FREE MEMBER RESOURCE

GUIDE BOOK

Productize any agency service in one weekend

Pull one scoped, priced, snapshot-ready offer out of your service stack — and have it live in HighLevel by Monday morning.

FUNNELS | SNAPSHOTS | REVIEWS | AUTOMATIONS | REPORTING

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Where HighLevel agencies get unstuck.
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WHAT'S INSIDE

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HOW TO USE THIS GUIDE

Read parts 1–6 on Friday night. Run the worksheets Saturday and Sunday — every exercise has a defined output and a time box. By Sunday at 10 p.m. your offer is ready to publish. Print the worksheet pages, or work in a notebook alongside them.

INTRODUCTION

The paragraph problem

It is Friday afternoon. Two of your retainer clients are "reevaluating budgets." You are good at what you do — you have the funnels, the automations, the client results to prove it. And yet when a prospect asks "what do you sell," the answer comes out as a paragraph with three commas in it.

That paragraph is the problem.

Most HighLevel agencies do not have a skills problem. They have a productization problem. They sell "full-service digital marketing," they sell retainers, they sell whatever the discovery call surfaces — and the result is a pipeline where every deal takes weeks to close and revenue arrives whenever a client decides to sign. The fix is not more outreach or another niche pivot. The fix is to extract one small, specific, repeatable offer from the work you already deliver, and put a price on it a buyer can say yes to in under 60 seconds.

This guide walks you through that extraction. By Sunday night you will have one micro-offer, fully scoped and priced, ready to publish. You will know which service to pull out of your stack, you will have written the deliverables, you will have validated the offer with three real prospects and you will know exactly what goes live on Monday.

WHAT YOU WILL LEARN

- Why "we do full-service marketing" is the sentence that keeps your pipeline slow
- How to break your service stack into discrete sellable units
- The speed-to-market filter that picks the right unit to launch first
- The scope template that turns a service into a buyable product
- The 48-hour validation sprint that proves the offer before you publish it
- How to beat the four reflexes that stall every agency owner in this exercise

The goal is not a five-figure month by Tuesday. The goal is to build the ramp. One micro-offer that converts in 48 hours becomes the asset you repeat, scale and upsell into a retainer. We call this the Nexus Ramp: the fastest route from "we do everything" to money moving this week. The weekend is enough to put the first plank down.

PART 1

Why full-service keeps your pipeline slow

Look at the agencies winning in the HighLevel ecosystem. Their offer fits in one sentence: "We install a Google review engine for home-service businesses — live in 72 hours, $497 flat." One customer, one outcome, one deliverable. The sentence is short because the offer is.

Now look at a struggling agency's site. You will find a paragraph. "We're a full-service digital marketing agency offering funnel builds, email marketing, SEO, social media management and marketing automation for businesses of all sizes." Six services, every audience, zero outcomes. The sentence is long because the offer is fuzzy.

The fuzzy offer is not a marketing problem. It is the visible end of a structural one: the agency has never decomposed its service stack into discrete units that each map to a defined client outcome. It sells itself as a team that is good at things. Buyers — especially fast buyers — do not buy teams. They buy a specific result delivered on a specific timeline.

This is the difference between a deal that takes six weeks to close and one that takes six minutes. A productized micro-offer gets bought on impulse because the client can see the entire transaction in their head before they pay: what they get, when they get it, what it costs. A full-service retainer requires a discovery call, a custom proposal, a scope negotiation and a contract. Each step adds friction. Each step adds days. By the time the full-service agency closes one retainer, the productized agency has delivered the same install three times for three different clients.

> **The HighLevel advantage:** you already own the delivery machine. A snapshot makes a productized offer repeatable — build the workflows once, deploy them into a new sub-account in hours. Agencies in other ecosystems have to rebuild for every client. You do not.

The Nexus Ramp starts here. Pulling one specific, scoped, priced offer out of your service stack is the single highest-impact move you can make to get money moving inside a week. Not because the offer is huge — because it is fast.

PART 2

The service deconstruction

The first move is mechanical. Take everything your agency does and break it into atomic units that each describe one task, one deliverable, one outcome. Most agency owners find 10 to 15 units when they do this honestly.

