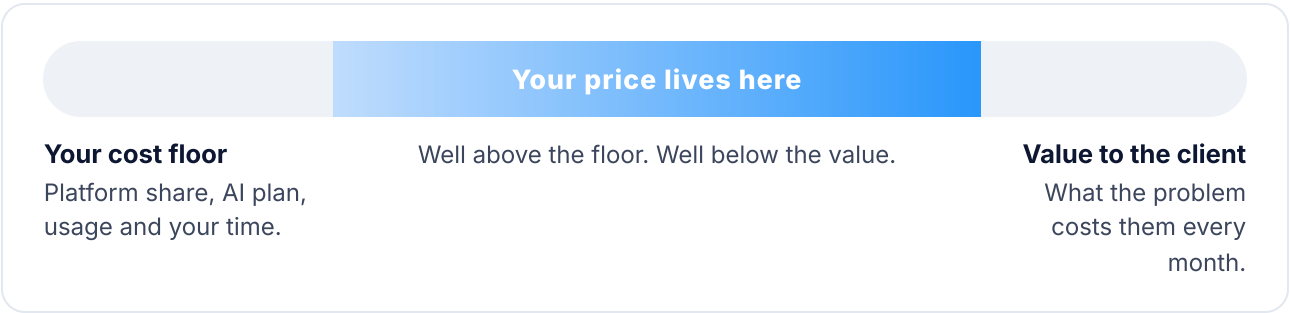
Two bills on every AI call. An AI Employee plan covers the AI minutes. The phone call itself is still billed at phone system rates. Count both.

Prices change. HighLevel's own pricing page is the source of truth. Check it before you quote.

SETTING THE NUMBER

Price from the value. Floor from the cost.

Your costs tell you the lowest price you can survive on. They do not tell you what to charge. The price comes from what the problem is worth to the client.



1. **Get the value from the client.** Ask how many calls they miss, how many leads go quiet and what one customer is worth. Use their numbers, not yours.
2. **Work out your floor.** Your share of the platform, the AI plan for that subaccount, expected usage and your own hours. The worksheet on the next page does this.
3. **Set the price between the two.** Well above the floor. Well below the value. If there is no room between them, the offer does not fit that client.
4. **Decide who carries usage.** Then write down what the monthly fee includes and what it does not.

Bundle it, pass it through or mix the two

BUNDLE

Good when usage is steady and modest. One predictable price. Write a fair use limit into the agreement.

PASS THROUGH

Good when usage swings or runs high. The client pays for what their own subaccount uses.

MIX

Include a set allowance in the monthly fee. Pass through anything above it.

On HighLevel, passing usage through is called rebilling. The Unlimited plan rebills phone and email at cost. Adding your markup, and rebilling AI usage, needs the Founder Plan. On lower plans AI usage is a cost you carry, so bundling is the practical route.

WORKSHEET

Your pricing worksheet

Fill this in for one client, for one month. Every number here is yours. I have left them blank on purpose.

STEP ONE: MY COST FLOOR FOR THIS CLIENT	PER MONTH
My HighLevel plan, divided by the clients I serve	
The AI Employee plan for this subaccount, if I cover it	
Calls, texts and email I expect, if I do not pass them through	
My hours on monitoring, tuning, reporting and support, priced honestly	
A margin for surprises	
My floor. I never go below this.	

STEP TWO: THE VALUE, IN THE CLIENT'S OWN NUMBERS	THEIR ANSWER
Calls or messages missed in a normal week	
What one new customer is worth to them	
What they say the problem costs them each month	

STEP THREE: MY PRICE FOR THIS CLIENT	AMOUNT
Setup fee, paid once	
System fee, every month	
Usage: ☐ bundled up to a limit ☐ passed through ☐ mixed	

Check before you send it. Is the system fee well above my floor? Is it well below what the client told me the problem costs? If either answer is no, fix the offer before you fix the price.

04

HOW TO POSITION AND **SELL AI SYSTEMS.**

Do not lead with the word AI. Lead with the problem the owner already has, in the words they already use.

Open with AI and the owner hears a robot talking to their customers, or one more piece of software to learn. Both are objections you created yourself. Open with the problem and they are already nodding. They know the phone goes unanswered. Your job is to show them the size of it, and then show it fixed.

