

• AGENCY SCALE · ONE OFFER, ONE PRICE, ONE PROCESS

The Productized Service **Blueprint**

Turn one piece of your custom work into a **fixed-scope, fixed-price offer** you can sell on a sentence, deliver on a system, and hand off without sitting in every project. The same move that took Brett Williams' Designjoy to roughly \$2M a year as a solo operator with zero employees.

The Pick-One-Outcome grid

The fill-in scope lock

The 3-tier price ladder

The naming formula

The 5-step delivery pipeline

Pros vs cons of going productized

The full blueprint canvas

A worked example, before & after

THE TRAP

Every client wants something different, so every project starts **from scratch**.

You write a custom proposal, scope a custom call, build a custom thing, then someone says "can you also just add this real quick," and your margin walks out the door. You cannot build a process because nothing repeats. You cannot hire because the work lives in your head. You cannot raise prices because the answer to "what do you charge" is always "it depends."

THE MATH NOBODY SHOWS YOU

The average digital agency keeps **13 cents on the dollar** after tax, down from 14 the year before (Promethean Research, 2025). Billable utilization across professional services fell to **66.4% in 2025**, below the 70% floor most consider healthy (SPI Research). And **57% of agencies lose \$1,000 to \$5,000 every month** to unbilled out-of-scope work, while 78% rarely or only sometimes charge for it (Ignition, 2025).

You are not busy because you are growing. You are busy because every job is a snowflake and snowflakes do not scale.

52%

of projects hit uncontrolled scope creep in the last year (PMI)

31%

of projects land on-time, on-budget, AND on-scope (Standish)

42%

annual churn for project-based agencies vs 18% on retainer

24mo

project client lifespan vs 56 months on a recurring model

Sources: PMI Pulse of the Profession 2018; Standish Group CHAOS report; Focus Digital, Average Marketing Agency Churn 2026 Report.

Productizing is one decision: stop selling your time and start selling **one outcome, at one price, on one process. The next 9 pages walk you through making it.**

STEP 1 • THE PRODUCTIZATION DECISION

Do not productize your agency. Productize one thing.

You do not need a new business. You need to take one piece of work you already do and turn it into a product. Run every candidate through these four filters. The thing that clears all four is your offer. Circle one.

1 Clients ask for it most

The request that lands in your inbox over and over. If three of your last five clients wanted the same thing, the market already told you what to package. **Demand you do not have to create.**

Filter: would 5 in 10 of your past clients have bought this on its own?

2 You deliver it best

The work where you are fast, confident, and already have a rough process in your head. Productize your strength, not the thing you are still figuring out. **You should be able to do it half-asleep.**

Filter: could you write the steps down from memory right now?

3 It has a measurable result

A number the client can see and feel. "90 qualified leads," "a live site in 7 days," "30 booked calls." If the outcome is vague, the price is vague and the sale is hard. **A countable result is a closeable offer.**

Filter: can you name the result as a number with a deadline?

4 It does NOT need you personally

The work a trained person could run off a documented process, with you approving at two checkpoints. This is the filter that frees you. **If it only works when you do it, you built another job.**

Filter: could a VA + specialist run it with you approving only?



THE WHOLE PIVOT, IN ONE SENTENCE

The offer that clears all four boxes is the one to productize first. **Not the one with the biggest ticket. The one that repeats, that you are great at, that has a number on it, and that does not need your hands.** Pick it now. Everything in this blueprint hangs off that one choice.

STEP 2 • THE SCOPE LOCK

"Can you also just add this real quick" is how you end up doing **double the work for the same money.**

A product has edges. The single most profitable line you will write is the "Not included" line, because it turns every off-menu request into a paid add-on instead of free work. Fill in the blanks below and you have a scope a client cannot stretch.

THE SCOPE LOCK • FILL IT IN, PASTE IT INTO EVERY PROPOSAL

You get exactly [number + deliverable, e.g. 8 ad creatives] , with [#] rounds of revision, delivered in [#] days.

Not included: [the 3 things people always try to sneak in - name them] .
Anything off this list is a paid add-on or the next tier up.

THE NUMBER THAT MAKES THIS NON-NEGOTIABLE

57% of agencies lose \$1,000 to \$5,000 a month to out-of-scope work, and another 30% lose more than \$5,000 (Ignition, 2025). The leak is not big clients negotiating. It is the steady drip of "quick" favors nobody scoped and nobody billed. The "Not included" line plugs the drip.