Here is the worked example. Dana runs a four-person agency on HighLevel and describes it as "full-service digital marketing for local businesses." Vague. A buyer cannot picture what they get. So Dana writes down everything her team has actually shipped to paying clients in the last 12 months:

DANA'S SERVICE INVENTORY

- Built 14 lead-gen funnels for local service businesses
- Installed missed-call text back for nine clients
- Set up Google review automation for six clients
- Ran database reactivation campaigns for four clients
- Migrated three clients from Mailchimp into HighLevel
- Built two custom snapshots for niche verticals
- Onboarded five sub-accounts under SaaS mode
- Set up calendar booking and reminder workflows for 11 clients

Eight discrete activities. Each one has a specific deliverable, a specific time estimate and a specific buyer who searches for it. The next step is to audit each unit against three criteria: how often a buyer searches for that exact thing, how fast you can deliver one unit and how clean the scope reads from the client's side.

The trap most agency owners fall into here is mistaking effort for value. Dana's team worked hardest on the custom snapshot builds, so she assumes those are her most valuable offer. They are not. The snapshot builds are the slowest to deliver, require the most discovery and ask the client to trust the agency before hiring it. That is a five-week sales cycle, not a 48-hour one. The Nexus Ramp needs the opposite — the unit a client can purchase before they think about it.

Marcus ran the same exercise. He is a solo operator who white-labels HighLevel under SaaS mode. His list: onboarded 12 sub-accounts onto his SaaS plan, built one custom snapshot for med spas (34 hours, his proudest work), ran database reactivation campaigns for five clients, set up appointment-reminder workflows for eight, configured A2P registration for every new account, built two webinar funnels and migrated one client off ActiveCampaign. Seven units, all real, all paid.

The snapshot build was his best work. It was also his slowest sale. The unit that lit up the filter was the database reactivation campaign: four hours of work per client, charged flat, and it produces revenue the client can see in their own calendar within days. Nothing sells a HighLevel service faster than booked appointments appearing from a "dead" list.

Dana picked the Google review engine. Marcus picked database reactivation. Same exercise, two different operators, two different stacks — both ending with one specific micro-offer that can be published by Sunday night.

> **Rule of thumb:** if a unit already exists as a workflow, funnel or snapshot in your account, it belongs on the list. If it only exists as "strategy," it is not a unit yet — it is a retainer hiding in disguise.

The exercise scales because the principle is the same. You already have the services. The problem is that they are buried under a full-service sentence. Pull one out, name it, scope it, price it.

Worksheet 1 on page 14 gives you the inventory grid. Aim for at least 10 line items, each one a deliverable you have actually shipped to a paying client in the last 12 months — not services you could offer, services you have delivered. The distinction matters: shipped work comes with a time estimate you can trust and a client result you can point to.

PART 3

The speed-to-market filter

After you list your atomic units, filter them through a 2×2 matrix. The two axes: demand frequency (how often clients actively search for this exact service) and delivery speed (how many hours to ship one unit, end to end).

	Fast delivery (under 8 hours)	Slow delivery (12+ hours)
High demand	**Quadrant B: launch this first** Review engines, database reactivation, missed-call text back	**Quadrant A: scale targets** Custom snapshots, full funnel builds, SaaS onboarding
Low demand	**Quadrant D: filler offers** A2P registration, platform migrations	**Quadrant C: skip** Bespoke integrations, one-off training

The Nexus Ramp launches from Quadrant B — high-demand, fast-delivery units. These are the offers a local business owner can decide on, you can deliver from a snapshot before the next billing cycle and the client can see working inside a week.

The decision rule is simple: pick the highest-margin unit in Quadrant B. Margin here is hourly equivalent — what you can charge divided by hours to deliver. Dana charges $497 for a review-engine install that takes three hours from an existing snapshot: roughly $165 per hour. Her custom snapshot builds paid $3,500 each, but the work took 40 hours and a five-week sales cycle — $87 per hour with the cash arriving two months later. The math looks similar; the cash flow does not.

PART 4

From service to scope document

Once you have selected the unit, write the scope. A scope document is what turns a service into a sellable product. Without it the client asks questions, and every question is a delay — another email, another call, another day the deal sits open.

Use this template. Each field needs an answer of fewer than 15 words.

```
THE SEVEN-LINE SCOPE TEMPLATE

WHAT THE CLIENT GETS: [single deliverable, named explicitly]
SETUP COUNT: [specific number of locations, workflows, pages — not a range]
TURNAROUND: [hours from account access to live]
WHAT'S INCLUDED: [3–5 bullet line items]
WHAT'S NOT INCLUDED: [3 specific exclusions, named]
REVISIONS: [number, with cap]
PRICE: [one number, no tiers in v1]
```

The exclusions are the most valuable lines in the document. On a fixed-price offer, "what's not included" is what protects you from scope creep — the client who wants ad management folded into a $497 install, the multi-location rollout priced as one location. Name the exclusions up front and the awkward conversation never happens.

