

FREE STARTER MAP

THE AI AGENCY STARTER MAP

A practical map for choosing an AI-powered service, packaging a simple offer, getting your first proof, and starting outreach - without pretending you already have a huge agency.

01	CHOOSE	Pick the model that fits you.
02	PACKAGE	Turn one service into one clear offer.
03	PROVE	Create honest proof before you have clients.
04	PROSPECT	Find businesses with a problem you can actually solve.
05	OUTREACH	Start conversations with relevance, not spam.

Built for Claude + Obsidian. Designed for action.

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01 / THE MODEL

What is an AI agency?

An AI agency is not a business that simply 'uses AI'. It is a service business that solves a real business problem while using AI to research, create, organize, automate, or deliver work more efficiently.

The simple rule

Do not sell AI. Sell the outcome. AI is the engine behind the delivery.

Three beginner-friendly models

MODEL	WHAT YOU SELL	GOOD FIRST PROOF
AI Webdesign	Better websites, landing pages, conversion-focused rebuilds.	A clearly labelled concept redesign for a real business.
AI Content	A repeatable research, drafting, approval and delivery system.	A 7-day sample content system for one niche.
AI Automation	Less repetitive admin, cleaner handoffs, fewer manual steps.	A demo workflow using dummy data.

You do not need all three. Pick one model, one buyer, and one problem. Depth beats a menu of random services.

02 / CHOOSE

Which model fits you?

Use this as a starting filter, not as a personality test.

	WEB DESIGN	CONTENT	AUTOMATION
Best if you enjoy	visual + technical work	research + writing	systems + logic
Easy first proof	high	high	medium
Sales explanation	easy to understand	easy to understand	requires diagnosis
Delivery risk	medium	medium	higher
Best first client	local business with weak site	business posting inconsistently	business with repetitive admin
Core warning	AI does not replace QA	preserve meaning + approvals	do not automate chaos

Pick one using this rule:

- **Webdesign** if you can look at a bad website and immediately see what should change.
- **Content** if you can turn messy ideas into a repeatable publishing system.
- **Automation** if you naturally notice repetitive steps and broken handoffs.

Do not choose based on hype

Choose the model you can demonstrate, explain, and deliver reliably.

03 / PACKAGE

Build one offer - not ten services

Your first offer should be boringly clear. A prospect should understand who it is for, what changes, and what happens next.

The 5-part offer formula

1	Buyer Who has the problem?
2	Problem What is visibly broken, slow, expensive, or inconsistent?
3	Outcome What improves after your work?
4	Scope What exactly is included - and excluded?
5	Next step What does the buyer do if interested?

Example

AI Webdesign - local service businesses

Buyer: local service businesses with outdated sites.

Problem: weak mobile experience, unclear offer, poor trust.

Outcome: a clearer, faster, conversion-focused website.

Scope: defined pages, responsive build, basic technical QA.

Next step: short audit call.

04 / PROVE

Get proof without lying

No clients yet is not permission to invent testimonials, logos, revenue, or performance numbers. Build proof you can label honestly.

PROOF TYPE	WHAT IT SHOWS	HOW TO LABEL IT
Concept	your judgement and execution	Concept / speculative work
Demo	the process actually works	Demo using dummy data
Audit	you can diagnose real problems	Independent audit / no client relationship
Before-after	you can improve something visible	Concept redesign unless commissioned
Process walkthrough	you have a repeatable method	Your own workflow

The fastest honest proof path

- Choose one real business in your target market.
- Identify one visible problem.
- Create a small concept or demo that solves that problem.
- Label it clearly as concept/demo work.
- Use it to start a conversation - not to pretend they hired you.

05 / EXECUTE

Your first 7 days

Do not spend week one building an 'agency brand'. Build evidence and conversations.

DAY	OUTPUT
1	Pick one model, one buyer, one problem.
2	Write one clear offer with scope and exclusions.
3	Create one honest concept/demo/audit.
4	Build a list of 20 relevant prospects.
5	Write one short outreach message based on what you noticed.
6	Send the first 10 messages. Track replies.
7	Send the next 10. Review what created conversations.

The goal of week one

Not revenue screenshots. Not a perfect logo. Your goal is one clear offer, one piece of proof, twenty prospects, and real market feedback.

06 / OUTREACH

Start conversations, not spam

Good outreach is specific enough that the recipient can tell you looked at their business. Avoid generic 'we help businesses grow' language.

Simple structure

- **Observation:** one specific thing you noticed.
- **Consequence:** why it may matter.
- **Idea:** the improvement you would test.
- **Next step:** ask a low-friction question.

Example - webdesign

Short message

Hey [Name] - I was looking at [Business] and noticed the mobile homepage makes the main service and next step hard to spot. I mocked up a simpler direction to show what I mean. Want me to send it over?

Do not:

- claim results you cannot prove
- send the same paragraph to 500 businesses
- pitch before you understand the problem
- hide that a concept/demo is not commissioned client work

07 / AVOID

7 beginner mistakes to avoid

01	Selling 'AI' instead of a business outcome.
02	Offering webdesign + content + automation + ads on day one.
03	Using fake testimonials or made-up case-study numbers.
04	Automating a broken process before simplifying it.
05	Buying tools before you have a workflow.
06	Pitching before diagnosing.
07	Treating delivery as an afterthought after the sale.

The agency is the system around the work: positioning, proof, outreach, sales, onboarding, delivery, QA, retention.

08 / NEXT

The full map

Once the first week makes sense, the operating system becomes:

CHOOSE	Pick the model + buyer
POSITION	Define why this offer matters
OFFER	Package scope + outcome
PROOF	Create honest evidence
PROSPECT	Build a relevant list
OUTREACH	Start conversations
BOOK	Move interest to a call
SELL	Diagnose before prescribing
ONBOARD	Set expectations + access
DELIVER	Use SOPs, QA and approvals
RETAIN	Make ongoing value visible
PROOF	Turn real results into real evidence

READY FOR THE FULL SYSTEM?

Stop collecting advice. Start building the system.

AgencyPrinter Founder V1 is the Obsidian-based operating system for building and running an AI-powered service agency with Claude.

INSIDE	WHAT IT DOES
CORE SYSTEM	From agency foundation through delivery
3 TRACKS	AI Webdesign, AI Content, AI Automation
57 PROMPTS	Built around actual workflows, not random prompt dumps
39 TEMPLATES	Reusable operating assets
11 SOPs	Core + track-specific execution
5 QUICK SHEETS	Fast reference when you need the next move

GET FOUNDER ACCESS - \$39

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No fake testimonials. No made-up earnings claims. No promise that AI replaces professional judgement. Just a practical system to Build. Sell. Deliver.