The rule that protects the line: every "can you also" becomes one of two things, never a freebie. Either it is a **paid add-on** at a fixed price you quote on the spot, or it is **the next tier up**. You are not being difficult. You are being a product. A product does not quietly grow to fill whatever the buyer imagined.

When the scope is a paragraph, every client reads a different promise. When the scope is exactly this, in exactly this many days, there is nothing left to argue about, and nothing left to give away.

STEP 3 • THE PRICE LADDER

When someone asks what you charge, you freeze, because the answer is "it depends."

It does not depend anymore. Build three tiers, point most buyers at the middle one, and present them side by side. Three-tier pricing shown as a table lifts conversion sharply because the middle option becomes the obvious choice. Fill in your three numbers.

STARTER \$ the entry point ✓ The core outcome, smaller volume ✓ Fewest revisions, longest timeline ✓ Exists to make the middle look obvious	CORE SELL THIS ONE \$ your target tier ✓ The full result, the real volume ✓ Faster delivery, more revisions ✓ Where 60%+ of buyers should land ✓ Priced for margin, not just to win	PRO \$ the anchor ✓ More volume, priority turnaround ✓ Add-ons baked in as standard ✓ Makes Core feel like the safe buy
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Price the productized version 10% to 15% above what the same work earned you hourly. You are no longer selling hours. You are selling speed and certainty: a fixed price, a fixed date, a known result. That premium is the reward for removing the buyer's risk, not a markup you have to apologize for.

Real anchors from documented productized services, so your numbers are not guesses:

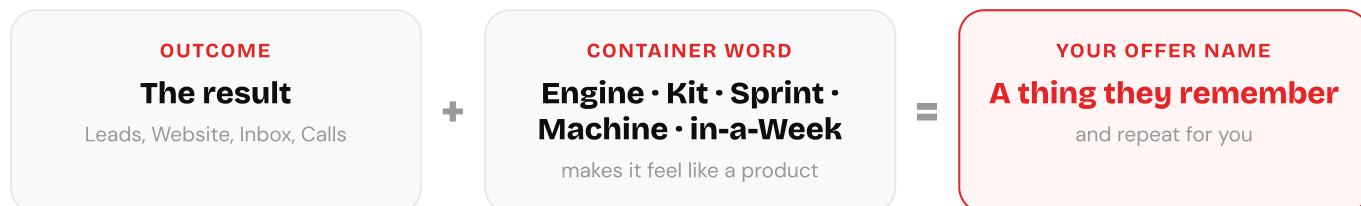
\$199–\$549/mo MixBloom white-label social content, billed as a flat monthly subscription.	\$2,000–\$2,500 Productized web kits sold as a flat one-time build, not an hourly project.	\$4,995/mo Designjoy unlimited-design subscription, ~\$2M/yr run solo, 0 employees (Starter Story, 2024).
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For reference, full-suite marketing retainers run roughly \$1,500 to \$10,000/mo with an average near \$3,500 (HawkSEM, 2025). Use ROUND numbers. Charm pricing like \$4,997 cheapens a premium offer.

STEP 4 • NAME IT

"We do marketing" is forgettable. "The 30-Day Lead Engine" sells itself.

A named offer is a thing a client can repeat to their business partner. Use the formula: an outcome word, plus a container word. Then write the one-line tagline.



The 30-Day Lead Engine	-----
Website-in-a-Week	-----
The Inbox Refill	-----

Tagline: We do [the work] so you can [the dream outcome] .

STEP 5 • DELIVERY ON ONE PAGE

Five repeatable steps. You approve at two of them and exit the rest.

STEP 1 Intake	STEP 2 Kickoff	STEP 3 Production	STEP 4 Review	STEP 5 Handoff
Client fills one form. No kickoff call needed to start.	30-min scope confirm. Set the day-1 expectation.	Team runs the documented process off your SOPs.	One approval gate before anything ships.	Deliver, report the result, set the renewal.
Typeform intake	ClickUp / Notion board	Loom SOPs	ClickUp task review	Looker / template
YOU: OUT	YOU: APPROVE	YOU: OUT	YOU: APPROVE	YOU: OUT

Build the board in **ClickUp** or **Notion**, record every repeatable task once as a **Loom SOP**, and collect inputs through a **Typeform**. Your role shrinks to two words on this whole page: **approve only**. That is how the offer runs without you sitting in every project.

