

l4yercak3

THE RECURRING REVENUE BLUEPRINT

The Optimization Playbook

25+ Clients. €25k+/Month. Every 1% Compounds.

For: Established Agencies

25+ clients | €25k+/month | 15+ people

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

Where You Are

You're running a real agency. 25+ clients. Consistent revenue. A team that handles delivery.

At this point, you don't need another "how to start an agency" guide. You need leverage.

Every improvement at your scale compounds. A 10-minute improvement in onboarding saves 250+ minutes per year. A €50/month increase in average retainer means €15,000+ annually. A 5% reduction in churn adds more to your bottom line than 3 new clients.

This isn't a blueprint for building. It's a playbook for optimizing what you've already built.

1. The Profit Lever Audit

At 25+ clients, small improvements create disproportionate results. Rate each lever from 1-10 on how optimized it currently is:

Lever	Your Score (1-10)	Impact If Improved
Average retainer price	—	€50/mo increase x 25 clients = €15,000/year
Client churn rate	—	Reducing from 10% to 5% = keeping 2-3 more clients/year
Onboarding efficiency	—	30 min saved x 25 clients/year = 12+ hours back
Tool consolidation	—	Eliminating 2 redundant tools = €1,200-3,000/year saved
Team utilization	—	Each person handling 1 more client = €5,000-10,000/year per person
Upsell rate	—	20% of clients upgrading a tier = €20,000-50,000/year
Lead cost (client acquisition)	—	Referral system vs. paid ads = 50-80% cheaper acquisition

Focus on the lever with the lowest score and highest impact. That's where your next €50,000/year lives.

2. The Retention Playbook — Keep What You've Built

At 25+ clients, retention is more valuable than acquisition. Losing 3 clients at €600/mo = losing €21,600/year. Replacing them costs time, money, and attention.

Proactive Retention System:

When	What	Who Owns It
Monthly	Automated performance report sent to client (leads, conversions, revenue attributed)	System (automated)
Quarterly	Account review call — 15 min, show results, discuss next 90 days	Account manager
At risk signals	Usage drops, missed payments, support tickets increase	Alert → Account manager escalation
Annually	Strategy session — what's changed in their business, how to adapt	You or senior account manager

The quarterly call is non-negotiable. Most agencies lose clients not because of bad work, but because the client forgot what they're paying for. 15 minutes every 90 days prevents that.

3. Pricing Optimization at Scale

You're probably leaving €3,000-10,000/month on the table.

Common pricing mistakes at your scale:

1. Legacy clients paying legacy prices. Client who signed 2 years ago at €300/mo when your current rate is €600/mo. That's €3,600/year you're giving away per client.

Fix: Annual price increase of 5-10%. Announce 90 days in advance. Frame as "expanded capabilities."

2. Flat pricing regardless of client size. A restaurant with 1 location pays the same as one with 5 locations.

Fix: Tiered pricing by client size/complexity. More locations = more deployment = higher price.

3. No upsell path. Clients stay on the same tier forever.

Fix: Quarterly review triggers upsell conversation. "Your lead volume has grown 40% — here's what the next tier unlocks."

4. Competitive pricing instead of value pricing. You charge based on what competitors charge, not what the service is worth.

Fix: ROI-based pricing. If you generate €10,000/month in leads for a client, €800/month is a no-brainer.

4. The Second Vertical Play

You've mastered one vertical. The biggest growth lever at your scale might be replicating the entire system for a second vertical.

When to expand:

- Your primary vertical is delivering consistently with documented processes
- Your team can onboard clients without your involvement
- You're seeing diminishing returns from prospecting in your vertical
- You've identified a vertical with similar needs but different buyers

How to expand (without breaking what works):

1. Clone your existing template system
2. Customize the copy, design, and funnel structure for the new vertical
3. Hire or assign ONE person to own the new vertical
4. Set a target: 5 clients in the new vertical within 90 days
5. Only scale it if the unit economics match your primary vertical

Do NOT: Try to serve both verticals with the same team, templates, or sales process. They're separate businesses that share infrastructure.

5. Your Agency's Dashboard — The Numbers That Matter

At your scale, you should be reviewing these weekly:

Metric	What to Track	Healthy Range
MRR (Monthly Recurring Revenue)	Total contracted recurring revenue	Growing 5-10%/quarter
Client churn	% of clients lost per month	Under 5% monthly
Average revenue per client	Total revenue / total clients	Growing over time
Client acquisition cost	Marketing + sales cost per new client	Under 2 months of their retainer
Team utilization	Clients per delivery team member	5-8 clients per person
Net profit margin	Revenue - all costs / revenue	30-50%
Owner hours/week	Time YOU spend in the business	Under 20 hours

If owner hours/week exceeds 30: You're not running an agency. You're working in one. Go back to the Delegation Framework.

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