

STARTER WORKSHEETS BUNDLE

Turnkey AI Marketing Agency™

Complete these eight worksheets before Day One. They take about 60–90 minutes and turn your two live days into building instead of deciding. Print this bundle or type directly into the PDF.

How to use this bundle

- Worksheets 1–4 prepare Day One: market, brand, offers and pricing.
- Worksheets 5–8 prepare Day Two: AI workforce, fulfillment, prospects and your 30-day launch.
- Nothing here has to be perfect — first drafts are exactly what we refine live.
- Bring your answers to the session and keep them open while we build.

Pre-session checklist

- ☐ Laptop, charger and a second screen if you have one
- ☐ A quiet 4-hour block reserved on both days
- ☐ Domain ideas (2–3 options) for your agency name
- ☐ Payment processor account (or be ready to create one)
- ☐ Calendar/booking tool login (or be ready to create one)
- ☐ These worksheets completed

WORKSHEET 01

Choose Your Market

Pick the market where your existing experience creates the fastest trust. One primary market beats five maybes.

Primary market or niche

Why you are credible in this market (experience, network, results)

Who exactly is the buyer (role, company size, location)

Three problems this buyer pays to solve

Where these buyers already gather (groups, events, platforms, associations)

WORKSHEET 02

Name & Brand Draft

Draft your agency identity. We refine the name, logo, colors and messaging live in Module 03.

Three agency name candidates (and domain availability)

Name candidate	Domain available?	Notes

One-sentence positioning: We help _____ achieve _____ using _____.

Tone and personality words (e.g. practical, premium, bold)

Brands you admire and why

WORKSHEET 03

Offer Builder

List the services you are willing to sell in the next 30 days. Mark how each one gets fulfilled.

Service you will sell	Outcome the client buys	Fulfilled by (you / AI / partner)

Services you will deliberately NOT offer (protects your focus)

WORKSHEET 04

Pricing & Recurring Revenue

Draft three packages. Live pricing recommendations happen in Module 05 — come with a starting point.

Package	What's included	Setup fee	Monthly

Monthly recurring revenue target for month 3

How many Growth-tier clients does that require?

Minimum price you will accept (your walk-away number)

WORKSHEET 05

AI Workforce Plan

Decide which repeatable work your AI employees take on first, and where your human judgment stays required.

Recurring task	AI employee role	Human review needed?

The one task that would free the most of your week if automated

WORKSHEET 06

Fulfillment Decision Map

For each service from Worksheet 03, choose one lane: automated, AI assisted, human reviewed or human delivered.

Service	Lane	Quality checkpoint	Turnaround

What you will never automate (and why)

WORKSHEET 07

Your First 12 Prospects

Start your 100 Prospect Launch List now with the twelve easiest names. Warm contacts count — they usually convert first.

#	Company / person	How you know them	Channel	Best angle

We expand this to 100 prospects live in Module 09.

WORKSHEET 08

30-Day Launch Commitment

Your daily activity numbers matter more than your plan. Commit to what you will actually do.

Week	Primary focus	Daily outreach #	Conversations goal

First client I intend to sign (name or type of business)

What could stop me, and how I'll handle it

Accountability partner or community thread I'll post progress in

Bring these with you

Have this bundle open during both live days. Every worksheet maps directly to a module, so your answers become the real assets we build — your brand, offers, pricing, website, AI workforce and launch plan.

Questions before the intensive: contactus@webmediauniversity.com · webmediauniversity.com/turnkey-ai-marketing-agency