AgencyGod

THE FREE SPRINT

PRINTABLE. START TODAY.

The 7-Day First-Client Sprint

Your first paying client in seven days, one printed page at a time. **One niche, one offer, daily outreach.** Each day has the goal, the exact tick-box actions, and the one line that tells you the day is done. No theory. Print it, tick it, book the call.

- 7 day-by-day pages
- Tick-box actions
- A "done when" line each day
- The funnel math
- Objection comebacks

A free sprint from **AgencyGod**
agencygod.com

$10K GTD

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

Beginners don't fail from a lack of effort. They fail from no repeatable system.

You keep starting over every Monday with no pipeline. You sent your 40th DM today, got two replies, both no. The fix is not more hustle. It is a system you run the same way every day: **one niche, one offer, and outreach volume that actually goes out.** That is the whole sprint. Print these pages, work them in order, and tick the boxes.

THE FOUR RULES THAT MAKE THIS WORK

RULE 1

One niche only

Niche-focused agencies command **20-50% higher rates.** Targeting "everyone" is why you get ground to $500/mo. Pick one and commit for seven days.

RULE 2

One offer only

Sell the outcome, not the mechanism. "20 booked consults or you don't pay," never "we run ads." One offer you can repeat without thinking.

RULE 3

Daily volume

It takes **~117 cold emails** to book one meeting on average, ~23 for top performers. Volume is non-negotiable. A quiet day is a dead day.

RULE 4

Follow up

Follow-ups drive **42-55% of all replies,** yet ~48% of reps never send one. The money is in the second and third touch, not the first.

Here is the math that makes seven days realistic. You are not trying to fill a calendar. You are trying to land one client. Back-solve from there with conservative inputs and the week becomes an arithmetic problem, not a gamble.

300	→	15-30	→	9-18	→	3-5	→	2-4	→	1
targeted touches		replies (5-10%)		positive (~60%)		calls booked		held (~80%)		client closed

A tight list, multichannel touches, and a sharp offer pull these numbers up fast. Social DMs reply at roughly **2x cold email,** and 3+ channels drive ~287% more responses. Every number here is a conservative estimate that varies by market. The point is simple: one client in a week is a volume-and-targeting problem you can solve, not luck you wait on.

SEVEN DAYS, ONE CLIENT

The whole sprint on one page.

Each day builds on the one before it. Don't jump ahead. When you can answer the "done when" line on the right, you've earned the next day.

Day	Task	Done when
DAY 1	**Niche & Offer** Pick one vertical that can pay you. Build one outcome-based offer.	Offer written in one sentence.
DAY 2	**The List** Build a tight list of 50-100 decision-makers. Set up deliverability.	List built, inbox can send.
DAY 3	**The Message** Write the timeline-hook opener with a soft interest ask.	Opener + 2 follow-ups ready.
DAY 4-6	**Outreach & Booking** Send daily, add DMs and Loom, follow up, book and confirm calls.	At least one call on the calendar.
DAY 7	**Run The Call & Close** Diagnose, present the offer, handle objections, ask for the yes.	First client signed, or a clear next step.

VOLUME WINS

A quiet day breaks the chain. **Send every working day,** even when replies are slow. The sequence only works if it runs.

SEND ON THE RIGHT DAYS

Outreach lands best **Tuesday to Thursday,** 7-9am or 4-6pm. Calling 4-5pm is 71% more effective than midday.

DON'T SKIP DAY 5

The follow-up day is where most of your replies come from. **Most people quit before it.** That's the edge.

DAY
1

THE FOUNDATION

Pick One Niche. Build One Offer.

TODAY'S GOAL Stop targeting everyone. Choose one vertical where a single closed customer is worth thousands, then write one offer that sells the outcome they actually want. Everything in this sprint hangs off this one decision, so make it and move.

THE EXACT ACTIONS

- [ ] **Run the 3-filter test.** Pick a niche where (1) one closed customer is worth thousands, (2) marketing budget is already a line item, and (3) the pain is urgent. Med spas, roofing, dental implants, personal injury, e-commerce all pass.
- [ ] **Write your offer in one sentence,** outcome first. Template: "I get [niche] **[specific result]** in [timeframe], or [risk reversal]." Example: "20 booked aesthetic consults in 30 days, or you don't pay."
- [ ] **Anchor the price to their deal size,** not your hours. One closed roof is ~$15K, so a $5K/mo retainer is an easy yes. Sell the gap you close.
- [ ] **Delete every other niche and offer.** For the next six days you serve one avatar with one promise. Variety is the enemy of a repeatable system.