INSTEAD OF SAYING	SAY
We build AI voice agents.	**Every call gets answered, including the ones after closing.**
We install a chatbot on your site.	**Website visitors get an answer while they are still on the page, and a way to book.**
We run automated campaigns.	**We contact the customers who have not heard from you in a year.**
Our platform has review automation.	**Every happy customer gets asked for a review, every time.**

The technology is not a secret. When an owner asks how it works, tell them plainly, including that an AI assistant answers and hands off to a person when it should. You just do not start there.

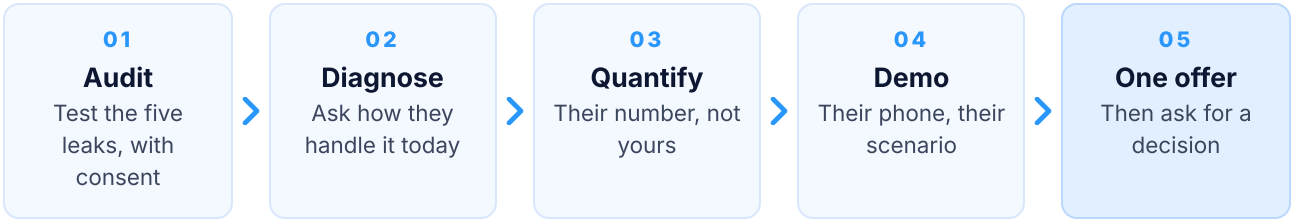
MICHAEL'S TAKE

Nobody buys AI. They buy a phone that gets answered and an appointment that gets booked.

THE CONVERSATION

Lead with an audit

Skip the pitch. Open by showing a business its own gaps, with facts. An owner can argue with your opinion. They cannot argue with the time it took their own office to call you back.



What to check before the call

LEAK	WHAT YOU TEST AND WRITE DOWN
Old customers	Join their list or ask for a quote. Note what they send you afterward, and when.
Reviews	How many, the rating, the date of the last one and whether anyone replies.
Calls	Call at a busy hour, at lunch and after closing. Who answers, and how fast is the callback?
Messages	Send a website chat and a social message. Time the reply.
Website	Open it on a phone. Can you book, ask for a quote and tap to call?

Three rules for an honest audit. Get the owner's consent before you test their phones and inbox. Report only what you observed, with the date and time. Describe what you found in plain language, and leave the technology out of it.

Then run the call in the order above. Diagnosis is most of it. Let the owner finish describing the problem before you show anything.

MICHAEL'S TAKE

Read them the audit. Ask how they handle it today. Then stop talking.

THE DEMO

Show voice and chat first

Of the five parts, two are easy to show in a meeting: the voice agent and the chat agent. My team demos those first for that reason. The owner picks up their own phone, calls a number and hears it answered. Nothing you say about the system does as much as that.

IF THEY SAID MISSED CALLS

Have them call it

Hand over your demo number. Let them ask a real question from their own business and try to book.

IF THEY SAID SLOW REPLIES

Have them message it

Let them send a chat or submit a form on your demo page and watch the reply arrive on their phone.

Six rules for the demo

- [ ] **Keep it under five minutes.** A demo is proof, not training.
- [ ] **Use their scenario.** Their services, their hours, the question their customers ask most.
- [ ] **Let them drive.** They call. They type. You stay quiet while it works.
- [ ] **Show the handoff.** Ask it something it should not answer and let them hear it pass the caller to a person.
- [ ] **Test it that morning.** Call your own demo before every meeting.
- [ ] **Stop when they get it.** Then go back to their number and present the one offer.

A demo is a sales tool, not the client's build. Say so. What they hear in the meeting is an example. Their own system gets their knowledge base, their voice and their rules before it takes a single real call.

What to say when it stops ringing

Do not explain what just happened. Ask one question: what would it have meant last month if every call had been answered like that? Then wait. Their answer is the bridge back to the number they gave you, and from there to the one offer.

CRM Pros built its own tool for this, Demo On Demand, which creates a demo for a business from its name or website. It is one way to do it. A demo number and a demo page in your own HighLevel account work too.

OBJECTIONS

Seven objections, answered honestly

An objection is a fair question. Answer it straight. If the honest answer loses the deal, it was the wrong deal.

We tried a chatbot. It was terrible.

Ask what it did wrong. Usually it guessed. Then show the rule you build into every agent: when it does not know, it says so and hands off to a person.

My customers want to talk to a person.

They still can. The system covers the calls and messages nobody is free to take, and passes people to your team when they ask or when it should.

