

● THE LAUNCH CHECKLIST

The 0 → \$10K Agency Launch Checklist

Everything you need to launch an agency from absolute scratch and cross **\$10K/month** – the exact steps, in the exact order. Print it. Tick it off. Don't stop until it's done.

6 Phases • **26 Steps** • One result away from your first client

**The \$10,000 Guarantee**

Hit the milestones, or we pay you \$10,000.

Most people never launch because the to-do list feels infinite - **and they don't know the order.**

So here it is. The exact order, start to finish. **Work top to bottom.** Don't skip ahead, and don't gold-plate the early steps – your logo will not get you a client. The whole game is momentum, and momentum comes from doing the next right thing, not the perfect thing.

WHY MOST AGENCIES DIE BEFORE DAY ONE

They confuse motion with progress.

They spend three weeks on a logo, tweak the website font for the tenth time, and "research" niches on YouTube – all to avoid the one step that actually scares them: **asking a stranger for money.** This checklist strips that away. Six phases. Twenty-six steps. Only one of them makes you money, and we will not let you hide from it.

HOW TO USE THIS

One pass, top to bottom

Print it and physically **tick each box.** A done box is dopamine. A page of done boxes is an agency. Don't reorder the phases – the sequence is the strategy.

THE RULE

Speed beats polish

Phases 1 through 4 should take you **a few days, not a few weeks.** The faster you get to Phase 5, the faster you get paid. Move.

THE 6 PHASES AT A GLANCE

1	Lock Your Foundation	4 steps
2	Build Your Identity	4 steps
3	Put Up Your Storefront	3 steps
4	Set Up the Money Plumbing	4 steps
5	Land Your First Paying Client	7 steps
6	Deliver & Climb to \$10K	4 steps

1

THE FOUNDATION

Lock Your Foundation

Decide what you are before you build anything.

☐**Pick ONE niche you can win**

One industry – med-spas, roofers, dentists, e-com brands. Specific beats broad every single time.

☐**Choose ONE core offer**

One painkiller service, not a buffet. "We book you appointments" beats "full-service marketing."

☐**Set your starting price**

A \$1.5K to \$3K/month retainer to start. You'll raise it fast once you have a result to point to.

☐**Write your positioning statement**

One line that gets you picked, not price-shopped. Make the promise impossible to ignore.

2

LOOK THE PART

Build Your Identity

Look legit in an afternoon, then move on. Don't overthink this.

☐**Choose your agency name**

Short, brandable, easy to spell, with the .com available. Don't agonize – you can rebrand later.

☐**Make a clean logo**

Canva or Looka in 30 minutes. A wordmark in one good font is enough. Nobody buys because of your logo.

☐**Buy your domain**

Namecheap or GoDaddy. Grab the .com and move on. Costs about \$10 a year.

☐**Set up a branded email**

Google Workspace – you@youragency.com. A gmail address screams "amateur" to a \$5K buyer.

Reality check: Everything on this page is supposed to feel small, because it is. Phases 1 and 2 are the warm-up, not the workout. If you've spent more than a day here, you're hiding. Get to the money.

3

YOUR SHOPFRONT

Put Up Your Storefront

A simple page that builds trust and books calls. One page is plenty.

☐**Build a simple 1-page site or funnel**

Carrd, Framer, or GoHighLevel. Headline (your promise), proof, and one clear call-to-action. Done in a day.

☐**Add a booking calendar**

Calendly or GHL, connected to your email. The entire point of the page is to book a call.

☐**Record a short pitch video (optional)**

A 3 to 5 minute Loom: the problem, your offer, why you. Adds a face and builds trust fast.

4

GET PAID

Set Up the Money Plumbing

So when someone says yes, you can take the money the same day.

☐**Connect a payment gateway**

Stripe, PayPal, or Razorpay. Be able to take a card the moment a client says yes – friction kills deals.

☐**Create a simple contract**

Scope, deliverables, payment terms, cancellation. A one-page agreement is fine – just have one.

☐**Open a business bank account**

Separate business from personal on day one. It keeps you sane at tax time and looks professional.

☐**Set up clean invoicing**

Stripe Invoicing or Wave (free). Professional invoices get paid faster than a "send me money" text.

The same-day test: If a dream client said yes right now, could you sign them and charge them within the hour? When the answer is yes, the plumbing is done. Now go find the client.

5

WHERE THE MONEY LIVES

Land Your First Paying Client

This is the only step that actually makes you money. Live here.



Define your exact ICP

Their title, company size, and the pain you solve. Specific enough to picture one real person.



Build a lead list (100+)

Pull 100+ real prospects in your niche with a name, company, and a way to reach them. No list, no clients – this is the fuel.



Pick ONE outreach channel

Cold DMs, cold email, or referrals. Master one before adding another. Volume plus consistency wins.



Write your outreach message

Short, personalized, about THEM and a soft ask. Lead with value, not your résumé.



Send daily volume - every day

30 to 50 outreaches a day. It's a numbers game, and the people who win simply don't stop.



Book and run the call

Diagnose their problem, prescribe your offer, ask for the sale. No pitch-slapping – lead the conversation.



Onboard and collect payment

Contract signed, first payment in, kickoff booked. You officially have an agency.



This is the line that separates dreamers from owners. The first paying client is the hardest dollar you'll ever earn, and the proof that every dollar after it is possible.

6

COMPOUND IT

Deliver & Climb to \$10K

One happy client becomes the engine for the next ten.



Deliver a real, undeniable result

Your reputation is the result, not the busywork. Over-deliver on the first one – it pays for everything after.



Capture the testimonial / case study

Ask the day they're happiest. A screenshot of a real result is worth more than any ad you could run.



Raise your price for the next client

Every new client should cost more than the last. Proof gives you the right to charge more – use it.



Systematize and repeat

Document what worked, turn it into a process, and run it back. That's how 1 client becomes \$10K/month.



Phase 5 is where 9 out of 10 quit.

It's also the only phase you can hand off. **AgencyGod installs the outreach machine that books the calls** – so you skip the grind and go straight to closing.

You now have the full map. Twenty-six steps from a blank page to a \$10K/month agency. The checklist is free. The only thing standing between you and a full calendar is execution – and that's the one thing we'll do with you.

— LAUNCHED, BUT THE CALENDAR'S STILL EMPTY?

We fill it. You close it.

Doing all 26 steps by hand is brutal – and "get your first client" is exactly where most people stall out forever. The AgencyGod Engine installs a **done-with-you machine that books 100+ qualified calls a month**, so you can skip straight to closing. Backed by our \$10,000 guarantee.



The \$10,000 Guarantee

We back the outcome with our own money. You carry none of the risk.

Apply to AgencyGod →

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

Apply now at agencygod.com