



AI TOOL DROP

The Local Agency Prompt Pack

The niche, the pitch, the close, and the proof that retains.

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The Local Agency Prompt Pack

Local businesses pay \$500 to \$2,000 a month for marketing systems that take an afternoon to configure in GoHighLevel. This chain gets you the niche, the meeting, the close, the onboarding, and the monthly proof that keeps them paying.

1 · The Niche Picker

I am starting a one-person local marketing agency in [city/region].
Score these niches for me: gyms, salons, contractors, restaurants, dentists, auto repair, med spas.
Criteria: average customer value, how badly missed calls hurt them, review dependence, competition for their attention, and ease of showing ROI in 30 days.
Pick one to start, and write my one-sentence positioning: "I help [niche] in [area] [outcome] without [pain]."

TIP, One niche. Your third gym conversation sounds expert; your first dentist conversation starts over.

2 · The Foot in the Door

Lead with missed-call textback: cheap to deliver, instantly understood, provable.

Write my outreach for [niche] owners about missed-call textback.
1) A 90-word email: open with THEIR problem (missed call = lost customer to the next result), the fix in one sentence, a no-pressure CTA to a 10-minute call.
2) A 30-second cold-call script with their likely brush-off and my one-line answer.
3) A follow-up text for after we speak.
Tone: local, plain, zero agency-speak. I am a neighbor who fixes phones-ringing problems, not a "digital growth partner."

3 · The Proposal

Write my one-page proposal for [business name], a [niche] in [town].
What I found: [their missed calls / review count vs competitor / outdated site].
Offer: [package, e.g. textback + review automation + monthly report] at \$[X]/month, setup in [days].
Structure: their numbers first, what I install, what changes in 30 days, price with no menu of confusing options, and the one-line guarantee.
Under 300 words. They should be able to read it on their phone between customers.

4 · The Onboarding Machine

Client signed. Write my GoHighLevel onboarding sequence:

- 1) Welcome email: what happens in the next 7 days, the 3 things I need from them, one calendar link.
- 2) The intake form questions (under 10, only what I truly need).
- 3) The "we are live" email that shows the first textback screenshot.
- 4) My internal setup checklist for their sub-account: textback flow, review request flow, call tracking number, report schedule.

5 · The Monthly Proof

Retention is a reporting problem. Make the value impossible to miss.

Write my monthly client report template:

Opening line that names the best number first ("Your textback caught 14 missed calls, roughly \$[X] in saved business").

Then: calls caught, reviews gained, before/after rating, next month's one improvement.

Under 200 words, zero jargon, one question that invites a reply. If a number is down, name it plainly and say the fix.

Scale It

Every client runs on the same machinery, so client five costs you less time than client one. The full agency model: aitooldrop.com/business.