It costs too much.

Go back to the number they gave you. If the system does not clearly pay for itself against their own figure, say so and do not sell it.

Can you guarantee results?

No, and be wary of anyone who does. Say what you do commit to: what gets built, how fast you respond and a report every month.

Can we just do one piece?

Explain that the parts work together. If they still push back on one part, drop that part and keep one offer.

What if it says something wrong?

It answers from a knowledge base you approve, it is told not to guess, and you both review the first weeks of conversations.

I need to think about it.

That is fine. Agree a date for the answer before you hang up, send the audit summary the same day and follow up when you said you would.

WORKSHEET

Discovery call sheet

Print one for every call. Write their exact words. You will use them in the proposal.

BUSINESS AND OWNER

DATE

WHAT THE AUDIT FOUND, WITH DATES AND TIMES

WHAT HAPPENS NOW WHEN SOMEONE CALLS AND NOBODY CAN PICK UP?

HOW FAST DOES A NEW WEBSITE LEAD GET A REPLY?

WHO FOLLOWS UP ON QUOTES THAT WENT QUIET?

HOW DO YOU ASK CUSTOMERS FOR REVIEWS TODAY?

WHAT HAVE YOU ALREADY TRIED, AND WHAT HAPPENED?

IF THIS WERE FIXED THREE MONTHS FROM NOW, WHAT WOULD BE DIFFERENT?

ONE NEW CUSTOMER IS WORTH

THE PROBLEM COSTS THEM, PER MONTH

WHAT I SHOWED

- [ ] Voice demo
- [ ] Chat demo
- [ ] The handoff
- [ ] The one offer

DECISION, OR THE DATE THEY DECIDE

MY NEXT STEP, AND WHEN

Is this a fit? If your system will not help this business, tell them. You keep your reputation and often get a referral.

05
DELIVERY ON HIGHLEVEL.

Selling the system gets you a client. Delivering it the same way every time is what lets you take the next one.

Everything in this chapter depends on one HighLevel feature. A snapshot is a saved copy of a subaccount's setup. You create it from Account Snapshots in the agency view, and you can load it into an existing subaccount or create a new subaccount with it already loaded. Snapshots keep versions, so you can push updates later.

The build checklist

Build all of this once, in your template subaccount, before you sell anything.

- [ ] A **pipeline** with the stages a lead moves through, from new to booked to won.
- [ ] A **calendar** the agents can book into.
- [ ] A **knowledge base** layout for hours, services, service area and policies.
- [ ] A **Voice AI agent** with a greeting, qualifying questions and a clear handoff rule.
- [ ] A **Conversation AI agent** for text, website chat and social messages.
- [ ] **Workflows** for appointment reminders, review requests and database reactivation.
- [ ] **Forms** for the website, with a reply that goes out the moment one is submitted.
- [ ] **Custom values** for everything that changes per client, so you fill in details in one place.
- [ ] A **dashboard** with the numbers you will report every month.
- [ ] A short **note** in the subaccount recording which snapshot version it was built from.

Test before you load. A snapshot cannot be unloaded from a subaccount as a whole. Load it into a spare subaccount first, test every workflow in draft, and only then use it for a client.

CLIENT HANDOFF

The first seven days

Onboarding starts the moment the deal is won. Build it as one HighLevel workflow, triggered by an opportunity moved to won or a paid invoice, so every client gets the same first week. Seven days fits a simple snapshot deployment. Custom work takes longer.

DAY 0	**Welcome**	Welcome email and text, the intake form and a link to book the kickoff call.
DAY 1	**Create and register**	Create the subaccount from your snapshot. Start the texting registration.
DAY 2	**Kickoff call**	Repeat their goal back. Confirm what you need from them and by when.
DAYS 3 TO 5	**Configure**	Fill in the custom values. Connect the domain, phone and calendar.
DAY 6	**Test everything**	Call it, text it and submit every form. Try to break it.
DAY 7	**Check in**	Confirm the launch plan. Capture the before numbers for your first report.

Start the texting registration on day one. Business texting in the United States needs A2P 10DLC registration, and carrier review can take days. It is the longest wait in every launch. Tell the client about it on the kickoff call so the wait is expected.

Go live with the client watching

1. Have them call the number and hear the system answer.
2. Have them submit their own website form and receive the reply.
3. Show them where they will see results: the mobile app, a login with limited permissions or the dashboard you review together.

