

A free playbook. No upsell inside.

The First 60 Days

Everything I did to take an AI visibility agency from a business name to \$17,700 in signed work, including what failed.

\$7,617

collected so far

\$770

every cost, ads and tools

9.9x

return on cash collected

Read the numbers first

This is not a course. It's a log. I started with a day job, no clients, and no sales experience. Nine weeks later the business had signed \$17,700 in agreements and collected \$7,617 against about \$770 in costs. Every step is in here, in order, with what it cost, what came of it, and what I'd skip if I did it again. Anything highlighted **like this** is a detail for you to replace with your own.

\$130

Facebook ad
spend

49

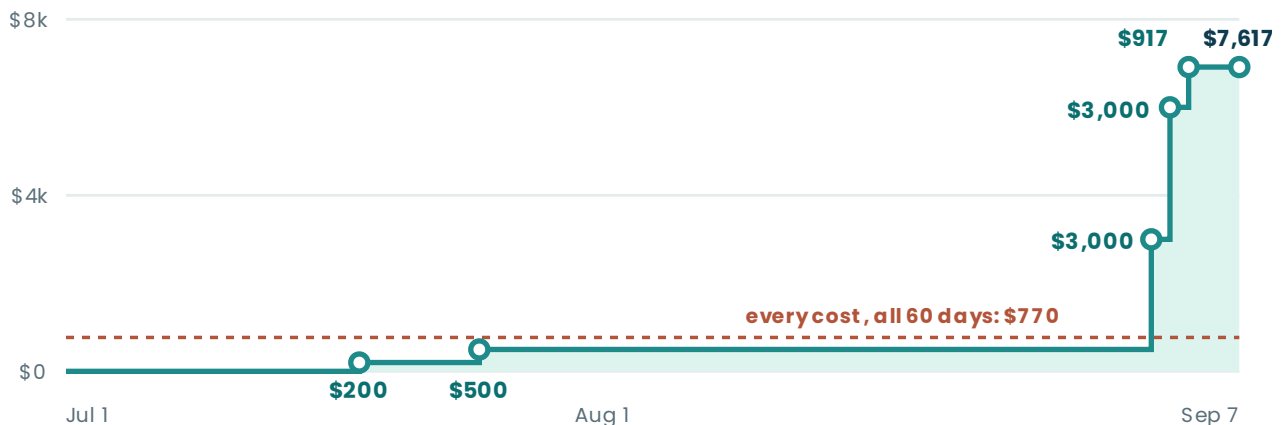
leads from that
spend

5

calls booked

2

clients at \$3,000



Cumulative cash collected against the total of every cost. The line stays flat for seven weeks. That's normal, and it's the part nobody shows you.

Two things so you read the rest correctly. The \$11,000 was a different offer sold a different way: a realty firm, referred by an existing client, signed a one year agreement at \$11,000, billed monthly, so \$917 of it has landed so far. It came in the same week as the two \$3,000 clients. The two \$3,000 clients are what the ad system produced. Don't let the big number make you skip the small system. The small system is the repeatable part.

What the business is

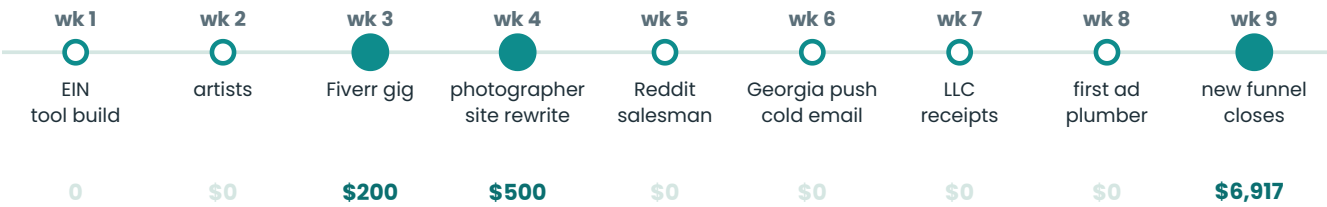
The service. Getting local service businesses recommended when someone asks ChatGPT, Claude, Gemini, or Perplexity who to hire. Websites, structured data, citations, directory cleanup, a monthly tracking dashboard. The industry calls it AEO. Clients call it "showing up in AI."

The customer. Local service businesses with a real ticket size. Plumbers, dentists, electricians, tree services, chiropractors. People who lose a real job every time a customer can't find them.

The offer that sold. A free audit that returns a score for their business, then a 15 minute call, then a one page proposal with one price.

Nine weeks, week by week

You do not have to sell my service. The funnel works for anything where you can hand a stranger a specific, free, slightly uncomfortable fact about their own business.



