AgencyGod

THE FREE PLAYBOOK

AGENCY GROWTH · THE ASCENSION

The Foot-in-the-Door Offer

Turn one cold lead into a paying client in 7 days with a **$300 to $1,500 paid entry offer** that closes at far higher rates than a free call, then ascends to a $3,000 to $6,000/mo retainer. The 4 tripwire types, exact pricing, the deliverable that sells the next step, and the word-for-word ascension script.

- The 4 tripwire types + pricing
- The self-liquidating rule
- The Day 0 to Day 7 cadence
- The word-for-word close
- A worked $20K example

A playbook from **AgencyGod**
agencygod.com

$10K GTD

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

STOP GIVING STRATEGY AWAY FOR FREE

The cheapest yes you can ask for is a small paid one.

You keep doing free discovery calls, handing over a whole strategy, then they ghost you or take your plan to a cheaper guy.

Here is the mechanism you are fighting. A cold prospect has never paid you a cent, so asking for a $4,000/month retainer is asking a stranger to marry you on the first date. They have been burned by an agency before. The retainer feels risky, the call feels free, so they take the free thing, nod a lot, and disappear. The average sales close rate sits at **29%.** A free call sets that ceiling, and you cannot climb above it by being more charming.

THE FOOT-IN-THE-DOOR EFFECT

In the classic Freedman and Fraser experiment, people who first said yes to a tiny request later said yes to the big one **76% of the time, versus only about 17% when asked the big thing cold.** A small commitment rewrites how the prospect sees themselves. Once they have paid you $750, they are no longer a stranger weighing risk. They are a client who already bought, and the retainer is just "more of what already worked."

Make them pay something small first.
The big yes gets 4x easier.

A tripwire is a small paid offer that does real work, proves you in days instead of months, and is engineered to ascend into the retainer. This playbook hands you the 4 types, the exact pricing for each, the one deliverable that sells the next step, and the script that turns the entry sale into recurring revenue.

76%
said yes to the big ask after a small yes, vs ~17% cold
Freedman & Fraser, J. of Personality & Social Psych., 1966

29%
average sales close rate a free call locks you into
HubSpot, 97 Key Sales Statistics

3-5x
lifetime value of a retainer client vs a project client
Focus Digital, Marketing Agency Churn 2026

THE MENU · TYPES 1 & 2

Four ways to make a stranger pay you first

Each type is a small paid offer with one job: deliver a real win, then make the retainer the obvious next step. Pick by what you can ship in 3 to 14 days.

1 The Paid Audit

"Pay me to find the leaks. Keep the report no matter what."

$300 - $750

BEST FOR
Anyone. The lowest-friction entry, easiest to sell cold, fastest to deliver.

EFFORT TO SHIP
2 to 4 hours of review. No build, no spend, no risk to you.

THE DELIVERABLE THAT SELLS THE NEXT STEP
A 5 to 8 page **"Leak Report"** naming **3 problems they can fix themselves** plus **1 they cannot fix without you.** That fourth leak is the bridge to the retainer.

2 The Paid Strategy Session

"Pay me to build the plan. The plan names who should run it."

$500 - $1,500

BEST FOR
Owners who sell on expertise. The Brennan Dunn paid-roadmapping model.

EFFORT TO SHIP
One 60 to 90 minute working call plus a written plan.

THE DELIVERABLE THAT SELLS THE NEXT STEP
A **90-day plan** with a scoped **"who builds this"** line that is obviously you. They leave with a real roadmap and a clear reason it is faster to hand it back than run it alone.

> **A free call ends with "let me think about it." A paid one ends with "so what's next?"**

THE MENU · TYPES 3 & 4

The two that let them feel the result

3 The Mini-Build

"Pay me to build one thing that works on day one."

$750 - $2,000

BEST FOR

Build-led agencies. Strongest ascension, because the retainer is literally "more of this."

EFFORT TO SHIP

2 to 5 days to produce one finished, working asset.

