OpenClaw Consultancy Business Plan

AI Operations-as-a-Service for Busy Professionals

THE HOOK

Positioning: "AI Operations-as-a-Service for Busy Professionals"

One-liner: *"We install OpenClaw and build AI automations that save you 10+ hours/week—delivered in 48 hours, guaranteed ROI in 30 days."*

PROBLEM → AGITATION → SOLUTION

The Problem (Who's This For?)

- Busy founders, executives, creators who know AI could help them but don't have time to set it up
- Teams drowning in repetitive tasks (emails, scheduling, research, content)
- Professionals who've heard of AI agents but don't know where to start

The Agitation

- *"You're spending 2 hours/day on email when AI could handle it in 2 minutes"*
- *"Your competitors are using AI agents—you're still doing manual work"*
- *"You bought ChatGPT Pro but you're only using 10% of its potential"*

The Solution

OpenClaw Setup + Custom AI Workflows - Install and configure OpenClaw on your systems - Build custom skills for your specific workflows - Train AI agents to handle YOUR repetitive tasks - Ongoing optimization and support

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OFFER & PRICING

3-Tier Structure:

Starter Setup - $2,500 one-time - OpenClaw install - 3 custom skills - 2-hour training - *Target: Individual pros, creators*

Growth Package - $5,000 one-time + $500/mo - Full setup - 10 skills - Integrations (Gmail, Calendar, Slack) - Monthly optimization - *Target: Small teams, founders*

Enterprise Ops - $15,000+ custom - Multi-agent systems - Custom tools - Priority support - Quarterly strategy - *Target: Companies, agencies*

Value Metrics:

- **Time saved:** 10-20 hours/week = $2,000-4,000/mo in labor value
- **Speed to deploy:** 48-72 hours vs. weeks of DIY
- **ROI guarantee:** 30-day money-back if no measurable time savings

LAUNCH STRATEGY (5-Phase)

Phase 1: Internal (Week 1-2)

- Build your own OpenClaw setup as the demo
- Create 3-5 case studies of your own workflows
- Document everything (screenshots, before/after metrics)
- Build portfolio website with live examples

Phase 2: Alpha (Week 3-4)

- Offer 3 free setups to friends/network in exchange for:
  - Video testimonials
  - Case study permission
  - Referrals to 2 people
- Use these as proof for paid clients

Phase 3: Beta (Week 5-8)

- Launch with 5 beta clients at 50% off ($1,250-2,500)
- Collect testimonials and iterate on process
- Build standard operating procedures (SOPs)

Phase 4: Early Access (Week 9-12)

- Full pricing launch
- Content marketing push
- First paid ads test ($500-1,000 budget)

Phase 5: Scale (Month 4+)

- Hire/installer to handle setups
- Productize common workflows into "packages"
- Build recurring revenue from monthly optimization clients

CUSTOMER ACQUISITION CHANNELS

Channel 1: Content Marketing (SEO)

Programmatic SEO Play:

Create pages for every use case: - "AI Email Automation for [Profession]" - "OpenClaw Setup for [Industry]" - "AI Agent for [Specific Task]"

Target 50+ pages in 90 days: - AI Executive Assistant Setup - AI Content Creation Workflow - AI Research Agent for Investors - AI Customer Support Automation - AI Calendar Management System

Channel 2: LinkedIn (Primary)

Post types that convert: 1. Before/After: "How I saved 15 hours/week with AI agents" 2. Process breakdowns: "Step-by-step: Building an AI email assistant" 3. Myth-busting: "AI won't replace you—but someone using AI will" 4. Case studies: Client results with screenshots 5. Tools & frameworks: "The 5 skills every OpenClaw setup needs"

Posting schedule: 1x/day, engage 30 min/day on others' posts

Channel 3: Twitter/X

- Threads on AI automation tactics
- Quick tips and shortcuts
- Engage with AI/builder community

Channel 4: YouTube/TikTok

- "OpenClaw Setup in 5 Minutes" videos
- Screen recordings of automations working
- Client testimonials on video

Channel 5: Partnerships

- AI tool reviewers (partner for referrals)
- Productivity coaches (affiliate arrangement)
- Executive assistant services (white-label offering)

SALES FUNNEL

Awareness (Top of Funnel)

- LinkedIn content
- SEO blog posts
- Twitter threads
- YouTube videos

CTA: "Download: The OpenClaw Setup Checklist" (lead magnet)

Interest (Middle of Funnel)

- Email nurture sequence (5-7 emails)
- Case studies
- ROI calculator
- Free 15-min consultation offer

CTA: "Book a Free Automation Audit"

Desire (Bottom of Funnel)

- Custom proposal based on audit
- Video walkthrough of their specific setup
- Testimonials from similar clients
- Limited-time offer (first month free optimization)

CTA: "Start Your Setup—48 Hour Delivery"

Action (Conversion)

- Simple checkout/contract
- Onboarding questionnaire
- Kickoff call scheduling

EMAIL SEQUENCE

Lead Magnet Delivery (Immediate)

Subject: Your OpenClaw Setup Checklist

Thanks for downloading! Here's your checklist…

P.S. Want me to review your current setup? Book a free 15-min audit here.

Day 2: Problem Agitation

Subject: The 5-hour mistake most professionals make

Most people spend 5+ hours/week on tasks AI could handle…

Here's what that costs you annually: $12,000+ in lost productivity.

Day 4: Solution

Subject: How [Similar Client] saved 12 hours/week

Case study breakdown…

Day 7: Social Proof

Subject: "Best investment I made this year" — Client testimonial

Video testimonial + offer to book audit

Day 14: Last Call

Subject: Last chance: Free automation audit

Offer expires in 48 hours…

KEY METRICS TO TRACK

Metric	Target
Monthly Revenue	$10K by month 3, $25K by month 6
Lead Conversion	10% of consultations → paid clients
Client Retention	80% monthly optimization retention
Referral Rate	30% of clients refer someone
Content Engagement	5% engagement rate on LinkedIn
SEO Traffic	1,000 organic visits/mo by month 6

30-60-90 DAY ROADMAP

Days 1-30: Foundation

- [ ] Build your own OpenClaw setup (portfolio piece)
- [ ] Create website with 3 case studies
- [ ] Define 3 service packages with pricing
- [ ] Build lead magnet (checklist/template)
- [ ] Set up email nurture sequence
- [ ] Get first 3 free beta clients
- [ ] Post daily on LinkedIn

Days 31-60: Launch

- [ ] Collect testimonials from beta clients
- [ ] Launch paid offering
- [ ] Run first $500 ad test
- [ ] Publish 10 SEO-optimized pages
- [ ] Book 10 consultation calls
- [ ] Close first 2-3 paid clients
- [ ] Refine SOPs based on learnings

Days 61-90: Scale

- [ ] Hit $10K MRR
- [ ] Hire first installer/VA
- [ ] Launch referral program
- [ ] Build 2-3 productized packages
- [ ] 50+ SEO pages published
- [ ] First client renewals for monthly service

THE ONE THING

Start with the portfolio. Build your own OpenClaw setup, document everything, and use that as your proof of concept. Everything else flows from having a killer demo.

Generated by Marketing Mode - OpenClaw Business Plan