STEP 6 • PRODUCTIZED VS CUSTOM

Going productized costs you something. Here is the **honest two-column truth**.

Anyone who tells you productizing is all upside has not done it. You trade flexibility for scale. For most stuck owners that is the best trade they will ever make, but you should know exactly what you are giving up.

What you gain

Productized, fixed-scope, fixed-price

- ✓ **Higher margin.** No re-scoping, no free favors, no quoting from scratch. The work repeats, so it gets cheaper to deliver every time.
- ✓ **Faster sales.** One price, one promise. No four-hour custom proposals that vanish into a black hole.
- ✓ **You can hire.** A documented process means a trained person runs it. The work leaves your head.
- ✓ **You can raise prices.** A named result with a number is easy to price up. "It depends" is not.
- ✓ **Recurring revenue.** Retainer-style productized offers churn ~18% a year vs 42% for project work (Focus Digital).
- ✓ **It is sellable.** A buyer pays 8x to 12x EBITDA for documented, low-founder-dependence agencies, vs 3x to 5x for "you with a logo."

What you give up

The cost of edges, told straight

- ✗ **Less flexibility.** You say a hard "no" to off-menu requests. Some prospects want bespoke and will walk.
- ✗ **You will lose a few deals on fit.** That is the offer working, not failing. Productized is not for everyone.
- ✗ **Up-front work.** You have to document the process and write the SOPs before the payoff shows up.
- ✗ **Niche discipline.** The offer is sharpest for one type of buyer. You stop being all things to all people.
- ✗ **No more "yes" reflex.** Saying "that is the next tier" feels uncomfortable at first. Your margin will thank you.

Sources: Focus Digital, Average Marketing Agency Churn 2026; FE International / Productive agency valuation benchmarks (2024).

THE VERDICT

If you are stuck under \$10K a month, drowning in custom work, and the bottleneck on everything, the flexibility you "lose" is the exact flexibility that is keeping you broke and trapped. **You are trading the ability to do anything for the ability to scale one thing.** Make the trade.

STEP 7 · THE PRODUCTIZATION CANVAS

Your whole offer, on one page.

Print it. Fill every box. When it is full, you have a product, not a pile of custom projects.

THE OUTCOME

the measurable result, as a number

WHO IT IS FOR

the one buyer this is sharpest for

EXACTLY WHAT'S INCLUDED**WHAT'S EXCLUDED (THE SCOPE-CREEP KILLER)****PRICE (CORE TIER)**

round number

TIMELINE / DELIVERY WINDOW

e.g. 30 days, 7 days

THE NAME + TAGLINE

[Outcome] + [container word] · We do ___ so you can ___

THE 5 DELIVERY STEPS (YOU APPROVE ONLY AT 2)**1 Intake****2 Kickoff****3 Production****4 Review****5 Handoff****FIRST CLIENT TO PITCH THIS TO**

a name you can message this week

STEP 8 · THE TEARDOWN

Watch a generalist "we do marketing" agency escape the trap.

Meet a typical 2-person shop doing everything for everyone. Here is exactly where they were stuck, in their own words, before they picked one outcome and productized it.

BEFORE · CUSTOM & OWNER-TRAPPED

"We do marketing for small businesses."

The offer: anything the client asks for. Social, ads, a website, some SEO, an email here and there. Every proposal written from scratch. Every price a guess that starts with "it depends."

The reality: the founder is the closer, the strategist, the media buyer, and the one writing every report at 9pm. Scope creep on every account because there is no line to point to. Two clients land, the founder goes heads-down, and three months later the pipeline is dead again.

~\$6K

STUCK MONTHLY REVENUE

\$0

THAT RUNS WITHOUT THE FOUNDER

90 days

TO A DEAD PIPELINE, EVERY TIME

THE HONEST DIAGNOSIS

This is not a lead problem. It is a **structure problem**. Custom work cannot be systemized, cannot be handed off, and cannot be priced with confidence. The founder built a job that pays worse than a job, with none of the time off. Every new client makes it heavier, not lighter.

The fix is not more clients. It is one offer the agency can actually repeat.