Revenue per week. Filled dots are the weeks money came in. Notice how many aren't filled.

Week 1

Pick one thing

- Got an EIN. Ten minutes on irs.gov, the real site, not the ones that charge for it.
- Was already selling websites and AI help on Fiverr and Upwork at \$20 to \$75 an order.
- Started building an audit tool: it asks the AI platforms the questions a real customer would ask and checks whether a business gets named. Claude wrote the code.

Cost

\$0 beyond tools already paid for

Result

A tool nobody had asked for yet

Lesson Build the thing that produces a number about a stranger's business. Everything later hangs off that number.

Week 2 to 3

First orders, wrong customer

- A Fiverr website order for an independent musician turned into a visibility engagement on top.
- Wrote the Fiverr gig for AI visibility at \$75 / \$275 / \$475.
- Built a whole musician version of the audit and a free PDF for artists. They loved it and could not pay for it.

Cost

Three weeks of work

Result

Two orders, no budget behind them

Lesson Pick the customer by whether they lose money when they're invisible, not by whether you like them.

Week 4

Real money,
small

- A video consultancy became case study number two. Score went from 0 to 23 in about two weeks. They couldn't afford a retainer.
- A local photographer paid \$250 for a site plus \$250 for a visibility package. First real money.
- Rebuilt my own website to say one sentence: an AEO company. Deleted every other product from it.
- Cash on hand at one point this week: about \$109 .

Cost

\$0

Result

\$500 in, and a site that finally says one thing

Lesson The site rewrite mattered more than anything else this month. Machines and people both need one sentence about what you are.

Week 5

Prove it on
yourself

- Fixed five real bugs in the audit tool, each found by running it on a real prospect.
- Posted a case study to a niche subreddit. 11,000 views, the most viewed post in that community's history.
- Hired a commission only salesman at 30 percent of collected. Built him a playbook, a teaser version of the report, and a login.
- Ran four competitors' free trials to learn their pricing. Cancelled every one before it charged. The market sits at \$99 to \$399 a month.

Cost

\$0

Result

11,000 views, a salesman, and a pricing map

Lesson Free trials are the cheapest market research there is, if you actually set the cancel reminder.

Week 6

The salesman experiment

- The salesman prospected door to door and by email in his own area: dentists, plumbers, tree services, electricians, a chiropractor. About 15 businesses audited and pitched with a teaser PDF.
- Rule set: no ads until a page exists that captures the lead before it costs me anything.
- Set up a separate domain for cold email and hired an Upwork contractor to send it. Nothing measurable.
- Built two pages on my own site so it would rank for its own category.

Cost

\$1,000 pulled from savings,
mostly unspent

Result

Fifteen pitches. Zero closes.

Lesson The audit gets attention. A person with a PDF and no funnel does not get a signature. I would not hire a salesperson again before the funnel existed.

Week 7

Get the receipts

- Formed the LLC. Virtual business address, BBB listing, chamber application.
- Launched the audit tool on Product Hunt for the backlink. Same day, my company was named first for an AEO question in ChatGPT.
- Audit went from two AI platforms to four so the ad copy claim would be true before the ad ran.
- Built a plain lead page: business name and email, posts to a free form service, fires the Meta pixel.

Cost

LLC filing, about \$125

Result

My own company named first in a ChatGPT answer

Lesson Do the service on your own business before you sell it. It's the only case study you fully control.

Week 8

The first ad

- Launched one Meta campaign. Leads objective, Lead event, \$15 a day, broad US, age 30 and up, no interests, one ad with four text versions and three headlines. Rule: don't touch it for seven days.
- Day 3: a plumber from another state submitted the form. Ran his audit (15 out of 100), emailed him the report, called two days later. He booked a walkthrough.
- The call: 15 minutes. Sent a one page proposal that night. One path, one price: \$1,200 up front and \$200 a month .
- The salesman and I parted ways. Solo again.
- Longer ad text beat short. Leads answered the ad, then went quiet.

Cost

\$120 in ads, \$79 for a dashboard tool

Result

44 leads, 2 bookings, one plumber on a call

Lesson Emailing the score after the fact doesn't work. The number has to land while they're still on the page.

Week 9

Fix the funnel, close

- Rebuilt the lead page in two nights. It now runs a real 5 question check while the visitor waits, finds their Google profile, shows the score on screen, then asks for name, phone, and email to unlock the full report, and pushes a booking.
- Nixed the next ad to one trade with its own page.
- Final tally of the first run: about \$130 spent, 49 leads, 5 calls, 2 clients at \$3,000 each.
- Same week, a client referred a realty firm. They signed a one year agreement at \$11,000, billed monthly, so \$917 of it landed this month.