Notice what the template does not contain: your process, your tools, your team bios. The client does not buy your process. They buy the deliverable, the timeline and the price. Everything else is friction dressed up as credibility.

For Dana's Google review engine, the filled template reads:

```
DANA'S SCOPE — GOOGLE REVIEW ENGINE

WHAT THE CLIENT GETS: Google review automation, installed and live in their account
SETUP COUNT: One location, one review funnel, two follow-up sequences
TURNAROUND: 72 hours from account access
WHAT'S INCLUDED: Review request workflow + follow-up sequence + review widget on one page + printable QR code + 30-minute handoff call
WHAT'S NOT INCLUDED: Responding to reviews, ad spend, multi-location rollout
REVISIONS: One round of copy edits, included
PRICE: $497
```

That document is the entire offer. A client reads it in 30 seconds and decides. There is no proposal, no discovery call, no contract negotiation. The friction is gone — and because the install deploys from a snapshot Dana already built, delivery is three hours of configuration, not three weeks of custom work.

A useful test: hand the scope to someone who does not run an agency. If they cannot describe what the client gets after reading it once, the document is not specific enough. Tighten it.

Make it deployable: once the scope is written, build it as a snapshot in your agency account — workflows, funnel, custom fields, pipeline. Every sale after the first one becomes an import, not a build. That is the difference between selling hours and selling a product.

PART 5

The 48-hour validation sprint

Before you publish, run the offer past three real prospects. This is not a customer development exercise. It is a quick gut-check that the price feels right and the scope reads cleanly. The whole sprint takes 48 hours and three short conversations.

Step one. List three people who match the buyer profile. Not friends. Past clients, local business owners you have worked with, contacts from your market who have hired an agency in the last year.

Step two. Send the same short message to each:

> THE VALIDATION SCRIPT
>
> "Quick sanity check. I'm packaging a [SPECIFIC OFFER] as a fixed-price service for [SPECIFIC AUDIENCE]. Scope is here: [PASTE 5-LINE SCOPE]. Price is [PRICE]. Two questions: would this be useful to you (or someone you know), and does the price feel high, low or right? Five-minute reply, no pressure."

Three things happen in the responses. You learn whether the scope reads clearly without explanation. You learn whether the price is anchored correctly for the buyer's mental model. And occasionally one of the three says "actually I'd buy this right now" — and you have a sale before the offer is even public.

Step three. Adjust based on the feedback. If two of three say the price is high, lower it 20% for launch. If two of three say the scope is unclear, rewrite the deliverables list. If two of three say "I would not pay for this," go back to your inventory and pick a different unit. Re-running the sprint costs you 48 hours, not weeks.

What you should not do: take the feedback as gospel. Three responses is not a market study — it is a smoke test. The goal is to catch obvious problems before the offer goes in front of a hundred strangers.

PART 6

The four reflexes that stall agency owners

The hardest part of this guide is not the technique. It is the four reflexes that keep most agency owners from finishing the exercise.

Reflex	What it sounds like	The fix
Perfectionism	*"I need to build the perfect snapshot first."*	Pick any Quadrant B unit. The first launch is data, not destiny. You will run the exercise again.
Scope ambiguity	*"Every client's setup is different."*	Force the scope to one buyer profile and one vertical. If you cannot, the offer is not productized yet.
Pricing fear	*"Another agency does this for $99."*	Price for the client who values speed and a done-for-them install, not the one who values cheapness. Cheap buyers churn.
Identity drift	*"But we're a full-service agency."*	Your identity is whatever the productized offer says. The micro-offer is a wedge. Run it for 30 days, then expand.

The reflex behind all four is the same: the fear that picking one specific thing closes off the others. It does not. The micro-offer is a single product in a portfolio. Productizing one install does not erase the retainer work you do — it creates an entry point that converts in hours instead of weeks, and every entry point becomes an upsell path.

CONCLUSION

The ramp starts with a list

The Nexus Ramp does not start with a pitch. It starts with a list.

Decompose your service stack into atomic units. Filter for high demand and fast delivery. Pick one. Write a scope so specific that a stranger could buy it in 30 seconds. Validate with three real prospects. Build it as a snapshot. Then publish.

This is the foundation of everything that follows. You cannot price what you have not scoped. You cannot snapshot what you have not priced. You cannot upsell into a retainer what you have not productized. The micro-offer is the unit of trade — and in the HighLevel ecosystem, it is also the unit of leverage, because every install you productize becomes an asset you deploy in hours.

