

PROGRAM OVERVIEW

Turnkey AI Marketing Agency™

Launch your own AI-powered marketing agency — without hiring a marketing team. A two-day live implementation intensive where you build the brand, offers, website, AI workforce and sales system for a real agency.

Format	2-day live virtual intensive (8 focused hours)
Who it's for	Marketing pros, freelancers, consultants, career changers, agency owners
You leave with	A named, branded agency with offers, pricing, website foundation, AI workforce and a 30-day launch plan
Tuition	Founding Cohort \$497 · Early Bird \$697 · Regular \$997
Enroll	webmediauniversity.com/turnkey-ai-marketing-agency

Three agency models you can choose from

- Independent Agency — you fulfill services with your AI workforce and human oversight.
- White-Label Agency — approved partners perform specialized work behind your brand.
- Referral / Reseller Agency — you generate business and earn commissions or recurring revenue.

Day One — Build the Agency

Modules 01–06: positioning, brand, offers, pricing and the foundation of your agency website.

01 The AI Agency Opportunity

How AI is changing traditional agencies, why businesses still need marketing expertise, and how a small agency can compete by pairing human judgment with an AI workforce.

- AI vs. the traditional agency model
- Why expertise still wins
- Human expertise + AI workforce
- Recurring revenue opportunities
- Choosing your business model

02 Choose Your Market

Use AI to identify a viable niche and positioning — general small business, local, coaches, consultants, professional services, franchises, real estate, home services, wellness or B2B.

- Niche viability analysis
- Demand and competition scan
- Positioning statement
- Ideal client profile

03 Build Your Brand

Create the brand assets your agency needs to look established from day one, accelerated with AI tools and templates.

- Agency name
- Brand colors
- Positioning + tagline
- Brand messaging
- Logo

04 Build Your Offers

Turn capabilities into simple recurring service packages. You won't sell "AI" — you'll sell business outcomes.

- AI-powered websites
- Reputation management
- SEO + Local SEO
- Lead generation
- AEO / AI search optimization
- Marketing automation
- Social media management
- CRM implementation
- Content creation
- AI automation
- Email marketing
- Marketing strategy

05 Pricing & Recurring Revenue

Set setup fees, monthly retainers, project pricing, bundles and upsells — then build Starter, Growth and Premium packages with AI-assisted pricing recommendations.

- Setup fees
- Bundled packages
- Monthly retainers
- Upsells
- Project pricing
- Starter / Growth / Premium tiers

06 Build Your Agency Website

You build the foundation of your actual agency website during the workshop — not a lesson about websites, a website you can launch.

- Homepage
- Pricing or consultation CTA
- About
- Contact + lead capture
- Services + service pages
- Calendar booking

Day Two — Build the Operating System

Modules 07–13: AI workforce, fulfillment, client acquisition, sales, onboarding and your 30-day launch.

07 Meet Your AI Workforce

Meet the AI employees available through AI Workforce Flow and see how AI plus human oversight creates a lean operating model.

- Content creators
- Social media specialists
- SEO specialists
- Lead generation specialists
- Marketing assistants
- Research assistants
- Email marketers
- Proposal writers
- Reporting

08 Fulfillment Without a Large Staff

Learn the fulfillment framework and decide what should be automated, AI assisted, human reviewed or human delivered — including when NOT to automate.

- Automated
- AI assisted
- Human reviewed
- Human delivered

09 Client Acquisition

Build a simple, repeatable acquisition system and create your own 100 Prospect Launch List during the session.

- LinkedIn prospecting
- Networking
- Referrals
- Email outreach
- Local business prospecting
- Strategic partnerships
- Speaking
- Webinars

10 AI-Powered Sales System

Receive the sales library and let AI customize every asset for your niche and offers.

- Outreach scripts
- LinkedIn messages
- Email templates
- Discovery call questions
- Sales call framework
- Proposal template
- Follow-up sequence
- Objection responses

11 Client Onboarding

Build the onboarding workflow that makes a one-person agency feel like an established firm.

- Contract
- Payment
- Intake questionnaire
- Asset collection
- Account access
- Strategy
- Production
- Approval
- Reporting

12 White-Label & Partner Fulfillment

You don't have to perform every service yourself. Where available, use approved fulfillment partners or white-label services while you own the customer relationship.

- You own the client relationship
- Partners perform selected fulfillment
- AI employees handle repetitive production
- You focus on sales, strategy and quality control

13 Your 30-Day Agency Launch

Finish with a personalized 30-Day Client Acquisition Plan and measurable daily activity goals.

- Week 1 — Launch foundation
- Week 2 — Begin outreach
- Week 3 — More conversations and appointments
- Week 4 — Close and onboard clients

Everything included

Component	What it enables
2-Day Turnkey AI Marketing Agency Intensive	Eight hours of guided building alongside the instructor.
Agency Launch Blueprint	A written plan for your model, market, offers and launch sequence.
AI Workforce Setup	Configure AI employees for content, research, outreach and reporting.
Agency Website Framework	Launch a credible agency site instead of postponing it for months.
Brand Development Tools	Produce a name, logo, colors and messaging in a single session.
Service & Pricing Builder	Publish Starter, Growth and Premium packages with defensible pricing.

Component	What it enables
Sales Script Library	Start conversations without writing outreach from scratch.
Proposal Templates	Send professional proposals the week you launch.
Client Onboarding Templates	Deliver an organized first 30 days for every new client.
30-Day Client Acquisition Plan	Know exactly what to do each day after the intensive ends.
Partner / White-Label Fulfillment	Sell services you don't personally fulfill, where available.
30-Day AI Workforce Flow Access	Operate your AI workforce while you launch.
Community & Support Access	Ask questions and compare notes with other agency builders.

Frequently asked questions

Do I need marketing experience?

No. The program provides a structured framework, although participants should be willing to learn marketing fundamentals and actively work on client acquisition.

Do I need technical experience?

No advanced development experience is required. AI tools and templates are designed to simplify implementation.

Will you build my agency for me?

This is a guided implementation intensive. We provide the tools, templates, technology and instruction while participants build alongside us.

How quickly can I launch?

The goal is to build the core agency infrastructure during the intensive and use the following 30 days for launch and customer acquisition.

Do you guarantee I'll get clients?

No. Results depend on implementation, outreach, sales ability, market conditions, pricing, service quality and other factors.

Honest expectations

This is education and guided implementation — not a guarantee of income or clients. You will leave with a built agency foundation and a launch plan; results depend on your outreach, sales ability, pricing, service quality and market conditions.

Ready to build? Enroll at webmediauniversity.com/turnkey-ai-marketing-agency · Questions: contactus@webmediauniversity.com