

How Nate Sold 4 AI Agents for \$23K in 2025 (and How You Can Too)

This resource breaks down four real client projects Nate sold in 2025, the lessons behind each, and the **7-step roadmap** you can follow to start selling AI agents yourself.

By: [Nate Herk](#)

1. Agent #1: Personalized Outreach Agent (\$1,650)

What it did:

- Took a list of contacts
- Researched each person & their company
- Generated a personalized outreach message + follow-up

Why it was valuable:

- Freed up 2–3 hours per week of repetitive work
- At \$50/hr, that's ~\$400/month saved
- ROI: Paid for itself in ~4 months, ~\$5k in annual savings

How Nate sold it:

- Client found Nate through YouTube (he had posted a live build)
- Client reached out directly — no cold outreach
- Closed after a couple of calls

Lesson for students:

- 👉 Post your work online, even if it's just for fun. Visibility creates inbound leads.
 - 👉 Don't undersell. Price against ROI, not "what feels right."
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2. Agent #2: Sales Agent (\$4,000)

What it did:

- Handled customer inquiries
- Generated quotes automatically
- Entered details into CRM (name, email, phone, notes)
- Talked to both customer & orders team

Why it was valuable:

- Cut down manual data entry
- Reduced errors
- Freed the owner's time to focus on growth instead of admin
- Gave the business a way to scale without hiring staff

How Nate sold it:

- Ran discovery call → brought in co-founders → scoped properly
- Client said yes after seeing value
- Delivery was messy (no baseline data, unclear internal systems)

Lesson for students:

👉 Don't skip baseline data. Without it, you can't prove ROI later.

👉 A \$4k project doesn't require a team — but scaling from freelancer → consultant → agency comes with growing pains.

3. Agent #3: Personal Assistant Agent (\$6,000)

What it did:

- Slack-based assistant for a team
- Retrieved internal data
- Managed admin tasks
- Boosted productivity without tool-switching

Why it was valuable:

- Made workflows smoother inside Slack
- Saved time on ad-hoc admin work
- But ROI was harder to quantify compared to sales-focused agents

Pricing challenge:

- Nate charged \$6,000 — but admitted later it wasn't fully value-based pricing
- Truth: Sales automations often deliver higher ROI than admin assistants (since they directly tie to revenue)
- Lesson: Close rate was too high → a signal of **underpricing**

Lesson for students:

- 👉 If more than 50% of people say “yes,” your price is probably too low.
 - 👉 Sales-related automations usually carry higher value than admin automations.
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4. Agent #4: AI Concierge Agent (\$12,000)

What it did:

- Acted like a virtual secretary
- Onboarding, event support, guest passes, conversation history
- Helped a business launch a new offer without hiring staff

Why it was valuable:

- Essentially replaced the need for a full-time assistant
- Saved significant hiring costs
- Incorporated new tech (MCP servers), showing Nate's team stayed bleeding edge

How Nate sold & delivered it:

- By now, the agency had better systems:
 - Dedicated account manager
 - CEO focused on strategy
 - CTO managing engineers (instead of coding everything)
- Allowed Nate to step back and focus on YouTube & inbound growth

Lesson for students:

- 👉 As you scale, internal systems are just as important as client-facing work.
 - 👉 Clients pay more when you show them you're **ahead of the curve** with technology.
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The Roadmap to Selling Your First AI Agent

Nate's journey revealed a repeatable framework. Here's the **7-step roadmap** you can follow:

1. Diagnose the Problem, Prescribe a Solution

- Don't sell "a chatbot." Sell time & money saved.
 - Example: "Your team spends 15 hrs/week on repetitive questions. I'll cut that to near zero."
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2. Pick Simple Tools

- Most solutions = n8n + vector DB + AI model.
 - Don't overcomplicate with cutting-edge frameworks at the start.
 - Templates are fine to build on — but the **customization** is what makes you valuable.
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3. Price Based on ROI (Not Hours)

- **Formula:**
 1. Hours wasted × hourly rate × 4 weeks = monthly cost
 2. Multiply ×12 = annual cost
 3. Charge 20–30% of first-year savings
 - Example: Saves \$2,000/month = \$24k/year → price at \$6k–\$7.5k
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4. Package & Anchor Your Offers

- Use 3 tiers (Starter, Growth, Scale).
 - Always lead with a high anchor to make mid-tier feel like the smart option.
 - Example: "Scale is \$25k, most clients choose Growth at \$12k."
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5. Avoid the Traps

- **Underpricing** → Attracts wrong clients, hard to raise later.
- **Under-scoping** → Scope creep kills margins; use change requests.
- **Chasing tiny retainers** → One \$10k project > five \$2k/month retainers.

👉 Reminder: If close rate >50%, raise your rates.

6. Prototype & QA

- Prototype fast → Test → Refine.
- **QA Cycle:**
 - 1 week internal testing
 - 1 week client testing → feedback → retest

Shows professionalism and reduces risk.

7. Build Long-Term Partnerships

- Collect ROI data & case studies.
 - Expand projects once trust is built.
 - Become the “strategic AI partner,” not the “cheap freelancer.”
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Final Takeaways for Students

1. Start small, but always **price against ROI**.
2. Use discovery calls to uncover time & cost leaks.
3. Anchor your offers and package them professionally.
4. Learn from Nate’s progression: early underpricing → better systems → higher-value clients.
5. Build long-term partnerships, not just one-off projects.

👉 If you follow this framework — **Spot the problem** → **Pick tools** → **Price ROI** → **Package & Anchor** → **Avoid traps** → **Prototype & QA** → **Build partnerships** — you’ll have the same playbook Nate used to turn small projects into a \$23k run of AI agents.

Want to connect with others building and monetizing AI automation?

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