By Sunday night the offer is ready. On Monday morning it goes live — one funnel page, one payment link, one automated onboarding workflow. By the following Friday your first ramp revenue is earned and settled, while your retainer proposals are still working their way through someone's approval chain.

THE SEQUENCE

01 Inventory every service you shipped in 12 months

02 Filter for high demand + fast delivery

03 Scope it in seven lines, price it in one number

04 Validate with three real prospects in 48 hours

05 Snapshot it, publish it, go live Monday

The weekend action plan

Six steps in order. Each one has a defined output, and the whole thing fits into one weekend. Times include coffee.

SAT · 60 MIN	**Write your service inventory.** Aim for 10 to 15 line items, each one a specific deliverable you shipped to a paying client in the last 12 months. Use worksheet 1.
SAT · 30 MIN	**Score every unit** on demand frequency and delivery speed. Place each into a quadrant on worksheet 2. Highlight Quadrant B.
SAT · 20 MIN	**Pick the highest-margin Quadrant B unit.** Do the math: price divided by hours to deliver. Pick the winner.
SAT · 45 MIN	**Fill in the seven-line scope** on worksheet 3. Test it on someone who does not run an agency.
SUN · 30 MIN	**Send the validation message** to three real prospects. Wait for replies through Sunday afternoon.
SUN · 60 MIN	**Adjust scope or price from the feedback.** Build the offer page in HighLevel — one funnel page, one payment link, one onboarding workflow. Save the draft.

By 10 p.m. Sunday the offer is ready to publish. On Monday you push it live and start your first ramp week.

Service inventory

Every deliverable you shipped to a paying client in the last 12 months. One line per unit. Shipped work only — not services you could offer.

#	SERVICE SHIPPED (ONE DELIVERABLE)	HOURS TO DELIVER	PRICE CHARGED	DEMAND H / M / L
01				
02				
03				
04				
05				
06				
07				
08				
09				
10				
11				
12				

Prompts if you stall: funnels built, workflows installed, campaigns run, migrations completed, snapshots deployed, integrations configured, reporting set up, accounts onboarded.

Speed-to-market filter

Write each inventory unit into its quadrant. Then run the margin math on every Quadrant B unit and circle the winner.

QUADRANT B — LAUNCH FIRST

High demand · fast delivery

QUADRANT A — SCALE TARGETS

High demand · slow delivery

QUADRANT D — FILLER OFFERS

Low demand · fast delivery

QUADRANT C — SKIP

Low demand · slow delivery

MARGIN MATH — QUADRANT B UNITS ONLY

Unit: ______________________ $ ________ ÷ ________ hrs = $ ________ /hr

Unit: ______________________ $ ________ ÷ ________ hrs = $ ________ /hr

Unit: ______________________ $ ________ ÷ ________ hrs = $ ________ /hr

Winner: ______________________

Scope document

Fewer than 15 words per field. If a field needs more, the offer is not specific enough yet.

WHAT THE CLIENT GETS — single deliverable, named explicitly

SETUP COUNT — locations, workflows, pages: a number, not a range

TURNAROUND — hours from account access to live

WHAT'S INCLUDED — 3 to 5 line items

WHAT'S NOT INCLUDED — 3 specific exclusions, named

REVISIONS — number, with cap

PRICE — one number, no tiers in v1

Weekend checklist

Check items off as you go. Everything above the line happens Saturday; everything below happens Sunday.

SATURDAY

- [ ] Service inventory written — 10+ units, shipped work only (worksheet 1)
- [ ] Every unit placed in a quadrant (worksheet 2)
- [ ] Margin math done — one winner circled
- [ ] Seven-line scope filled in (worksheet 3)
- [ ] Scope tested on someone outside the industry

SUNDAY

- [ ] Validation message sent to three real prospects
- [ ] Feedback reviewed — scope or price adjusted
- [ ] Offer page built in HighLevel — funnel page, payment link, onboarding workflow
- [ ] Delivery workflows saved as a snapshot
- [ ] Draft saved — ready to publish Monday morning

Monday: publish the funnel, send the offer to your list and post it where your buyers already are. First ramp revenue lands this week.

YOU DON'T HAVE TO RUN THE RAMP ALONE

Where HighLevel agencies get unstuck.

Nexus Hub is the community for HighLevel agencies ready to scale, optimize and connect. Bring your stuck point to the next Q&A. Leave with a plan.

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