THE $40K/MONTH CALCULATOR

Your $40K/Month Growth Plan

$40K/month is not a volume problem. It is a math problem you have never seen on paper. This worksheet shows you the **exact number of booked calls** between where you are now and $40K/month, then the three levers that close the gap.

1 Math Model • **3 Levers** • A 90-day plan you can print and follow

A free growth plan from **AgencyGod**
agencygod.com

The $10,000 Guarantee
You get the result, or you get paid $10,000.

You can sell marketing for everyone but yourself - because nobody put your number on paper.

Most owners chase $40K/month like it is a feeling. Hustle harder. Post more. Send more DMs. That is the trap. **$40K/month is arithmetic.** A fixed number of clients, at a fixed price, fed by a fixed number of booked calls. Once you see the math, the panic stops and a plan starts.

Right now the agency world is split. Brutal for most, quietly lucrative for the few with a client-acquisition machine. Getting clients is the number one problem by a wide margin, and most owners are stuck under $10K/month doing a high-stress, low-paying job they built to escape one. This page is the first step out.

37%
of agencies name getting clients their single biggest challenge

14%
describe their sales pipeline as "healthy"

~60%
rise in cost to acquire a client over five years

THE ONLY NUMBER THAT MATTERS TODAY

$40K	-	$8K	=	$32K
Your target		Where most start		Left on the table, monthly

That **$32K/month gap** is not vague. It is a specific number of clients you have not signed yet, fed by a specific number of calls you have not booked yet. The next pages turn that gap into a count you can hit.

How to use this: read pages 3 and 4 to understand the model, then fill in your own numbers on page 5. Keep every estimate conservative. A plan built on honest inputs beats a fantasy built on best-case ones.

The $40K math, in four lines.

Forget revenue goals. Work backward from one number. Here is the build-ready version at a $5,000/month retainer.

1 — Pick the target

The leap from glorified freelancer to a real business. This is your monthly recurring revenue goal.

$40,000 per month

2 — Set the price

A **$5,000/month retainer** sits in the top legitimate band, justified by a real result and a real guarantee. Round numbers signal premium.

$5,000 per client / mo

3 — Solve for clients

$40,000 divided by $5,000. That is the entire client roster you need on the books. Not fifty. Not a hundred. **Eight.**

8 retained clients

4 — Account for churn

Small shops churn roughly 32% a year, and the first 90 days are peak risk. So you do not "get to 8" once. You keep a steady replacement flow.

~1/mo to replace

WHY THIS CHANGES EVERYTHING

Eight clients is not a fantasy. It is a Tuesday.

When the goal was "$40K/month," it felt impossible, so you froze. When the goal is **"sign 8 clients at $5K and keep them,"** it becomes a list of tasks. The number was never the problem. Not having it on paper was. The next page back-solves the calls that produce those eight.

Run your own price. At $3,000/month you need ~14 clients for $40K. At $5,000 you need 8. At $10,000 you need 4. The higher your price, the fewer clients, the fewer calls, the less grind. That is why **price is a lever**, not a detail. More on that on page 6.

From booked calls to signed clients.

Eight clients do not appear. They are the survivors of a funnel. Here is what it takes per month, using conservative inputs.

Booked calls
What lands on your calendar
~40

↓ ~80% show up

Calls held
Prospects who actually show
~32

↓ ~25% close

New clients closed
Signed and paid this month
8

↓ × $5,000 retainer

Monthly revenue added
New recurring, before churn
$40K

Where the calls come from. At a roughly 2% email-to-meeting rate, ~40 booked calls means about 1,650 well-targeted emails a month, or ~75 a day across two inboxes. Tighten the list and lift reply rate to 5% and you roughly halve that. These are estimates with conservative inputs, meant to size the work, not promise an outcome.

THE POINT MOST OWNERS MISS

The funnel is the whole business.

You do not have a "getting clients" problem. You have a math problem hiding inside four conversion rates: **show rate, close rate, price, and call volume.** Move any one of them and the number of emails you grind shrinks fast. A tight list at 5% reply and 25% reply-to-meeting beats blasting thousands of strangers every single time. The next page is where you put in your own numbers.

Now run your math.

Fill these in with a pen. Use last month's real numbers, not your best month. Be honest. The whole point is a plan you can trust.