DONE WHEN

✓ You can say your niche and offer out loud in **one sentence** without pausing, and it names a specific outcome, not a service.

Why this first: "no system, no niche" is the documented #1 reason beginners fail. A sharp niche lifts your reply rate and your close rate at the same time, because the same specificity that pulls a reply also closes the call.

THE TRAP TO AVOID TODAY

"Full-service marketing for small businesses" is wallpaper. No niche, no number, no reason to pick you, so prospects pick on price and grind you down. **Specificity is the whole game.** A narrow promise to one buyer beats a broad promise to everyone, every single time.

DAY
2

THE TARGETS

Build A Tight List. Set Up Sending.

TODAY'S GOAL Get 50-100 of the right decision-makers in one place, and make sure your email can actually reach an inbox. A small, sharp list beats a huge, sloppy one. Quality of targeting decides your reply rate before you write a single word.

THE EXACT ACTIONS

- [ ] **List 50-100 companies** in your one niche, in your area or a tight segment. Keep it small enough to personalize. You are starting one cohort, not a mailing list.
- [ ] **Find one decision-maker per company,** not ten. Targeting a single contact replies at **~7.8%** versus ~3.8% when you blast 10+ contacts at one company. One name, the right name.
- [ ] **Verify every email** and pull their first name plus one specific detail you can reference. Bad data burns your domain and your reply rate.
- [ ] **Set up deliverability before you send a thing.** Use a secondary domain, turn on SPF, DKIM and DMARC, and warm the inbox. Cap volume at 30-50/day per inbox. Tracking pixels off.

DONE WHEN
✓ You have a clean list of **50-100 named decision-makers** with verified emails, and a sending inbox with SPF, DKIM and DMARC in place.

Why deliverability matters: ~17% of cold emails never reach the inbox, and ~72% of first-time senders damage their domain reputation in week one. "My emails go to spam and my domain got burned" is a setup problem, and you fix it today, before it costs you the week.

THE MULTIPLIER MOST SKIP

A tight list is leverage. The same effort that gets a 3.4% reply rate on a sloppy blast can hit **10-15% on a sharp ICP.** That is the difference between needing 1,000 emails and needing 200 to book the same call. Spend the time here so the next five days do more with less.

DAY
3

THE WORDS

Write The Opener That Books Calls.

TODAY'S GOAL Write one short message and two follow-ups. Lead with a timeline hook, keep it 80% about them, and ask for interest, not the meeting. The wrong opener kills warm replies. The right one books calls on autopilot for the rest of the week.

THE EXACT ACTIONS

- [ ] **Open with a timeline hook,** not a pain hook. Timeline hooks reply at **~10%** versus ~4.4% for pain. Example: "Saw you're heading into your busy season. Worth a quick idea on booking more consults before it hits?"
- [ ] **Keep it 6-8 sentences,** 80% about them and 20% about you. No life story, no feature list. One relevant observation, one outcome, one soft ask.
- [ ] **Ask for interest, never the meeting on touch one.** Soft interest asks get **68% positive** replies versus 41% for the hard meeting ask. "Is this on your radar for Q3?" beats "Can we hop on a call?"
- [ ] **Write two follow-ups now,** so you never stall. Touch 2: a value add or a 90-second Loom teardown. Touch 3: a pattern interrupt ("wrong person? who owns growth there?"). Plan a 3-7-7 day cadence.

✓ DONE WHEN
You have **one opener and two follow-ups** written and saved, the opener leads with a timeline hook, and the ask is for interest, not a meeting.

The opener formula: relevant observation, then one quantified outcome a comparable client got, then a soft interest question. That is the entire message. Numbers and a named comparable build trust faster than any adjective.

WHY YOU DON'T PITCH YET

Asking for the meeting on the first message is the fastest way to turn a curious reader into "not interested." You haven't earned it. Get a yes to a small question first, then a yes to a quick call. **Every yes makes the next one easier.** Scripts are one part of the system, not a magic line.

DAYS
4–6

THE ENGINE

Send. Follow Up. Book Calls.

3-DAY GOAL Run the machine. Send daily, add a second and third channel, follow up relentlessly, and turn interested replies into confirmed calls. This is the work. Most owners write the message and stop. You send, every day, until a call is on the calendar.

DAY 4 · SEND & WARM UP

- [ ] **Send your opener to the full list,** Tuesday to Thursday if you can, 7-9am or 4-6pm. Stay inside your 30-50/day cap per inbox so you don't burn the domain.
- [ ] **Record 3-5 short Looms** for your most promising targets. A personalized video lifts reply rates from ~5% to **10-16%.** Ninety seconds, their screen, one specific idea.

