AgencyGod

THE FREE GUIDE

● AGENCY PRICING · VOL. 03

The Pricing Escape Plan

How to leave the **$500-$1,000 retainer trap** and price your agency at $5K to $15K a month – using value-based pricing, good/better/best tiers, anchoring, and the exact word-for-word script to raise prices on clients you already have **without losing them.**

- Why cheap kills you
- The Virtuous Cycle of Price
- Good / better / best tiers
- The anchoring move
- The raise-your-rates script

A guide from **AgencyGod**
agencygod.com

$10K GTD

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

THE TRAP YOU'RE IN

Cheap doesn't win you clients. It buries you.

You dropped your price to $500 a month just to land them. Now you resent the work, the client treats you like an expense, and you are one cancellation away from a broke month.

You are not alone in there. You are in the most crowded room in the agency business, and it is a room nobody profits in.

30%	64%	2%
of agencies charge under $500/mo	charge under $1,000/mo	charge over $5,000/mo
SE Ranking 2025, 260 agencies	SE Ranking 2025	SE Ranking 2025

THE UNCOMFORTABLE MATH

At $500 a month you need **16 clients** to clear $8K. At $5,000 a month you need **fewer than two.** The cheap agency works ten times harder, services ten times more people, churns ten times faster, and still ends the month refreshing Stripe and hoping a payment lands.

**Low price is not a strategy.
It is a slow way to quit.**

Cheap clients are also your worst clients. They negotiate the hardest, complain the most, and leave the fastest. Project work churns near **42% a year**, and small shops bleed roughly **32% a year**, with the first 90 days the highest risk window. The bottom of the market is not a starting line. It is quicksand.

The next pages are the exit. Charge for the gap you close, not the hours you spend.

STOP PRICING YOUR TIME

Charge for the outcome, not the hours.

The reason you are stuck at $500 is that you are selling effort. Effort is a commodity. Outcomes are not.

Cost-plus pricing

You add up your hours, add a margin, and quote it. The ceiling is your calendar. You will always feel underpaid because you are **capping yourself.**

Market-rate pricing

You match what the cheap agency next door charges. You join a **race to the bottom** that has no winner and 64% of the field already in it.

Value-based pricing

You price against the **dollars you put in the client's pocket.** A roofer closes a $15K job off your work. A $5K/mo retainer is now a rounding error to him, not an expense.

> **Your price should be a fraction of the value you create, never a multiple of the hours you spend.**

This is why the niche matters. The same service is worth wildly different money depending on who buys it. Anchor your fee to **their deal size,** not your time sheet.

1 — Roofing & home services — **$2K-$8K/mo**
One closed job is $10K to $25K. Land him a handful and your $5K/mo fee paid for itself on day one.

2 — Personal injury & legal — **$5K-$15K/mo**
A signed case is worth $12,500 to $20,000. Firms already pay $2,500-$3,000 per signed case. The least price-sensitive vertical there is.

3 — Med spas & dental implants — **$3K-$6K/mo**
$6K+ customer lifetime value. Two extra implant cases a month add $72K-$120K a year. The budget is already there.

WHY HIGHER PRICES MAKE YOU BETTER

The Virtuous Cycle of Price

Most owners think they have to earn the right to charge more. The opposite is true. Charging more is what earns you the better result.

⬆ **Raise your value** → $ **Raise your price** → ★ **Client invests & commits more**

↻ **Better clients come to you** ← ✓ **Better results show up**

Read it as a loop. A client paying $5,000 a month shows up to calls, sends you assets on time, and acts on your advice. A client paying $500 ghosts you, ignores your strategy, and then blames you when nothing moves. **The price sets the relationship.**

Better results justify a higher price, which attracts a better caliber of client, which produces better results again. Each turn of the wheel pulls you up. The cheap agency is stuck on the opposite loop, spinning down.

THE DE-RISK STAT

The fear is always the same. "If I raise prices, they will all leave." The data says the opposite. **68% of agencies that raised prices reported improved profitability with minimal client turnover.**

You are not losing clients. You are filtering for the ones worth keeping, and getting paid more by the ones who stay.

Source: Promethean Research, cited via shno.co.

⚡ YOUR MOVE

Stop waiting until you "deserve" a higher number. Pick the price that forces you to deliver at a higher level, then go deliver. **The price comes first. The performance follows it.**

GOOD / BETTER / BEST

Give them three choices, not a yes or no.

A single price is a coin flip. They take it or they walk. Three tiers change the question from "do I buy?" to "which one do I buy?"

GOOD · THE ENTRY

Starter

$3,000

per month

- Core acquisition system, one channel
- Monthly reporting on booked calls
- Email and async support

The floor. Set it high enough that nobody anchors low.

BETTER · MOST PICK THIS

Growth

$7,500

per month

- Everything in Starter
- Multichannel outreach, ~287% more responses
- Weekly strategy calls
- Outcome guarantee attached

The one you actually want them to choose. Build it to look like the obvious value.

BEST · THE ANCHOR

Partner

$15,000

per month

- Everything in Growth
- Done-with-you build, priority queue
- Direct line to the founder
- Revenue-share option

Few buy it. Its job is to make $7,500 feel reasonable.

Notice what the top tier does. Almost nobody buys Partner, but its $15,000 number makes the $7,500 Growth tier feel like the sensible middle. Without the top anchor, $7,500 looks expensive. With it, $7,500 looks like a deal. That is the entire reason it exists.

