

ROHIT SHAH

PRESENTS

EXCLUSIVE BONUS #5 · \$97 VALUE

# The \$1K Service Package Builder

Five ready-to-sell service packages built on your commercial license. What to deliver, which agents produce it, what to charge, and how to pitch it.

5 PACKAGES · AGENT WORKFLOWS · PRICING INCLUDED · PITCH SCRIPTS



Hand-built and presented by

**Rohit Shah**

[rohitshah.club/clawagents](https://rohitshah.club/clawagents)

Your exclusive bonus for buying Claw Agents AI through Rohit Shah · © 2026 Rohit Shah · All rights reserved



# Why packages beat hourly

Your commercial license means the output is yours to sell. The mistake most people make is selling it by the hour — which caps your income at the speed you can type and invites clients to question every minute.

Packages fix three problems at once.

## PROBLEM 1

### Speed stops punishing you

If an agent does in ten minutes what used to take three hours, hourly billing means you just took a 94% pay cut. Fixed-price packages mean speed increases your margin instead of destroying it.

## PROBLEM 2

### The conversation changes

Hourly invites "why did this take so long?" Packages invite "what do I get?" One of those is a defensive conversation and one is a buying conversation.

## PROBLEM 3

### Recurring becomes natural

Nobody retains an hourly freelancer. Everybody retains a monthly package. Four of the five packages below are built as monthly recurring for exactly this reason.

**Pricing note:** the figures below are positioned for small business and solo-founder clients in most Western markets. Adjust for your market and your proof. If you have never sold a package before, start at the bottom of each range and raise after two happy clients — not before.

## How to read each package

- ☐ **Deliverables** — exactly what the client receives, written the way it goes on your proposal
- ☐ **Agent workflow** — the chain that produces it, so you know the real cost of delivery
- ☐ **Your time** — realistic monthly hours once you are past the first delivery
- ☐ **The pitch** — one paragraph you can paste into an email or say on a call



# Monthly Content Engine

**\$497 – \$997 / month** · Recurring

The easiest first package to sell, because every business knows they should be publishing and almost none of them are.

## What the client receives

- ☐ 4 long-form blog posts, SEO-optimized and ready to publish
- ☐ 16 social posts across two chosen platforms
- ☐ 2 email newsletters written and formatted
- ☐ 1 monthly performance summary
- ☐ Keyword research refresh each quarter

### AGENT WORKFLOW

Keyword Researcher → Blog Post Writer → Headline Generator → Meta Tag Writer → Repurposing Agent → LinkedIn Post Writer / Instagram Caption Writer → Email Copywriter → Report Generator

### YOUR TIME

6–9 hours per month after the first month

## The pitch

Most businesses know they should be publishing consistently and simply are not — usually because it takes their team hours they do not have. I run a monthly content engine: four SEO articles, sixteen social posts and two newsletters, delivered ready to publish. You approve a topic list at the start of the month and everything else is handled. It is \$797 a month, and the first month includes a keyword strategy for your site.



# Launch Content Sprint

**\$1,497 – \$2,997 one-time** · Project

Higher ticket, finite scope. Ideal for clients with a product launch, a rebrand, or a funding announcement — urgency does the selling for you.

## What the client receives

- ☐ Full funnel copy: landing page, sales page, thank-you page
- ☐ 5-email launch sequence
- ☐ 20 social posts across the launch window
- ☐ 3 ad copy variant sets
- ☐ Post-launch performance report

### AGENT WORKFLOW

Market Researcher → Funnel Architect → Landing Page Builder → Sales Letter Writer → Email Copywriter → Facebook Ad Copywriter → Repurposing Agent → Report Generator

### YOUR TIME

12–18 hours across a 3-week sprint

## The pitch

Launches fail on execution, not ideas — the copy gets written late, the emails get cut, and the ads go out generic. I run a three-week launch sprint that delivers your entire funnel: landing page, sales page, a five-email sequence, twenty social posts and three ad variant sets, all written around one positioning strategy. Fixed price, fixed timeline, and you know exactly what lands on which day.



# SEO Content Authority

**\$697 – \$1,497 / month** · Recurring

Sells best to businesses that already understand SEO value and are frustrated with their agency's pace.