A	**Your current monthly revenue** What you actually collected last month.	$
B	**Your average retainer** Revenue per client, per month.	$
C	**Clients needed for $40K (40,000 ÷ B)** Your full roster at today's price.	
D	**Your close rate on held calls** Use 20–35% if you are unsure.	%
E	**Calls to HOLD per month (C ÷ D)** Conversations you need to run.	
F	**Calls to BOOK per month (E ÷ 0.8)** Assumes an 80% show rate.	

F **Box F is your number.** The booked calls per month standing between you and $40K. Write it on a sticky note. That is the only target you track from today.

Reality check on the gap: $40K minus your Box A is the revenue left on the table every month you wait. CAC is up ~60% in five years and close times are lengthening, so this number grows the longer the calendar stays empty. All figures here are conservative estimates that vary by niche and market.

Three levers close the gap.

You only have three ways to hit Box F. Pull the right one and the grind drops. Most owners reach for the hardest one first.

1

LEVER ONE · VOLUME

Book more calls

The obvious lever, and the one everyone defaults to. It works, but it is the heaviest to push. More booked calls come from **multichannel outreach on a tight list**, not blasting strangers. Follow-ups alone generate 42-55% of all replies, yet ~48% of reps never send one. Sequences across 3+ channels drive roughly 287% more responses than a single channel.

Best when: your show and close rates are already healthy.

2

LEVER TWO · CONVERSION

Raise your close rate

Go from 20% to 30% close on held calls and you need a third fewer calls for the same eight clients. That is the same income for far less outreach. The lift comes from a real discovery-to-close process: **lead with a quantified outcome, resolve loss-aversion before the ask, and never open on price.** A named comparable client closes better than any adjective.

Best when: calls book but you keep hearing "let me think about it."

3

LEVER THREE · PRICE

Charge more per client

The most powerful lever, and the one owners fear most. At $5K you need 8 clients. At $10K you need 4. Half the clients, half the calls, half the delivery load. Of agencies that raised prices, **68% reported better profitability with minimal churn.** The exit from the sub-$1,500 trap is niching into a vertical that can support the number.

Best when: you are stuck at cheap retainers and resent the work.

The order most owners get wrong: they grind Lever 1 for months before touching 2 or 3. Pull price and close rate first. They shrink the number of calls you need, which makes volume the easy finish, not the whole job. **Work smart before you work harder.**

Your next 90 days.

One number to hit (Box F), three months to build the machine that hits it. Print this. Work it in order.

Days 1-30
SET THE MATH

Lock one niche, one offer, one price

- Pick **one high-budget niche** where one closed customer is worth thousands.
- Set a **$5K+ retainer** tied to a real outcome, not your hours.
- Build a tight list of under 100 decision-makers and start daily outreach.

Days 31-60
FILL THE FUNNEL

Book calls and fix your close

- Run **multichannel outreach** and a 3-7-7 follow-up cadence every week.
- Track Box F: booked calls per month. Adjust volume until you hit it.
- Tighten your discovery-to-close script and push close rate past 25%.

Days 61-90
COMPOUND IT

Sign, keep, and raise

- Onboard hard. The **first 90 days are peak churn**, so over-deliver early.
- Capture a quantified result and turn it into your next proof point.
- Raise the price for the next client. Repeat the system, not the scramble.

!

You now know your number. The hard part is booking the calls.

The model is simple. The grind of filling that funnel every week is what stops most owners cold. **AgencyGod builds the booked-calls machine WITH you**, so you skip the grind and go straight to closing. New model, same bottleneck: you still need booked calls. We make them predictable.

AgencyGod

THE NEXT STEP

YOU HAVE THE NUMBER. WANT US TO HIT IT WITH YOU?

We book the calls. You close them.

You just saw the exact math between you and $40K/month. Filling that funnel by hand, every week, is where most owners stall out for good. AgencyGod installs a **done-with-you machine that books qualified calls**, so you go straight to closing the eight clients the math calls for. Backed by our $10,000 guarantee.

Why now: we cap onboarding at a handful of agencies a month so we can actually deliver. CAC is up ~60% in five years and close times keep lengthening, so the gap on your worksheet only grows the longer you wait.

$ **The $10,000 Guarantee**
You either get the result, or you get paid $10,000. We carry the risk.

Apply to AgencyGod →

Free 30-min strategy call · backed by the $10,000 guarantee

Apply now at **agencygod.com**