l4yercak3

THE RECURRING REVENUE BLUEPRINT
From Hustle to System

You Have Clients — Now Stop Rebuilding Everything From Scratch

For: Early-Stage Agencies
1-3 clients | Under €5k/month | 2-3 people

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

Where You Are

You've landed your first clients. Revenue is coming in. You're no longer just "thinking about" starting an agency — you're running one.

But here's what's probably also true: every new client feels like starting from scratch. You're custom-quoting every project. You're manually setting up each client's funnel, CRM, and email. The work isn't hard — it's repetitive. And it's eating your time.

Right now you can handle 3 clients by brute force. But client #4? Client #5? You're going to hit a wall — and the wall isn't skill or demand. It's that you have no system.

This blueprint gives you the system. So client #4 takes 2 hours to onboard instead of 2 weeks.

1. The Bottleneck Audit — Find Where You're Bleeding Time

Go through this checklist honestly. Every "Yes" is a system you need to build.

Task	You Do This Manually?	What Should Happen Instead
Quoting different prices per client	[ ] Yes	Standardized packages — client picks a tier
Building landing pages from scratch per client	[ ] Yes	Templated pages by vertical — swap logo/copy/colors
Setting up CRM for each client	[ ] Yes	Pre-built pipeline, clone per client
Writing follow-up emails per client	[ ] Yes	Template sequences, swap business name and offer
Manually connecting tools (CRM, email, payments)	[ ] Yes	One platform where everything is already connected
Sending proposals as custom documents	[ ] Yes	Proposal template with package options
Onboarding clients over multiple calls/emails	[ ] Yes	Single intake form + one onboarding session
Chasing payments/invoices	[ ] Yes	Automated billing and payment collection

If you checked 4+: You're doing the work of a system. Every "Yes" above is 1-3 hours per client that should be close to zero. At 5 clients, that's 20-60 hours per month you shouldn't be spending.

2. Stop Custom-Quoting — The Client Packaging Framework

Custom quotes are killing you. Every project is a negotiation. Every client gets something different. You can't scale what isn't standardized.

Create 3 packages. Clients pick one.

	Starter	Growth	Premium
What's included	Landing page + contact form + basic CRM	Full funnel + email sequence + CRM + booking	Everything in Growth + AI lead response + monthly optimization + white-label portal
Delivery time	1-2 days	3-5 days	5-7 days
Your time	2-3 hours	4-6 hours	2-3 hours/month (after setup)
Pricing	€500-1,000 one-time	€1,500-3,000 one-time OR €299-499/mo	€500-999/mo retainer
Revenue type	One-time	One-time or recurring	Recurring

Why This Works

- You stop negotiating and start selling
- Delivery becomes repeatable — same setup, different client
- The Premium tier creates recurring revenue without more work (AI and automation handle it)
- Clients feel like they're choosing, not being sold to

Name them for your vertical. If you serve dentists: "Online Presence" / "Patient Acquisition" / "Full Practice Growth." The names speak their language.

3. Funnel Templates — Pick Your Vertical, Deploy in Hours

Stop building from scratch. Here are 6 complete funnel structures. Pick the one closest to your clients and customize the copy.

Each template = landing page + thank-you page + email sequence + CRM pipeline.

1. Home Services — Emergency + standard service split. "Get a quote in 60 seconds." Automated confirmation with ETA.

2. Salon & Beauty — Services menu with booking. "Book your next appointment in 30 seconds." Re-booking sequence 3 weeks after appointment.

3. Restaurant — Menu highlights, reservation form. "Reserve your table — instant confirmation." Post-visit review request.

4. Dental/Medical — Services + new patient intake. "Book online in 2 minutes." Reminder sequence at 1 week, 1 day, 1 hour.

5. Real Estate — Listings + inquiry form. "Get matched with properties instantly." Automated property alerts.

6. Coaching/Consulting — Authority content + application form. "Apply for a free strategy session." Qualification filter before booking.

Your action: Pick the one template closest to your current clients. Customize it. Use it for every new client in that vertical. Build your second template only after you've deployed the first one 3+ times.

4. The Math: What Changes at 5, 10, and 15 Clients

Right now, adding a client feels heavy. Here's what it looks like with and without a system:

Metric	You Now (3 clients, no system)	You at 10 clients (with system)
Monthly revenue	€1,500-3,000	€4,000-10,000
Hours/week	30-40	15-25
Time to onboard new client	1-2 weeks	2 hours
Tool costs	€200-400/mo (4-5 tools)	€100-300/mo (one platform)
Can you take a vacation?	No	Yes

The system doesn't change your revenue per client. It changes how many clients you can handle — and how much of your life they consume.

5. Your Next 30 Days

Week	Focus	Outcome
Week 1	Complete the Bottleneck Audit. Create your 3-tier package pricing.	You know what to fix. You know what to charge.
Week 2	Build or customize your first funnel template for your primary vertical.	Deployable template ready.
Week 3	Onboard your next client using the template and the package pricing. Time yourself.	First systematized delivery. Benchmark time.
Week 4	Refine the template based on what worked. Start prospecting for clients #4-5.	System improving. Pipeline growing.

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