Cost

\$10 more in ads

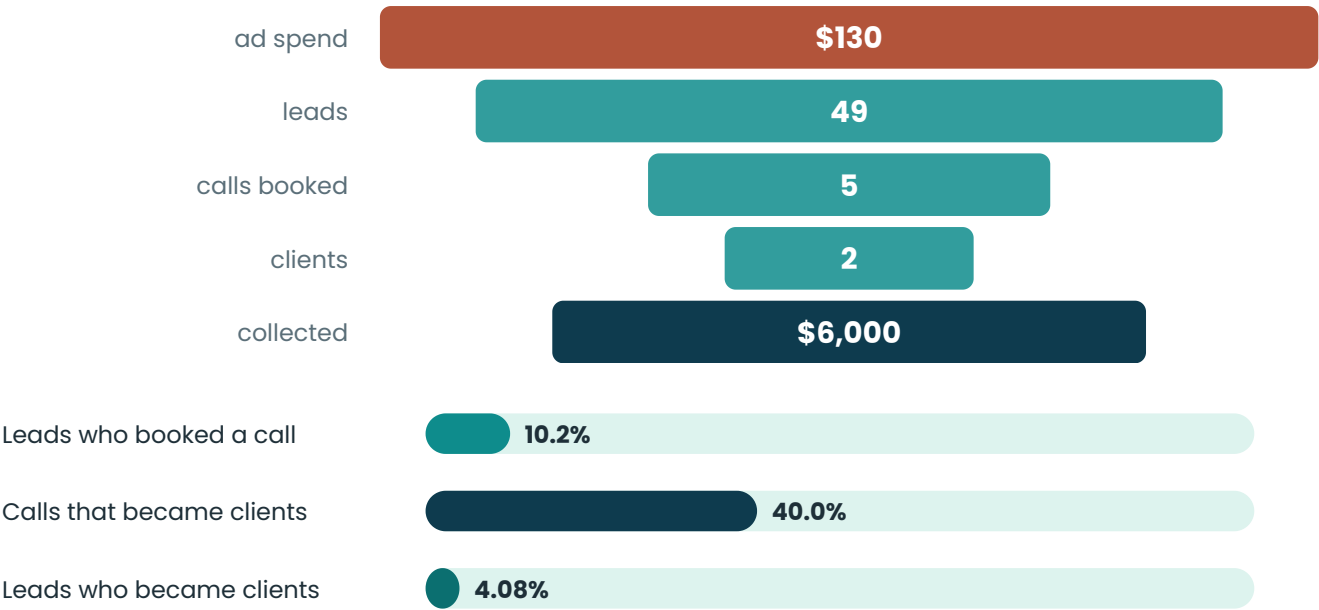
Result

2 clients at \$3,000, plus an \$11,000 annual deal

Lesson Show the result on the page. That one change took me from 2 bookings to 5.

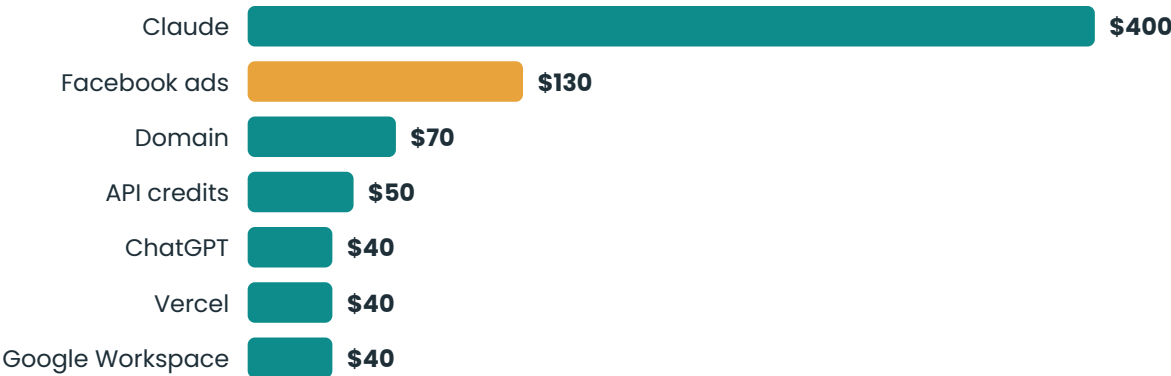
The whole thing in numbers

\$130 in, \$6,000 out from the ads alone. Here's every step between those two numbers.



Ten percent of leads booked. Forty percent of calls closed. If you only fix one number, fix the first one: it's the page, not the pitch.

