

The \$75 Foot-in-the-Door

Land small, own the foundation, upsell everything — Private Label Agency

Why the wedge works

Nobody agonizes over \$75/mo (your cost) resold at \$199/mo. It's the easiest yes in local business sales. But once you manage the website, **you hold the technical foundation** — hosting, updates, security, edits. Every future recommendation now comes from "the company that runs our website." That's a different power position than "a vendor who wants to sell us marketing."

The ladder

1. **Website Management — \$199/mo retail (\$75 cost).** The easy yes. You bank ~\$124/mo per site for near-zero work.
2. **Basic SEO — \$897/mo retail (\$397 cost).** Three months in: "Your site is healthy — but you're invisible on Google Maps. We already manage the site; visibility is the obvious next step."
3. **SEO Plan — \$1,795/mo retail (\$750 → \$450 cost).** When the listings data shows demand: "You're getting found. Now let's own the whole market with content."
4. **Ads — \$1,795/mo retail.** Once organic proves demand exists: capture more of it on demand.

The scripts

Landing the wedge: "Most local sites are one plugin update away from breaking, and nobody's watching. For \$199 a month we host it, secure it, update it, and make your edits within two days. If your site ever goes down at 2am, that's our 2am."

First upsell (month 2–3): "Quick report — your site's healthy. One thing I noticed: [competitor] shows up on Maps for '[service] near me' and you don't. We can fix the listings layer for \$897/mo. Want me to show you what they're doing?"

The rules

- **Cap the scope out loud.** 30 minutes of edits/month included. Overflow is billed or upgraded. A stated cap earns respect; a surprise invoice earns churn.
- **Report monthly even when nothing happened.** "Everything green, 4 updates applied, 2 edits done" — the report IS the product.
- **Never skip the ladder.** Selling the \$1,795 retainer cold is hard. Selling it to a happy \$199 client is inevitable.

privatelabelagency.com — sell it as yours.