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The 7-Day AI Agency Starter Kit

A practical playbook to choose a service, draft an offer, build a sample website, and start respectful outreach.

No fancy stack required. Complete one small, useful action per day.

Inside

- Choose one buyer and one service
- Create a simple, specific offer
- Draft a homepage and basic CRM pipeline
- Write outreach without spamming
- Follow a seven-day execution plan

This guide is educational. Results depend on your skills, market, work, and service quality; no earnings are promised.

DAY 1

Pick one customer. Solve one problem.

Do not start by offering websites, AI agents, SEO, and full marketing to everybody. Choose one group and one outcome you can demonstrate.

Shortlist your niche

- Auto detailers - request forms, estimates, bookings
- Landscapers - quote requests and missed inquiries
- Roofers - estimate requests and follow-ups
- Cleaning companies - lead capture and scheduling
- Local tutors - discovery calls and simple pages

Score each niche from 1 to 5 on: how easy it is to reach them, how clearly you understand their problem, and how simple a demo would be. Pick the highest total.

Offer sentence formula

> I help [specific business] get [specific operational result] by building [small deliverable], without [common frustration].

Example

I help independent detailers turn website visitors into quote requests with one clear service page and a follow-up process.

Your turn

Business type: _____ Problem: _____

Simple deliverable: _____

DAY 2

Build an offer people can understand.

Your starter offer should be easy to describe and easy to fulfill. Avoid promising revenue, leads, or appointments you cannot control.

Starter service: website + intake

- One mobile-friendly landing page for one service
- A contact form or booking request flow
- A confirmation message, sent only when technically supported
- A simple lead pipeline
- A short handoff video showing the client how to use it

Sample offer copy

> A clear, mobile-friendly website for your service - plus a simple way to collect and organize new inquiries. One offer. One page. One clear next step.

Before quoting a client

- Confirm your costs: hosting, domain, integrations, support, and messaging
- Define revisions and what counts as extra work
- Write what is not included: paid ads, lead guarantees, third-party fees
- Require approval of copy, branding, and legal/privacy details

DAY 3

Draft a high-converting homepage.

Use the following structure as a first draft. Adapt the language to the actual business and avoid fabricated testimonials or results.

Five-section page blueprint

Hero

[What you do] in [area] - [clear benefit]. CTA: Request a Quote.

Services

Three to five services with a sentence on each.

Why choose us

Real differentiators: experience, response process, insured status if accurate.

How it works

1. Request a quote. 2. Get a response. 3. Schedule service.

Final CTA

Short form with essential fields and a clear privacy statement.

Copy-and-paste prompt

> Act as a conversion copywriter. Draft a clear five-section homepage for a [type of local business] in [city]. Services: [list]. Differentiators we can prove: [list]. Audience: [buyer]. CTA: [action]. Use simple language, no fake reviews, no earnings or performance guarantees, and mark missing facts as [VERIFY].

DAY 4

Organize inquiries before automating.

A basic pipeline is more useful than a complicated AI workflow nobody understands.

Five simple CRM stages

- 1. New inquiry
- 2. Contact attempted
- 3. Conversation active
- 4. Quote / appointment
- 5. Won, lost, or closed

Three useful workflow recipes

Lead intake

When a form is submitted, create or update the contact and assign it to New inquiry.

Owner alert

Notify the business owner of a new inquiry. Do not expose private contact details in public channels.

Confirmation

Send a neutral receipt/confirmation message where permission, provider capabilities, and relevant rules allow.

Important

Do not configure marketing SMS or emails without appropriate consent, unsubscribe handling, and the required provider/platform setup. Keep outbound messaging opt-in and compliant.

DAY 5

Outreach without sounding like spam.

Choose businesses that genuinely could benefit. Personalize your observations and be prepared for a no.

Direct message template

> Hey [Name] - I saw your [business/site] and noticed [genuine observation]. I build simple service pages and inquiry systems for [niche]. Would it be useful if I sent over one suggestion? No pressure.

After they say yes

> Thanks. One improvement might be [specific improvement], because [reason]. I can send a quick mockup if you want to see what that would look like.

Follow-up (one polite check-in)

> Hey [Name], just following up on the idea I sent about [specific thing]. If now is not the right time, no problem - I will leave it there.

Rules for better outreach

- No scraped mass messaging or fake familiarity
- No deceptive claims about results
- Respect a decline and platform messaging rules
- Keep a record of who asked to see a demo

DAY 6

Make a demo that sells the process.

Your demo does not need to be a finished agency website. It should show one problem being fixed.

Five-minute demo flow

- Show the old problem, e.g. a confusing contact path
- Show the new mobile page and one CTA
- Submit a test inquiry using your own information
- Show the test contact entering a pipeline
- Explain what needs to happen for a real launch

Simple demo video script

> A local business should not lose an inquiry because someone cannot find the contact button. Here is a simple example: one service page, one request form, and one organized follow-up queue. If you want the page structure, grab the free kit in the WealthGen Systems community.

Do not demo unbuilt functions

If a workflow is not operational, mark it as a mockup. Never present a future integration as a live feature.

DAY 7

Make the next week repeatable.

Your 7-day checklist

- Day 1: Pick one niche and write your offer sentence
- Day 2: Scope a small deliverable and review your costs
- Day 3: Draft a sample homepage
- Day 4: Build a test form and pipeline
- Day 5: Write five personalized, permission-first outreach notes
- Day 6: Record a truthful five-minute demo
- Day 7: Review what people asked, improve the offer, and repeat

Three numbers to track

- Real conversations started
- People who requested a demo
- Demos that converted to paying customers

The next step

Share your niche, your offer sentence, and your demo inside the free WealthGen Systems Discord community. Ask for feedback. Then consider software and mentorship only when the scope matches your needs.

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