THE DELIVERABLE THAT SELLS THE NEXT STEP

One finished asset that works on day one: a **landing page, a 5-email sequence, or one ad set.** They watch it run, then the retainer is simply scaling what they already saw work.

4 The Trial Sprint

"Pay me for 14 to 30 days. We log one measurable win."

$1,500 - $3,000

BEST FOR

Higher-ticket retainers that are too risky to buy cold. The closest thing to a test drive.

EFFORT TO SHIP

14 to 30 days of scoped, time-boxed delivery.

THE DELIVERABLE THAT SELLS THE NEXT STEP

One **measurable win logged in writing** by the end of the sprint. A real result on paper turns the retainer from "I hope this works" into "keep doing exactly that."

TYPE	PRICE	TIME TO SHIP	ASCENSION POWER
Paid Audit	$300-750	2-4 hrs	Medium · the unfixable leak pulls them in
Strategy Session	$500-1.5K	1 call	Medium · the plan names you as the builder
Mini-Build	$750-2K	2-5 days	High · retainer is "more of this"
Trial Sprint	$1.5-3K	14-30 days	Highest · a logged win they can see

THE SELF-LIQUIDATING RULE

Price the tripwire so it pays your ad cost.

B2B cost to acquire a client is up over 60% in five years, and SaaS now spends about $2 in sales and marketing to win $1 of new revenue. So the entry sale has one financial job: at minimum, break even on what it cost you to get that lead in the door.

THE TWO PRICING RULES

1. Entry price ≥ cost to acquire the lead
2. 100% of the entry fee credits month one

Rule one means your tripwire funds itself, so retainers are pure profit. Rule two removes the last objection: paying twice. The audit fee was just a deposit on the retainer.

Why the credit line matters more than the price. The single biggest objection to a paid entry offer is "so I pay you $750 and then I pay you again for the retainer?" The credit kills it in one sentence. The $750 is not a separate charge. It is the first $750 of month one, paid early.

THE 100% CREDIT-TOWARD-RETAINER LINE

"Today's $750 comes straight off month one. So the audit costs you nothing if we keep working. It is a deposit, not a second bill."

Say this on the delivery call, every time. It reframes the entry fee from a cost into a head start, and it makes saying yes to the retainer feel like the frugal choice instead of the expensive one.

One warning. Do not price the tripwire so high it becomes a second sale you have to close. The point is a small, easy yes. Keep it in the band for its type, lead with the credit, and let the deliverable do the selling for the retainer.

Sources: B2B CAC up ~60% over five years and SaaS ~$2.00 S&M per $1.00 of new ARR (Benchmarkit, 2025 SaaS Performance Metrics). Self-liquidating offer logic per Hormozi Value Equation and Suby paid-acquisition models.

THE LEAK REPORT TEMPLATE

Copy this skeleton. Fill the blanks. Send it.

The exact fill-in build for the Paid Audit deliverable, the workhorse of the four. Lift it word for word. Give away leaks 1 to 3. The fourth is the entire reason the retainer exists.

COVER

[Client] Growth Leak Report · prepared by [you]

1 **Leak 1 -** [fast win they fix this week] DIY

WHAT IT IS ______ COSTING YOU $ ______ /mo

FIX THIS WEEK 1) ______ 2) ______

2 **Leak 2 -** [process gap, with how-to] DIY

WHAT IT IS ______ COSTING YOU $ ______ /mo

FIX THIS WEEK 1) ______ 2) ______

3 **Leak 3 -** [bigger lift, name the tool] DIY

WHAT IT IS ______ TOOL TO USE ______

FIX THIS WEEK 1) ______ 2) ______

4 **Leak 4 -** the one you cannot fix alone NEEDS YOU

WHY IT NEEDS ONGOING WORK ______

WHAT THE 90-DAY ENGAGEMENT DOES ______

RECOMMENDED NEXT STEP Book the build call. Today's [$750] credits month one.

