

GRWTH MODE

FREE STARTER KIT

THE AI AGENCY STARTER KIT

The 3 AI systems businesses already pay for.

What each one is, who buys it, and which to build first. The fastest, least technical way into the AI agency game, even if you have never written a line of code.

Making money with AI is simpler than they make it look

Most people learning AI get stuck building the tech. Prompts, agents, automations, all the clever stuff. Then they wonder why nothing turns into money.

Here is the part nobody tells you. No business has ever paid for an automation. They pay for the **result** it gives them. Enquiries answered. Admin gone. Hours back. Money saved.

So the model is not "build a clever AI product and hope it sells". The model is the oldest one there is, with AI doing the heavy lifting:

1. Sell a service a business already wants

Something they already know they need and would happily pay a person to do.

2. Deliver it with AI on the back end

You set up the system once. It does the work in the background with minimal human input.

3. Charge a setup fee, then a monthly fee to run it

Get paid to build it, then paid every month to keep it running. That monthly fee is the real prize.

You do not need to be a developer. You need to spot where a business is bleeding time or money, and hand them the fix. The next three pages are the three fixes that sell most easily right now.

The AI receptionist

WHAT IT DOES

Answers calls, DMs and web enquiries around the clock, replies instantly, answers the common questions and books appointments straight into the calendar. It never sleeps and never misses a message at 9pm on a Sunday.

WHO BUYS IT

Any business that lives and dies on enquiries and bookings. Dental and aesthetic clinics, gyms and studios, trades, salons, lettings agents, clinics of every kind.

WHY THEY PAY

Every missed enquiry is money walking out the door to a competitor who picked up. When you frame it as captured revenue rather than a tech toy, this one sells itself.

HOW YOU CHARGE

A one-off setup fee to build and connect it, then a monthly fee to host, run and maintain it. Set it up once, get paid every month it stays live.

SYSTEM TWO

The AI lead follow-up system

WHAT IT DOES

Chases every new enquiry automatically, by text, email or DM, and keeps following up until the person replies or books. No lead gets forgotten, no matter how busy the team is.

WHO BUYS IT

Any business that spends money getting leads in. Anyone running ads, anyone with a sales team, anyone whose enquiries currently get chased once and then forgotten.

WHY THEY PAY

They have already paid to generate those leads. This turns leads they were about to waste into booked, paying customers. It makes them money rather than saving them money, which is the easiest sell of all.

HOW YOU CHARGE

Setup fee to build the follow-up flows, then a monthly fee to run them. You can also tie part of your fee to results once you have proof it works.

SYSTEM THREE

The AI helpdesk

WHAT IT DOES

Handles the same questions the team answers every single day, instantly, on the website or over chat. Order status, opening hours, pricing, how things work, the lot.

WHO BUYS IT

Any business with a support load. Online shops, software companies, service businesses, anyone whose staff lose hours a day to repetitive questions.

WHY THEY PAY

It hands the team their time back for work that actually matters, and customers get answers instantly instead of waiting. Time saved is cost saved, and that is easy for an owner to understand.

HOW YOU CHARGE

Setup fee to train it on their business and connect it, then a monthly fee to keep it updated and running as their business changes.

Which one to build first, and who to sell it to

Do not try to offer all three at once. Pick one, get good at it, sell it again and again.

Build the AI receptionist first

It is the easiest to explain, the easiest for an owner to say yes to, and the demand is everywhere. "I will make sure you never miss another enquiry" is a sentence any business owner understands in one second.

Niches where it sells fastest

- Private dental and aesthetic clinics
- Gyms, studios and personal trainers
- Trades and home services
- Salons, clinics and wellness
- Lettings and estate agents

Pick one niche. Build a list of businesses in it. Lead with the problem, not the tech: "you are probably missing enquiries when nobody can get to the phone, I fix that". One system, one niche, repeated. That is an AI agency.

NEXT STEP

Want the full builds, scripts and exact steps?

This kit shows you the what and the who. The Weekend AI Agency Playbook shows you the how.

Inside it: the step-by-step build for all three systems, the no-code tools to use, the outreach messages to send, the sales-call framework, and how to price and package it so businesses say yes.

Build your first profitable AI agency system in a weekend

The complete playbook that takes you from this kit to a system you can actually sell.

[Get the Weekend Playbook](#)

And if you want to be walked through it directly, follow along on Instagram, comment on a recent post, and tell me which system you want to build first.