MICHAEL'S TAKE

A client who ends week one with a working system and a clear view of it is far easier to keep.

SUPPORT RHYTHM

What you do after launch

Clients rarely leave over one bad day. They leave when they are no longer sure the service is worth the fee. A steady rhythm removes that doubt, and it is the work your monthly fee pays for.

SAME DAY	WEEKLY	MONTHLY	QUARTERLY
Reply Answer support messages the same business day. State the response time and keep it.	**Check results** Read a sample of conversations. Fix the knowledge base, not the single reply.	**Report and improve** Send five plain numbers. Ship one improvement the client can see.	**Talk goals** Ask what changed in the business and what they want next.

Five numbers for the monthly report

Pick five that match what you sold and keep them the same every month. For most systems these work: calls answered, conversations handled, appointments booked, reviews received and old customers who replied.

Warning signs to act on the same week

FROM THE CLIENT

Skipped review meetings. Slow replies. Questions about the bill. A new decision maker.

FROM THE SYSTEM

Falling logins or usage. More handoffs than usual. A number in the report that dropped twice.

Track every client as an opportunity in an agency pipeline, with a stage for accounts at risk. Review that pipeline every week.

MICHAEL'S TAKE

Onboarding and reporting are not admin. They are how you keep the client.

WORKSHEET

Client onboarding checklist

One copy per client. Do not mark a client live until every box is ticked.

CLIENT _____ DEAL WON ON _____

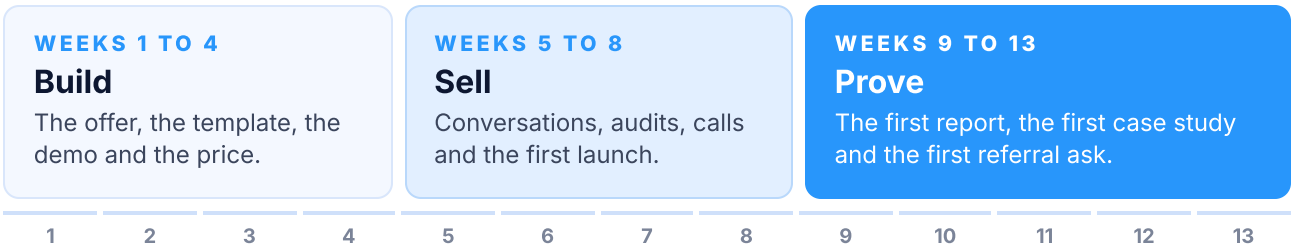
	FROM THE CLIENT, ON THE INTAKE FORM
☐	Legal business name and address, exactly as on official records
☐	EIN or tax ID, for the texting registration
☐	Domain and DNS access, or the name of the person who has it
☐	Logo, brand colors and the calendar owner's email
☐	Their main goal for the first 30 days, in their own words

	THE BUILD
☐	Subaccount created from the snapshot, and the version noted
☐	Texting registration submitted
☐	Kickoff call held, and the launch review booked
☐	Custom values filled in. Domain, phone and calendar connected.
☐	Knowledge base written from the client's own answers, and approved by them
☐	Handoff rule set, and a named person who owns it
☐	Every workflow tested in draft. Called and texted at least ten times.

	GOING LIVE
☐	Client called the number and submitted their own form
☐	Client knows where to see results and how to reach support
☐	Before numbers captured. First monthly report date set.

06
THE FIRST 90 DAYS.

Thirteen weeks. Three jobs. Build it, sell it, prove it.



The order matters. The common stall is in the build. Building feels safe, so the first conversation keeps moving back. The plan on the next two pages puts a date on the day you stop building and start talking.

The activity ladder

You cannot control how many people say yes. You can control how many people you talk to. In the AI Agency Accelerator BootCamp, this ladder is the sprint each participant works. The activity is theirs to do. Nobody can do it for them.

100	**Leads** on a list, in one niche
25	**Conversations** with real owners
10	**Discovery calls** with an audit in hand
5	**Proposals**, each with one offer

These are activity targets, not a forecast. How many proposals turn into clients depends on your market, your offer and your work.

MICHAEL'S TAKE

Start conversations in week five, even if the build feels unfinished.

WEEK BY WEEK

Weeks one to six

Tick each box as you finish it. If a week slips, do not skip it. Move the whole plan back a week.

