

THE AI AGENCY

LAUNCH KIT

A practical operating system for launching, closing, and delivering AI projects.

01	Pricing Calculator Build defensible three-tier quotes with flat-fee logic.
02	Proposal Generator Generate clean, client-ready proposals in seconds.
03	Outreach Scripts Cold email, LinkedIn DM, and cold-call openers.
04	Discovery Call Guide Structured questions to uncover the real business problem.
05	Contract / SOW Builder Plain-language scope, revisions, timeline, and payment template.
06	Client Onboarding Checklist Collect access, confirm success criteria, and start smoothly.

6 POWERFUL TOOLS • 1 COMPLETE SYSTEM

PREVIEW • INSIDE THE PRODUCT

Inside the Launch Kit

Three examples of the interactive tools included in the full HTML product.

PRICING CALCULATOR	PROPOSAL GENERATOR	OUTREACH SCRIPTS
Project type • Client size Estimated build hours • Support Starter • Standard • Managed Suggested monthly retainer when support is included.	Your name / agency Client • Project • Timeline Price • Payment terms Problem statement + deliverables Generate proposal • Copy text	Cold Email LinkedIn DM Cold Call Opener Problem-first, social-proof, direct, follow-up, connection, warm re-engagement, permission-based scripts.

Designed for speed: fill in the engagement details once, generate the output, then copy it directly into your workflow.

Sample Workflow

A quick look at how the kit moves from pricing to client-ready delivery.

RECOMMENDED PRICE	PROJECT BREAKDOWN
\$3,700 Standard tier example	Estimated build: 40 hours Hourly value: \$75 Additional expenses: \$200 Profit margin: 30%

CLIENT-READY PROPOSAL STRUCTURE

THE PROBLEM	WHAT WE'LL DELIVER
A concise description of the client's current pain point and why it matters.	A clear list of deliverables, followed by timeline, investment, payment terms, and the next step.

LAUNCH • CLOSE • DELIVER • SCALE

The full product includes six interactive modules in one self-contained HTML file.