⚡ YOUR MOVE

Use **round numbers only** on high-ticket offers. $5,000, $7,500, $15,000. Never $4,997. Charm pricing works under $100 and cheapens everything above it. Round numbers read as prestige and make a buyer think there must be something different going on here.

SET THE NUMBER BEFORE YOU SAY THE PRICE

Anchor high first. Then the price feels small.

The brain treats a high price as literal pain and a good deal as reward. Whatever number lands first becomes the ruler they measure your fee against. So you set the ruler.

1

ANCHOR ON THE GAP

Show what they are losing right now

Before you name a price, name the cost of standing still. "You want to be at $40K a month. You are at $8K. That is **$32,000 every month walking out the door.**" Now your $5,000 fee is measured against $32,000, not against zero.

2

ANCHOR ON THE OUTCOME

Stack the value, then reveal the fraction

List every deliverable, put a real dollar value on each, and sum it to a large total before you ever say the monthly number. When the total reads $40,000 of value and the price is $7,500, the price lands as a fraction of what they get, not a cost they pay. Anchoring lifts perceived value by roughly **32%.**

✗ NO ANCHOR

"It's $5,000 a month." *(Measured against zero. Feels enormous. Triggers the price reflex.)*

✓ ANCHORED

"You're leaving $32K a month on the table. We close that gap for $5,000 a month." *(Now it reads as the obvious trade.)*

THEN REVERSE THE RISK

The last anchor is the guarantee. When you put your own money on the result, the buyer stops weighing the price and starts weighing the downside, which you just removed. This is the AgencyGod move stated plainly: **we put $10,000 on the line. You either get the result or you get paid.**

Risk reversal is the single strongest lever on the table. A buyer who cannot lose stops haggling over the number.

THE ESCAPE LADDER

Three rungs out of the race to the bottom.

You do not jump from $500 to $15,000 overnight. You climb. Here is the ladder and the one move that lets you climb it.

✗ **The Cheap Trap**
Under $1,500/mo. Where 64% of agencies are stuck. Generalist, hourly mindset, treated as an expense. Highest churn, lowest profit, hardest work.
< $1.5K

↑ **The Mid Band**
$3K to $7.5K/mo. You have niched. You sell outcomes. You package tiers and you anchor. Clients see a partner, not a line item.
$3K-$7.5K

★ **The Premium Band**
$7.5K to $15K+/mo. One deep niche, a named system, a real guarantee. This is the top legitimate band and it is where you stop competing on price entirely.
$7.5K-$15K+

THE ONE MECHANISM TO CLIMB

The lever that moves you up every rung is the same: **niche into a vertical that can support the number.** Niche-focused agencies command 20-50% higher rates and report 40-75% gross margins versus 18-32% for generalists. A $5K fee is impossible to justify to a client whose whole job is worth $800. It is a no-brainer to a client whose deals are worth $15,000. The riches are in the niches because the niche is what carries the price.

Source: Ippei / Predictable Profits 2025, 300 agencies.

Starting from a pilot? The AAA ladder is the same shape. Run a $500-$1,000 pilot plus $500/mo to prove it works, turn the win into a case study, then graduate the client to a $2K-$6K/mo retainer on the strength of the result. The pilot is a doorway, not a destination. Never let it become your full price.

THE RAISE-YOUR-RATES SCRIPT

Raise prices on a client without losing them

Send this as a short, calm email or say it on a call. Lead with their result, never with your costs. Fill the brackets with their real numbers.

1 · OPEN ON THEIR RESULT

"Quick one. Over the last [6 months] we've gotten you [result, e.g. 22 booked consults a month], and [what that's worth, e.g. roughly $40K in new revenue]."

2 · STATE THE CHANGE PLAINLY

"Starting [date], your retainer moves to **[new round number] a month.**"

3 · JUSTIFY WITH THE GAP, NOT YOUR COSTS

"That's still a fraction of what this is putting in your pocket, and it lets me put [the upgrade: more channels / faster turnaround] behind your account."

4 · REASSURE, THEN STOP TALKING

"Nothing changes on your end except the results getting better. I'd love to keep building this with you. Good to go ahead?"

✓ **DO**

Raise existing clients **after a clear win.** Give 30 days notice. Tie the new number to the value you have already delivered. Stay calm and brief.

✗ **DON'T**

Apologize, over-explain, or blame your costs. Never frame it as "I need more." Frame it as "you are getting more." Do not negotiate against yourself.

If one client says no, you have lost a client who was holding your price down. The data is clear: most stay, and the ones who stay pay more. **62% of clients not upsold within three months churn within two years anyway.** Asking is the safer move.

YOUR NEXT MOVE

You know the price.
Now we help you command it.

A higher price only sticks if the calendar behind it is full. That is what we install with you: a predictable flow of **qualified, ready-to-buy calls** in a niche that can carry $5K to $15K a month, plus the offer and the close that lock the number in.

It is done-with-you and backed by the $10,000 guarantee. **We put $10,000 on the line. You either get the result or you get paid.** We cap onboarding at a handful of agencies a month so we can actually deliver, and this month's intake is filling now.

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

Apply to AgencyGod →

Free 30-min strategy call · limited spots this month

agencygod.com