



Partner Agency Funnel Strategy: Sell Website Translation as a Monthly Service

Included in your Website Translation Revenue Kit

This funnel blueprint shows your agency how to pitch, close, and retain website translation clients using Web Linguist — with zero dev work and 3-day turnaround.



Funnel Overview

Stage	Goal	Tactic
Attract	Start conversations with site owners who aren't yet multilingual	Use the cold email templates + lead magnet offer
Educate	Show ROI of translation in their market	Use the slides + calculator to run the numbers
Close	Propose a monthly plan to manage their multilingual site	Use the editable proposal template
Deliver	Set up Web Linguist, customize glossary, QA languages	Follow the Quick Start Guide
Retain	Offer monthly sync checks, SEO support, language expansion	Keep them on retainer (or upsell)

How to Turn Website Translation Into Monthly Revenue

This funnel is designed to help your agency consistently land new retainer clients by offering multilingual websites as a high-impact, low-lift service. Below is a breakdown of each stage, what your role is, and how to use the tools inside this kit to close deals faster and at higher margins.

1. Attract — Start the Conversation

The goal here is to identify businesses that could benefit from being multilingual — but haven't made the leap yet. Most sites are still English-only, even if they get traffic from non-English-speaking markets.

Use the included **cold email templates** to reach out to:

- Shopify stores with international traffic
- SaaS companies with global user bases
- Service businesses in tourist-heavy areas

Each template helps you start a conversation around growth, not translation. You're not selling a plugin — you're offering a path to new customers, better UX, and stronger SEO.

You can also adapt these for warm outreach via LinkedIn DMs, Upwork proposals, or follow-up messages after initial calls.

2. Educate — Show the Value

Once they're interested, use the **Pitch Deck** and **Profit Calculator** to make the case.

The slides show how translation leads to:

- Higher conversion rates
- More organic traffic from local markets
- Better UX across devices and languages

The calculator helps you quote the project and show a clear return. You can walk them through the numbers on a call or share the calculator directly.

 Pro tip: If the client's not ready for 5+ languages, start with 1 or 2 (like Spanish or German) and position the rest as future expansion.

3. Close — Offer a Clear, Recurring Package

With interest and numbers in place, move to a simple, recurring offer using the **Proposal Template** included in your kit.

You can offer:

- A flat monthly fee (e.g., \$99/mo for 2–3 languages)
- A setup fee (\$199–\$499) to cover glossary setup, switcher styling, and install
- Ongoing support (optional but recommended)

The proposal is already filled with key benefits — unlimited words, 120+ languages, real-time sync, SEO, and more — so you don't need to reinvent the pitch.

Add your logo, plug in your markup, and you're ready to send.

4. Deliver — Go Live in Minutes

Once the proposal is approved, use the **Quick Start Guide** to implement Web Linguist. No developers needed. No plugin conflicts.

You (or your team) can:

- Paste the script into the client's site
- Customize their language switcher
- Add glossary terms for brand tone
- QA 2–3 pages per language for layout and clarity

The client gets a live, translated website in under an hour — and you look like a hero.

You can even do this during a call to show real-time value.

5. Retain — Keep It Profitable

This is where your long-term revenue comes in. Once live, you can position your agency to manage:

- Monthly content sync QA

- Glossary updates as new products/content launch
- SEO reporting by language/region
- Expansion into more languages or markets

Use this as a foot-in-the-door for bigger retainers — clients who trust you with multilingual often expand into SEO, ads, and CRO.

Final Tip

This funnel works best when you pitch **growth**, not translation. Clients don't want "multilingual" — they want more customers, better UX, and visibility in global markets.

The Website Translation Revenue Kit gives you the tools to sell that — with almost no overhead or technical support required.

Funnel Assets (Included)

-  Cold email & DM templates (3 verticals: SaaS, Shopify, Services)
-  Client pitch deck (position translation as growth)
-  Calculator to set pricing + margin
-  Proposal template (plug in your rates)
-  Quick Start install guide
-  \$1 first-month trial link

Funnel Assets Explained

How to Use Each Tool to Win and Retain Multilingual Clients

The Website Translation Revenue Kit gives you everything you need to start selling multilingual websites as a recurring service — without writing code, hiring translators, or managing plugins.

