l4yercak3

THE RECURRING REVENUE BLUEPRINT
Breaking Through the Ceiling

You're at €5-10k/month. Here's Why You're Stuck — And How to Fix It.

For: Growing Agencies
4-10 clients | €5k-10k/month | 4-7 people

Built from 5 years running a marketing agency. Battle-tested with real clients.

Where You Are

You're making money. Real money. €5k-10k/month. 4-10 clients. Maybe a small team.

And you're exhausted.

Every new client adds hours to your week. You're personally involved in everything — onboarding, delivery, client communication, troubleshooting. Your team helps, but they do things differently each time because there's no documented process.

You've thought about hiring more people, but the math doesn't work. Your margins are already thin — you're paying for 5-6 tools that don't talk to each other, and every integration is held together with duct tape.

This is where 80% of agencies get stuck forever. The ceiling between 10 and 20 clients isn't a revenue problem. It's a systems problem.

This blueprint shows you exactly where the bottleneck is and how to fix it.

1. The Bottleneck Diagnostic — Where Are Your Hours Going?

You're probably spending 40-55 hours per week. But only 10-15 of those hours are doing the work that actually generates revenue. The rest is operational overhead.

Time Audit Exercise

Track your time for ONE week. Categorize every task:

Category	Example Tasks	Target % of Your Time
Revenue-generating	Sales calls, pitching, closing	40%
Delivery	Building funnels, writing copy, configuring systems	30%
Operations	Onboarding, tool setup, connecting integrations	10%
Admin	Invoicing, scheduling, client updates, email	10%
Firefighting	Fixing broken automations, troubleshooting	10%

If operations + admin + firefighting exceed 40% of your time, your systems are broken. You're doing the work of software, not the work of an agency owner.

The fix isn't hiring. The fix is eliminating the operational overhead first — then hiring for the work that actually requires a human.

2. The 2-Hour Onboarding System

Most agencies at your stage take 2-4 weeks to onboard a client. That's 2-4 weeks of back-and-forth emails, collecting assets, configuring tools, and doing things you've done 30 times before.

Before the call — send the client ONE intake form:

- Business name, address, phone, email
- Logo (PNG, transparent background)
- Brand colors (or pick from 3 options)
- Services offered (with prices)
- Business hours
- Top 10 customer questions (FAQ)
- Website URL, social links
- "What does a great new customer look like?" (one paragraph)

The onboarding session (2 hours):

Step	Time	What You Do
Select vertical template	5 min	Pick closest template to their business
Apply branding	15 min	Logo, colors, contact info
Customize copy	20 min	Swap placeholder text with their services/FAQ
Connect domain	10 min	Point their domain to the new funnel
Set up CRM	10 min	Contact fields, tags, pipeline stages
Connect email	10 min	Confirmation + 3-step follow-up sequence
Connect payments	10 min	Stripe/payment link
Configure booking	10 min	Hours, services, confirmations
Test everything	15 min	Test form, email, booking
Go live	5 min	Deploy + send client their login

This only works if you have templates ready. If you're still building from scratch, that's your bottleneck. Build the template once, deploy it 20 times.

3. Margin Protection — Why Your Prices Need to Go Up

At 4-10 clients, most agencies are undercharging because they set prices when they had 0-2 clients and never raised them.

The Pricing Upgrade Framework:

Your Current Pricing	The Problem	The Fix
One-time projects (€1-3k)	No recurring revenue. Must constantly find new clients.	Add a monthly retainer tier: €299-999/mo for ongoing optimization, AI lead response, reporting.
Low retainers (€200-300/mo)	Revenue doesn't cover the time you spend.	Raise to €400-600/mo minimum. Grandfather existing clients for 90 days.
Custom quotes per client	Inconsistent margins. Can't predict revenue.	Package into 3 tiers. Stop quoting custom.
Hourly billing	Penalizes efficiency. Faster = less money.	Move to value-based pricing. Charge for outcomes, not time.

The email to existing clients:

"Hi [Name], I wanted to let you know that starting [date], our pricing will be updated to reflect the expanded capabilities we now offer — including [AI lead response / automated reporting / expanded funnel features]. Your current rate will stay locked in until [90 days from now]. After that, the new monthly rate will be €[new price]. Happy to jump on a quick call if you have any questions."

Most clients won't leave. The ones who do were probably your lowest-value clients anyway.

4. The Tool Consolidation Math

You're probably paying for:

- Page builder: €30-100/mo
- CRM: €50-200/mo
- Email tool: €30-100/mo
- Booking tool: €20-50/mo
- Automation tool: €30-100/mo
- Payment processing tool: separate
- Maybe a chatbot or WhatsApp tool: €30-100/mo

Total: €200-650/month. Plus YOUR time connecting them all.

One platform replaces all of it. That's not a sales pitch — it's math. Every integration you maintain is a point of failure and an hour of debugging when it breaks.

5. What 20 Clients Looks Like (With Systems)

Metric	You Now (8 clients, no system)	You at 20 clients (with system)
Monthly revenue	€4,000-8,000	€8,000-20,000
Hours/week	45-55 (burnout)	25-35
Onboarding time	2-3 weeks per client	2 hours per client
Tool costs	€400-700/mo	€200-500/mo
Monthly profit	€2,000-4,000	€6,000-15,000
Can you take on client #21?	Not without hiring	Yes

The difference isn't revenue per client. It's what you keep — and whether your business runs without you being the glue.

What's Next

One Platform. Not Seven Tools. Everything in this blueprint works best when it's all in one place. That's what we built l4yercak3 to be.

Feature	What It Does
Funnel Builder	Drag-and-drop landing pages. Deploy for any client in minutes.
CRM	Every lead, every client, every conversation. One place.
Email Sequences	Automated follow-ups that send themselves.
Booking	Self-service scheduling. No back-and-forth.
Payments	Stripe-powered checkout. Invoicing built in.
White-Label Portals	Your brand. Your domain. Clients see YOUR company, not ours.
AI Agents	Automated lead response, qualification, and follow-up. 24/7.
Multi-Client Management	Sub-organizations per client. One dashboard for all of them.

Your Next 3 Moves:

- Deploy your first client funnel — free. **app.l4yercak3.com**
- Join the community — 1,000+ agency builders. **skool.com/der-hebel**
- Watch the walkthrough — step-by-step video.

Built by a marketer who ran an agency for 5 years, spent €240K/year in revenue, and took home nothing. This is the system I wish I had.

— Remington