Generosity on the first three is the proof. Most owners hoard every insight and the report reads stingy, so nothing ascends. When the client fixes leaks 1 to 3 and they actually work, leak 4 stops being a pitch. It is the obvious next thing, from the person who was already right three times.

THE DAY 0 TO DAY 7 CADENCE

The whole ascension runs in one week.

No drawn-out nurture. The paid entry buys you permission to move fast. Run this exact cadence so the retainer offer lands while the win is still fresh.

DAY 0

They pay.

The small yes happens. Take the card on the call or send a one-click link. Money changes the relationship instantly: they are now a client, not a lead.

DAY 1-3

You deliver.

Produce the Leak Report, plan, asset, or sprint result. Over-deliver on the three free fixes. Build the fourth leak so it points straight at the retainer.

DAY 4

The live walkthrough.

Never email the deliverable cold. Walk them through it live, then run the ascension opener (page 8). Seeing you explain the fourth leak is what sells the next step.

DAY 5

The retainer offer.

Send the retainer terms with the credit applied in writing. "Today's $750 already comes off month one." A short proposal, not a 14-page deck.

DAY 7

The credit-expires nudge.

One honest, one-time message: the credit toward month one is good through this week. A real deadline, not a fake reset. Then you stop and move on.

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—— STEAL THIS WORD FOR WORD

THE ASCENSION SCRIPT · SPOKEN

The exact words that turn $750 into $4K/mo

Say this on the Day 4 walkthrough. Swap the red blanks for your number, niche, and timeframe. Do not improvise the close. The wording is the work.

THE OPENER · Right as you hand over the deliverable

"Here's the report. **Three of these you can fix yourself this week.** The fourth is the one quietly costing you the most, and it is the reason I'd want to run the next [90] days for you."

THE BRIDGE · After you walk the fourth leak

"You could chase this on your own. But it is the kind of thing that needs [ongoing hands / a real build], not a one-time fix. That is exactly what I do every day."

THE CLOSE · The two-ways-forward fork

"**Two ways forward.** Take the plan and run it solo, or I run it and you keep your time. If we go together, today's [$750] comes straight off month one. **Want me to send the retainer terms?"**

WHEN THEY PUSH BACK, YOU SAY

"I need to think about it."	→	"Totally fair. The only thing on a clock is the [$750] credit, good through [Friday]. Want me to hold it and check back Thursday?"
"Just send me the proposal."	→	"Sending now. It is one page: scope, price, and the credit already applied. No 14-slide deck to wade through."
"It's not in the budget."	→	"The retainer replaces the [leak 4] losses we just walked through. Here is the month-one math so you can see it pays for itself."

The close gives them **two real choices,** not a yes-or-no. "Run it solo" is genuine, which is what makes "I run it" feel like the easy one. **You are not pitching. You already proved it.**

THE ASCENSION SCRIPT · WRITTEN

The two messages that close the loop

Every dated step in the Day 0 to Day 7 cadence now has its exact words. Paste these, fill the blanks, send. Short on purpose: a wall of text reads like a pitch.

DAY 5 · THE RETAINER OFFER · Email or DM, sent the day after the walkthrough

Subject: [Client] – the next 90 days, one page

"Great walking the report with you yesterday. As promised, here is the one-page scope to close **leak 4**, the [named problem] that's costing you [$X] /mo.

Scope: [2 to 3 line bullet]
Investment: [$4,000] /mo, month to month.
Your credit: today's [$750] comes straight off month one, so month one is [$3,250] .

Reply 'go' and I'll send the agreement. We can start [Monday] ."

DAY 7 · THE CREDIT-EXPIRES NUDGE · One time only, then you stop

"Quick heads-up, [first name] . The [$750] credit toward month one is good through [Friday] . No pressure either way, I just didn't want it to lapse without telling you. If now isn't the moment, say the word and I'll close the file, no hard feelings."

The Day 7 nudge works because the deadline is **real,** not a fake reset. You name it once, you mean it, and you actually stop. That honesty is what makes the credit feel like a favor instead of a tactic.