WEEK 1 Decide

- [ ] Pick one niche and one system. Run the four tests.
- [ ] Fill in the offer one pager on page 9.
- [ ] Open your HighLevel account and create a template subaccount.

WEEK 2 Build the template

- [ ] Work through the build checklist on page 19.
- [ ] Write a sample knowledge base for your niche.
- [ ] Set the handoff rule in both agents.

WEEK 3 Build the demo

- [ ] Set up a demo number and a demo page.
- [ ] Call it and text it ten times. Try to break it.
- [ ] Save the template as your first snapshot.

WEEK 4 Price and paperwork

- [ ] Fill in the pricing worksheet on page 13.
- [ ] Write your agreement points: scope, usage, no guarantees, how to cancel. Have an attorney review them.
- [ ] Build the onboarding workflow and intake form.

WEEK 5 Start conversations

- [ ] Build your list of 100. Start with businesses you already serve or know.
- [ ] Pick one outreach channel and use it every day.
- [ ] Offer the audit, not the system.

WEEK 6 Audit and diagnose

- [ ] Run each audit with the owner's consent.
- [ ] Hold discovery calls with the call sheet on page 18.
- [ ] Demo voice and chat on their phone.

Timing the trial. The 30 day HighLevel trial through my link covers the whole build month, weeks one to four. Usage fees for phone, texting, email and AI can apply during the trial. You can start it at **MichaelReimer.AI/go/highlevel**.

WEEK BY WEEK

Weeks seven to thirteen

WEEK 7 Present and decide

- [ ] Present one offer to every qualified owner.
- [ ] Ask for a decision. Agree a date if they need time.
- [ ] Follow up on the day you said you would.

WEEK 8 Launch client one

- [ ] Run the first seven days from page 20.
- [ ] Start the texting registration on day one.
- [ ] Capture the before numbers.

WEEK 9 Stabilize

- [ ] Read the first week of conversations.
- [ ] Fix the knowledge base where it guessed or stalled.
- [ ] Keep outreach going. Do not stop selling to deliver.

WEEK 10 Report

- [ ] Send the first monthly report with five numbers.
- [ ] Ship one improvement the client can see.
- [ ] Push what you learned back into the snapshot.

WEEK 11 Write the case study

- [ ] Ask the client for permission first.
- [ ] Use their before and after numbers, and nothing you cannot show.
- [ ] Keep it to one page.

WEEK 12 Ask for referrals

- [ ] Ask just after a visible result.
- [ ] Ask for a name, not a general favor. Two introductions.
- [ ] Offer to write the introduction for them.

WEEK 13 Review the quarter

- [ ] Total the tracker on the next page. Find the rung of the ladder where people dropped off.
- [ ] Rescore the page 6 worksheet and compare it with week one.
- [ ] Decide the one thing you will change for the next thirteen weeks.

MICHAEL'S TAKE

Same niche, same snapshot, same onboarding. Client five should be easier to launch than client one.

WORKSHEET

Your 90 day tracker

Five minutes every Friday. Write the count for the week, then one thing you fixed.

WEEK	LEADS ADDED	CONVERSATIONS	DISCOVERY CALLS	PROPOSALS	CLIENTS LIVE	ONE THING I FIXED
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
Total						

BY DAY 30

Snapshot saved on: _____

BY DAY 60

First client live on: _____

BY DAY 90

Case study written on: _____

NEXT STEP

YOU HAVE THE PLAN. NOW START WEEK ONE.

A playbook does not start an agency. One offer, one demo and one conversation do. Here is the order I would go in this week.

TODAY

Write the offer

Page 9. One niche, one system, one sentence.

THIS WEEK

Build the template

Page 19. One subaccount, tested, saved as a snapshot.

NEXT WEEK

Book one audit

Page 15. Start with a business that already knows you.

If you want help building it

I build my systems on HighLevel, and I teach Founders, agency owners and consultants to do the same. When you start HighLevel through my link you get a 30 day trial, and the CRM Pros team, the weekly calls and the community come with it, at the same HighLevel price. You can read exactly how that works, and what the plans include, at MichaelReimer.AI.

Start the 30 day trial: MichaelReimer.AI/go/highlevel
More Founder guides: MichaelReimer.AI/guides

About Michael. Michael Reimer is an AI architect, global keynote speaker, HighLevel Commander and Certified Admin, and the Founder of CRM Pros. He has worked full time in AI for about four years, building AI systems for his own companies and teaching Founders and consultants to build theirs.

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