Below is a breakdown of each funnel asset and how to use it at the right stage in your client acquisition process.

1. Cold Email & DM Templates

→ **Use these to spark conversations with potential clients.**

These are plug-and-play outreach messages designed for the three client types most likely to say “yes” to translation:

- Shopify stores with international customers
- SaaS products with non-English users
- Local service businesses in tourism-heavy markets

Each message is short, direct, and focused on business value — not technical features. Customize the client’s niche, location, or target language, then send via email, LinkedIn, or Upwork.

Where to use:

- Weekly outbound campaigns
 - Post-proposal follow-up
 - After SEO audits or analytics reviews (especially if they show international traffic)
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2. Profit Calculator

→ **Use this to define your pricing and margin.**

The calculator lets you input:

- How many pages and languages a client has
- Which Web Linguist plan fits best
- Your desired markup %

It then shows your total client-facing price, your monthly profit, and cost breakdown — based on real Web Linguist pricing (monthly or annual). It helps you price confidently and explain your service in ROI terms.

Where to use:

- Internally to create your offer
- Live on client calls (“Here’s how this breaks down...”)
- As part of your proposal to justify monthly pricing

 Tip: Embed the calculator on your agency website or Notion portal to generate pricing for each client you pitch.

3. Proposal Template

→ **Use this to close the deal with professional polish.**

The editable proposal includes all the language you need to:

- Summarize the opportunity and scope
- Break down pricing, timeline, and deliverables
- Highlight the benefits of Web Linguist (unlimited words, glossary, SEO, etc.)
- Position your agency as the implementation + ongoing support partner

Just fill in the client name, your pricing from the calculator, and any optional add-ons (e.g. monthly SEO or design updates). You can deliver it as a Google Doc, PDF, or Notion page.

Where to use:

- After the discovery call
 - Alongside a demo or calculator breakdown
 - To finalize onboarding and confirm the first payment
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4. Client Pitch Deck

→ **Use this to educate and persuade non-technical clients.**

The deck is your visual pitch — showing why translation matters and what it actually unlocks for their business. It's designed for fast sales calls, not long presentations.

It includes:

- Stats on global buying behavior and multilingual UX
- Before/after examples of translated websites
- A simple “How It Works” flow with Web Linguist
- A CTA slide to move into pricing or a free trial

Where to use:

- Live client demos
- As a follow-up attachment after outreach
- In your proposal or landing page

 Tip: Customize it with your agency logo + color scheme. You can even use it in Loom or video sales letters.

5. Quick Start Guide

→ **Use this to install and deliver results fast.**

This is your setup checklist for launching a multilingual site in minutes. It explains:

- How to paste the Web Linguist script (or install the WP plugin)
- How to choose languages
- How to configure the language switcher and glossary
- How to QA the result

Even junior team members can follow it — no developer needed. The sooner you get a client's translated site live, the sooner they'll say: "This is working."

Where to use:

- Post-sale onboarding
 - As a handoff guide if the client has internal devs
 - As part of your retainer setup process
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6. \$1 Trial Offer

→ **Use this to eliminate risk and close fast.**

Every plan on Web Linguist starts with a **\$1 first month** — perfect for agency use. It gives your client:

- A fully translated version of their site
- Real, working pages in multiple languages
- A full month to test glossary, sync, and analytics

You can install the service, show them what it does, and then upsell it as a “no-brainer” recurring service.

Where to use:

- Inside your proposal
 - In your CTA on calls and in emails
 - As a test drive offer for hesitant leads
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Advice

This kit gives you more than a service — it gives you a funnel that closes high-margin, low-maintenance deals every month. The clients don't need to understand localization or SEO.

You just need to show them how multilingual = more revenue — and use the assets inside the kit to prove it.

Start with the emails. Use the calculator. Close with the proposal. Install with the guide. Then retain for years of passive revenue.