What it cost, all 60 days



Monthly tools counted twice because the window is two months. Free: the form service, Cal.com for bookings, Stripe for invoices, Google Business Profile, Search Console, Bing Places, Reddit, Product Hunt. A white label dashboard tool at \$79 a month started in week 8.

What didn't work, and what did

Keep reading this page. It's the reason the rest is believable.

Didn't

- **Selling to musicians and creators.** Loved the work. They had no money.
- **A commission salesman with PDFs and no funnel.** Fifteen pitches, zero closes.
- **Cold email through a contractor.** Nothing measurable.
- **Paid AI tool directories.** \$250 to \$500 per listing. Skipped, and I don't miss them.
- **Emailing audit scores after they left the page.** Most never replied.
- **Every "done for you" SaaS I trialed.** Studied, cancelled, built the one useful piece myself.
- **Hiring before revenue.** Wrote a job post promising \$25 an hour I didn't have. Had to walk it back.

Did

- **One sentence positioning, everywhere.** Site, LinkedIn, Google profile, directories. Same words.
- **Doing the work on my own business first.** The Reddit post and the ChatGPT mention came from that, not from marketing.
- **A free audit as the ad offer.** Not a consultation. Not a discount. A number about their own business.
- **Calling leads within a day with one specific finding.**
- **One path proposals.** One scope, one price, said once.
- **Broad targeting.** No interests. The pixel does the targeting after a few leads.
- **Not touching the ad for seven days.**

"When someone asks ChatGPT for a plumber in your town, it names two of your competitors. You don't come up."

The sentence that closed a \$3,000 client.

If I started over tomorrow

1. Pick the customer by ticket size, not by affection. Skip weeks 2 and 3.
2. Rewrite my own site to one sentence on day one, not day 30.
3. Build the lead page first and run \$15 a day at it in week two, not week eight.
4. Never hire before the funnel produces leads on its own.
5. Show the result on the page. Don't email it later.
6. Send one path proposals the same night as the call.

The funnel, step by step

This is the part you can copy tonight.

1 The page

One screen. A headline that's the customer's question ("Is AI recommending your business, or your competitor?"). A form with two fields: business name, email. A button that names the free thing they get. Nothing else above the fold. Free form service that emails you every submission, free hosting, the Meta pixel on it. If you can, show them a real result on the page before asking for contact details.

2 The ad

Leads objective. Conversion on the Lead event. \$15 to \$20 a day. Broad, age 30 and up, no interests. Four text versions in one ad so Meta picks the winner: a story ("someone in your town just asked ChatGPT for a plumber, it gave them one name"), a short blunt one, a proof one, and one that tells them to go try it themselves. Three headlines. Learn More button. Leave it alone seven days.

3 The follow up

Within 24 hours of a lead: run your free thing, then send an email under 120 words. Subject is their business name plus what they asked for. One finding, stated plainly, with what it costs them. One link to book 15 minutes. Your name. Two follow ups, day 2 and day 5, then stop.

4 The call

Fifteen minutes. One question to open: "where do most of your customers come from now?" Show the finding on screen. Then what's fixable, and the price, said once, followed by silence. Three objections come up every time: "I need to think about it," "that's more than I expected," "I paid someone for this before and nothing happened." Have an honest answer for each before the call.

5 The proposal

One page. The findings, three plain steps, one price, what happens next. Sent the same night as the call.

The rest of the kit

This playbook is the log. The files that go with it are in the same download. Each one maps to a step on the previous page.

Website template	One sentence, everywhere	A single page agency site with schema, FAQ, robots, sitemap and llms.txt in place, plus a ten minute find and replace guide. The week 4 rewrite, done for you.
Landing page template	Step 1, the page	The week 9 version: runs a check while the visitor waits, shows the score on screen, then asks for contact details. Ships on sample data. Add your booking link and your own pixel.
Ad creative	Step 2, the ad	The image that ran, in story, feed and square sizes. Use it as is or as the layout for your own. The ad text and the seven day rule are on page 9.
Packages and pricing	Step 5, the proposal	A real proposal to a real prospect, name blurred. One scope, one price, said once. Reprice it for your market.

The audit engine behind the landing page is the one thing not in the zip. If you want your page to run real audits instead of sample data, email hello@setrise.io. Access is approved case by case and billed monthly.

One last thing

Every client in here is anonymous. That's their privacy, not mine. My face and my name are in the video, and so are the receipts: the ad spend, the lead dashboard, the bookings, the payments.

If you build this and it works, the only thing I'd ask is that you write down what you did and what didn't work, and give that away too.

One more time, the whole thing in five lines.

Pick a customer who loses money when they're invisible.

Say one sentence about what you are, everywhere.

Give strangers a free number about their own business.

Call them within a day with one specific finding.

One page, one price, the same night.