A WORKED EXAMPLE

20 paid audits a month becomes $20K in new MRR.

Real numbers, mid-band assumptions. Sell a $750 paid audit, close 1 in 4 into a $4,000/month retainer. Here is the whole machine on one page.

20 — **paid audits sold this month** at $750 each. Tripwire pages convert 1.5 to 3% of cold traffic, so this is a steady, fundable number.

25% — **ascend to the retainer.** Entry-to-core ascension runs 19 to 28%, so 1 in 4 sits mid-band, realistic once your Leak Report and script are dialed.

5 — **new retainer clients** at $4,000/month each, every one of them having already paid you and seen the work.

THE AUDIT FEES

20 audits sold	**20**
Price each	**$750**
Covers your ad spend	**yes**
ENTRY REVENUE	**$15,000**

THE RETAINERS

New clients	**5**
Retainer each	**$4,000**
5 × $4,000	**$20,000**
ONGOING MRR	**$20,000**

Month 1 collects $16,250 after the $750 credit × 5. The full $20,000 lands from month 2 on, every month.

THE PART THAT CHANGES EVERYTHING

The $15,000 in audit fees covers your acquisition cost. So the $20,000/month in new recurring revenue lands at near-zero net cost to acquire.

That is the whole point of a self-liquidating tripwire. Your competitors burn ad budget chasing cold retainer calls that ghost. You get paid to acquire, then keep clients who stay 3 to 5 times longer than project clients. Run this twice and you have replaced feast-or-famine with a machine.

Illustrative model with mid-band inputs. Tripwire page conversion (1.5-3%) and entry-to-core ascension (19-28%) per Data Driven Marketing, 2024. Retainer LTV multiple per Focus Digital, 2026. Your results vary with niche, traffic quality, and execution.

THE BENCHMARK BOX

What a tripwire funnel actually does

Set your expectations on data, not hope. These are the numbers that make the model work.

1.5-3%

of cold traffic converts on a tripwire page

Low by design. The whole point is a small, cheap yes that funds the next step.

~20%

entry-to-core ascension to the retainer

Runs 19 to 28%. A strong deliverable and the script push you to the top of the band.

3-5x

lifetime value of a retainer vs a project client

A retainer compounds month over month; a project ends at delivery. The ascension is the asset.

Why this beats the free call at every step. A free discovery call attracts strangers with no skin in the game, locks you at a **29% close rate,** and ghosts you with your strategy in hand. A paid entry offer filters for buyers, triggers the foot-in-the-door effect, and ends with a client who already paid once. The same lead is worth multiples more the moment money changes hands.

THE COST OF STAYING ON FREE CALLS

Every free discovery call you run is unpaid labor that ghosts **about 7 times in 10.** Meanwhile project-based agencies churn **42% of clients a year** and 43% of B2B churn hits in the first 90 days, because a client who never committed never bought in. The tripwire fixes both ends: it gets you paid to acquire, and it manufactures the commitment that keeps clients past month three.

Keep giving strategy away free and you stay stuck at 29% and feast-or-famine.

Sources: tripwire conversion and ascension ranges (Data Driven Marketing, 2024); 29% close rate (HubSpot); churn and lifespan figures (Focus Digital, Marketing Agency Churn 2026); 43% first-90-day churn (Moxo, 2026 B2B Retention Report). Ranges are directional benchmarks, not guarantees.

YOUR NEXT MOVE

You can build the tripwire. We build the whole machine with you.

A tripwire ascends only when every link works: the traffic that fills the entry offer, the deliverable that earns trust, the script that closes the retainer, and the delivery that keeps the client past 90 days. We build and run that chain **with you,** which is exactly why we can put $10,000 on the line.

Every month you keep doing free strategy calls is another month of ghosted plans and a calendar that empties out the second you go heads-down on delivery. **Apply to AgencyGod now.** We onboard only a handful of agencies a month, and every spot comes with the $10,000 guarantee.

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

Apply to AgencyGod →

Free 30-min strategy call · limited monthly intake

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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.