Example Offer Structure (for Your Clients)

Starter Plan Example (2 Languages / 10 Pages):

Item	Your Cost	Your Price	Your Profit
Web Linguist Plan	\$12/mo	—	—
Setup Fee	—	\$199 (one-time)	\$199
Monthly Retainer	\$0	\$99/mo	\$87/mo
<i>Total Client Value</i>		\$298 setup + \$99/mo	Recurring revenue



Use the included calculator to customize pricing per client.



Offer Structure Explained

How to Package and Price Web Linguist for Recurring Revenue

As an agency, your goal isn't just to translate a website — it's to turn Web Linguist into a clean, repeatable offer you can sell again and again. The key is to structure it as a **high-margin, low-effort monthly service** that solves a real problem (reaching global customers) and positions you as the long-term solution.

Here's how to break down the offer in a way that's clear, profitable, and easy for your client to say yes to.



Core Offer: Translation as a Service (TaaS)

Your base offer should include everything needed to get a multilingual site live and maintained — no hourly billing, no complex scopes.

What's typically included:

- Initial setup of Web Linguist
- Language switcher installation
- Glossary setup (brand terms, product names, tone)
- Real-time sync configuration
- Light QA of a few key pages per language
- Ongoing monthly sync monitoring + support

You're selling the *outcome* — “Your website, live in 2–3 languages, always up-to-date, optimized for conversion.”



Pricing the Offer: Simple, Value-Based Tiers

Use the **Profit Calculator** to determine your cost and desired markup. Web Linguist pricing is low enough that you can offer **\$99–\$249/month retainers** with a healthy profit — especially if you bundle it with SEO, analytics, or site updates.

Example Monthly Breakdown (Starter Plan):

Item	Your Cost	Client Price	Monthly Profit
Web Linguist (Standard)	\$12/mo	Included	—
Your Retainer	—	\$99/mo	\$87

Setup Fee (One-Time)	\$1–\$149	\$199	\$199
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 Many clients don't blink at \$199–\$299 setup fees, especially when paired with a “\$1 trial” pitch.

How to Frame It for Clients

When talking to clients, **avoid technical language** like “scripts” or “localization.” Focus on outcomes:

“We’ll fully translate your website into [Spanish + French], optimize it for SEO, and keep everything synced — so you can convert international visitors and show up in global search results.”

Your message should be:

- Easy to understand (business owners, not devs)
- Positioned around growth (traffic, conversions, user experience)
- Structured like a productized offer (setup + monthly fee)

Don’t say “We’ll install Web Linguist.”

Say **“We’ll make your website multilingual, live in 3–5 days, fully managed.”**

Why Clients Say Yes

- They’re already getting international traffic — but not converting it.
- They’ve tried Google Translate — and hate the UX or brand inconsistency.
- They want to grow globally but don’t want a huge dev or translation budget.
- You’ve made it easy: fast, done-for-you, and just \$1 to try.

You're offering a path to **more customers** in **more markets** — without asking them to change platforms or go enterprise.

Add-On Services (Optional Upsells)

Once you've launched their first 1–2 languages, it's easy to expand:

- More languages = higher plan tier + markup
- Monthly glossary audits = content control
- SEO per language = local traffic growth
- Analytics reports = better ROI tracking

If you already sell content, design, or CRO — this can feed directly into those services as a retainer booster.

The Offer Summary (Agency Version)

"For \$199 setup + \$99/month, we'll make your site fully multilingual, SEO-ready, and always in sync — no dev team needed."

This is a scalable, repeatable service you can deploy across Shopify, WordPress, Webflow, or any CMS — and keep earning from month after month.

What You Handle vs. What Web Linguist Handles

You (Agency)	Web Linguist
Client relationship	AI-powered translations
Pitch + proposal	Real-time sync & glossary
Setup via embed code	Multilingual SEO structure
Ongoing QA/support	Dashboard + analytics



Growth Tips for Agencies

- Bundle translation with SEO, content, or dev retainers
 - Specialize in a niche (e.g., Shopify for DACH region)
 - Use your cold email template weekly — aim for 5 demos/month
 - Upsell existing clients who have traffic but no localization
 - Track usage + upsells in your Web Linguist affiliate dashboard
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Ready-to-Use CTA

“Let’s make your site global. We can have 2 languages live by next week. It’s just \$1 to start — I’ll set it up for you.”

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