DAY 5 · FOLLOW UP & GO MULTICHANNEL

- [ ] **Send follow-up touch 2 to everyone who didn't reply.** Follow-ups drive **42-55%** of all replies. This single day produces nearly half your results. Do not skip it.
- [ ] **Add a second channel.** Send LinkedIn or IG DMs to your warmest names. Social DMs reply at ~2x cold email, and 3+ channels drive ~287% more responses.

DAY 6 · BOOK & CONFIRM

- [ ] **Move interested replies to a time-boxed ask:** "15 min Thursday 2pm or Friday 10am?" Two options, not "when are you free?"
- [ ] **Confirm every booked call and send a reminder** the day before. Aim for an ~80% show rate. "They don't show up" is a confirmation gap, not bad luck.

DONE WHEN

✓ You've sent every day, followed up at least once, and you have **at least one confirmed call** booked for Day 7.

DAY 7

THE CLOSE

Run The Call. Land The Client.

TODAY'S GOAL Turn the held call into your first paying client. Diagnose before you prescribe, lead with a quantified outcome, name the price with confidence, and put a risk reversal on the table. You are not begging for work. You are offering a result they want.

THE EXACT ACTIONS

- [ ] **Diagnose first, pitch second.** Spend the first few minutes on their situation and the cost of it staying broken. You can't sell a fix until the gap is on the table.
- [ ] **Lead with a quantified outcome and a comparable.** "Here's what a similar [niche] business did in 90 days." Resolve the fear of risk before you ever say the number.
- [ ] **Name a round price, then stop talking.** $5K, $10K, $15K, never $4,997. Charm pricing cheapens premium positioning. Say the number and let silence do the work.
- [ ] **Put the risk reversal on the table** to kill "let me think about it." A guarantee tied to the result is the strongest close you have. Then ask for the yes directly.

DONE WHEN

✓ You've made a direct ask and have **a signed first client**, or a firm next step with a date, not a vague "I'll think about it."

COMEBACKS FOR THE LINES YOU'LL HEAR

"It's too expensive."	"Compared to what? One closed customer is worth **$[deal size]**, so this pays for itself with the first one."
"Let me think about it."	"Totally fair. What's the one thing you'd need to be sure of, so we can **settle it right now?**"
"We tried an agency before."	"What went wrong last time? Here's how this is different, plus **a guarantee** so you're not carrying the risk."

The math, one more time: at a 20-35% close on held calls, one client is well within a single week of real volume. If you didn't close today, you didn't fail. You learned exactly which stage to fix and you run it again next week.

YOU DID IT ONCE

One client in a week is proof. Now make it repeat.

A single client is a win. A client every week is a business. The difference is whether the machine runs once or runs on repeat.

The sprint proved the system works. One niche, one offer, daily volume, real follow-up. The hard part now is not knowing what to do. It is doing it every week while you're also delivering the work, wearing every hat, and being the bottleneck. That is exactly where most owners stall back into feast or famine.

8	$40K	~33	7 days
clients at $5K/mo	a month	held calls/mo needed	you already proved it

Conservative estimates, not a promise. At $5K retainers, $40K/month is 8 clients, which back-solves to roughly 33 held calls a month at a 20–35% close. You just ran the front end of that machine in seven days.

> **A first client is luck you can repeat.**
> **A machine that runs weekly is a business.**

CAC is up ~60% over five years and close times keep getting longer, so doing this alone gets harder every month you wait. The owners pulling away aren't working more hours. They built the machine once and let it run, instead of restarting the pipeline from zero every Monday.

!

Did it once in 7 days? We make it repeatable every week.

AgencyGod builds this machine with you, then runs the outreach and books the qualified calls so you go straight to closing, backed by the $10,000 guarantee.

● YOUR NEXT MOVE

You booked the call.
Now let's make it every week.

You proved you can land a client in seven days. The grind is doing it again and again while you're still the one delivering the work. That's what we do done-with-you: we build the machine, run the outreach, and **book the qualified calls**, so you skip the restart-every-Monday loop and go straight to closing $5K–$15K clients.

We put real money behind it. **You either get the result, or you get paid $10,000.** We cap onboarding at a handful of agencies a month so we can actually deliver, and every spot carries the guarantee. Every month you wait, CAC climbs and the gap to $40K gets wider.

$10K GTD You get the result, or you get paid **$10,000**

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Results shown are not typical and not guaranteed. Industry figures cited are estimates from third-party sources and vary by market. The $10,000 guarantee is conditional on agreed terms.