They ran their work through the **Pick-One-Outcome** grid on page 3. Lead generation cleared all four boxes: clients asked for it most, they were best at it, the result was countable, and a trained media buyer could run it off SOPs. Everything else became an add-on or got dropped. Turn the page for the after.

THE SAME AGENCY, PRODUCTIZED

"We do marketing" became "The 30-Day Lead Engine."

One outcome. One price. One process the owner approves at two checkpoints and otherwise stays out of. Here is the full spec sheet, built straight off this blueprint.

AFTER · PRODUCTIZED & SCALABLE

Name	The 30-Day Lead Engine
Tagline	We fill your calendar with qualified leads so you can stop chasing and start closing.
Outcome	90 qualified leads in 30 days, or we work the next month free until you hit it.
Who it's for	Local service businesses spending on ads with no system to follow up.
Included	Ad creative + targeting, a landing page, the lead-capture form, and 30 days of management.
Excluded	Not included: website rebuilds, branding, organic social, email sequences. Those are add-ons or Pro.
Price (Core)	\$2,500 / month. Starter \$1,500 · Pro \$4,000. Most buyers land on Core.
Timeline	Live in 5 business days. First leads inside week one.

The owner now touches it at two points. That is all.

CHECKPOINT 1

Kickoff approval

Intake form comes in pre-filled. Owner spends 30 minutes confirming scope and targeting, then hands the build to the media buyer. Out.

CHECKPOINT 2

Launch approval

Before anything goes live, owner approves the creative and the landing page in one review gate. Then the system runs and reports itself.

The result of the switch: the same work that earned roughly \$1,800 hourly-equivalent now sells at \$2,500 flat, the 10% to 15% premium for speed and certainty. The owner went from sitting in every account to approving twice. The offer repeats, so the third delivery costs less than the first. And a productized, recurring offer is the difference between an agency a buyer values at 3x EBITDA and one valued at 8x or more.

STEP 9 • YOUR FIRST PITCH

Do not wait until it is perfect. Pitch the offer to one client this week.

The fastest validation is a real buyer saying yes. Message a current or past client who already trusts you. Use this word-for-word, swap the blanks for your offer.

THE FIRST-CLIENT MESSAGE • COPY, PASTE, SEND

"Hey [name], quick one. I just packaged the work I do best into a fixed offer called [offer name]. You get [the outcome, as a number] in [timeline] for [\$ price] flat. No more open-ended scope, no surprise invoices. I am taking on [2] founding clients at this price before it goes up. Want me to walk you through it on a 15-minute call?"

Why this works: it leads with a named outcome and a number, removes the buyer's risk with a fixed price, and adds real scarcity (a true founding-client cap, not a fake countdown). A warm client who already trusts you is the cheapest first "yes" you will ever get.

THE 7-DAY LAUNCH**Day 1**

DECIDE

Pick your one outcome

Run your work through the 4-box grid on page 3. Circle the one offer that clears all four. **Stop here until you have one.**

Day 2

DEFINE

Lock the scope and price

Fill in the scope-lock template and your three price tiers. Write the "Not included" line first. **That line protects your margin.**

Day 3

NAME

Name it and write the tagline

Outcome word plus container word. "We do ___ so you can ___." **Say it out loud. If it is not repeatable, rewrite it.**

Day 4–5

SYSTEMIZE

Map the 5 delivery steps

Build the board in ClickUp or Notion. Record your first two Loom SOPs. Mark the two checkpoints where you approve. **Everything else, you exit.**

Day 6–7

SELL

Pitch your first client

Send the message above to one warm name. Book the 15-minute call. **One yes turns this blueprint from theory into revenue.**

• YOUR NEXT MOVE

You can productize this yourself. Or we can **build the whole machine with you.**

This blueprint is the offer on paper. AgencyGod is the system done **with** you: we help you pick the one outcome, lock the scope and the price, name it, stand up the delivery so it runs without you, and then fill the calendar with booked calls that show, close, and stay. You package the offer. **We make sure it sells.**

It is backed by the \$10,000 guarantee: you get the result or you get paid. We onboard only a handful of agencies a month so we can actually deliver, and **every spot carries the guarantee.** Build your blueprint, then come map your machine with us before the next intake closes.

**\$10K
GTD**

You get the result or we pay you \$10,000

Apply to AgencyGod →

Free 30-min strategy call · limited monthly intake

agencygod.com

Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The \$10,000 guarantee is real and subject to the program's written enrollment agreement terms.