## What the client receives

- ☐ Monthly topic cluster built around one money keyword
- ☐ 6 optimized articles per month
- ☐ Internal linking plan
- ☐ Competitor gap analysis, refreshed monthly
- ☐ Schema markup for all new pages
- ☐ Monthly ranking and traffic report

### AGENT WORKFLOW

Keyword Researcher → Topic Cluster Builder → Content Gap Finder → SERP Intent Analyzer → Blog Post Writer → Internal Link Planner → Schema Generator → Report Generator

### YOUR TIME

8–12 hours per month

## The pitch

Most SEO retainers deliver two articles a month and a spreadsheet. I deliver six articles built as a proper topic cluster around a single commercial keyword, with the internal linking, schema and gap analysis handled. The difference is structural: clusters rank as a group rather than fighting each other for the same term. Monthly reporting shows you movement on the keywords that actually convert.



# Client Acquisition System

**\$997 – \$1,997 / month** · Recurring

The highest-perceived-value package because it is tied directly to revenue rather than output.

## What the client receives

- ☐ 100 researched and personalized outreach messages monthly
- ☐ 5-touch follow-up sequence, written and scheduled
- ☐ Objection-handling library specific to their offer
- ☐ Proposal template built for their service
- ☐ Monthly pipeline report

### AGENT WORKFLOW

Market Researcher → Competitor Analyst → Cold Outreach Writer → Follow-Up Sequencer → Objection Handler → Proposal Writer → Report Generator

### YOUR TIME

10–14 hours per month

## The pitch

Your pipeline is inconsistent because outreach is the first thing that gets dropped when you get busy — which means you only prospect when work is thin, guaranteeing the feast-and-famine cycle. I run a monthly acquisition system: a hundred genuinely personalized outreach messages, a five-touch follow-up sequence, and a proposal template built around your offer. You take the calls. Everything before the call is handled.



# Done-For-You Reporting

**\$397 – \$797 / month** · Recurring

The lowest-effort package to deliver and the easiest upsell onto any of the others. Excellent as a foot-in-the-door offer.

## What the client receives

- ☐ Monthly white-label performance report
- ☐ Data analysis and plain-English commentary
- ☐ Recommended actions for the coming month
- ☐ Quarterly presentation deck
- ☐ Optional: reports for their own clients, white-labeled

### AGENT WORKFLOW

Data Analyzer → Chart Recommender → Report Generator → Presentation Builder

### YOUR TIME

3–5 hours per month

## The pitch

You are almost certainly sitting on analytics nobody reads, either because the export is impenetrable or because nobody has time to interpret it. I deliver a monthly report in plain English: what moved, why it likely moved, and the three things worth doing next month. If you serve clients yourself, I can white-label the same report for you to send under your own brand.



## Selling these **without a portfolio**

The most common blocker is not pricing — it is the belief that you need proof before you can charge. Here is the sequence that gets you past it.

### STEP 1

#### **Deliver one package to yourself first**

Run the Monthly Content Engine on your own business for thirty days using Bonus #4's calendar. You now have a portfolio, a case study, and — critically — genuine knowledge of how long delivery actually takes.

### STEP 2

#### **Offer package 5 as a paid pilot**

Done-For-You Reporting at the bottom of its range is an easy yes. It takes you three hours and gets you inside a business, where the other four packages become obvious upsells because you can see exactly what they are missing.

### STEP 3

#### **Write the case study immediately**

The moment the first client sees a result, run the Case Study Writer. One real case study outsells a decade of claims.

### STEP 4

#### **Raise prices after client two, not client ten**

If both of your first two clients said yes without hesitating, you priced too low. Raise the next quote by 30%. The hesitation you are looking for is a sign you have found the ceiling — not a sign you have failed.

## The three questions every prospect asks

| QUESTION                        | HOW TO ANSWER IT                                                                                                                                                                                                                          |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| "Do you use AI for this?"       | Yes, and say so plainly. Position it as speed and consistency, not as a secret. What they are buying is your judgment about what to produce and your editing of what comes out — the same reason they hire a designer who uses Photoshop. |
| "Why not just do it ourselves?" | They can. They have not. The package is not access to a tool, it is the guarantee that it happens every month whether or not their team gets busy.                                                                                        |
| "Can we try one month?"         | Yes — with a three-month minimum on content and SEO packages, because results genuinely do not show in thirty days and a one-month trial sets you both up to fail.                                                                        |

**Next:** Bonus #6 gives you the white-label report templates that make every one of these packages look like it came from a fifty-person agency.