

# Agency Reseller Blueprint

The complete playbook for selling personal branding services to your founder clients – fulfilling them at a fraction of agency rates.

## SECTION 1: The Opportunity

Your clients are already paying someone else \$5,000 to \$20,000 per month for personal branding and PR services. That money is leaving your ecosystem.

The Famous Founders system, combined with Brandpod Pro and done-for-you fulfillment, lets you step in as a premium personal branding service provider – without building a new team, learning a new craft, or taking on operational risk.

AGENCY MARKET RATE

**\$5k–\$20k**

per month, per client

YOU CHARGE

**\$2,997–\$7,997**

undercuts market, strong margin

YOUR FIXED COST

**\$997**

flat, per client, to Brandpod

## What Agencies Typically Charge

Service	Typical Agency Rate
Personal branding retainer	\$3,000 to \$8,000/mo
PR and media outreach	\$5,000 to \$12,000/mo
Podcast booking service	\$1,500 to \$3,000/mo
Content creation and publishing	\$2,000 to \$5,000/mo
Full personal branding package	\$5,000 to \$20,000/mo

Your cost through Brandpod Pro Done For You: \$997/month per client.

## SECTION 2: How to Position Your Offer

You don't need to position yourself as a branding expert. You position yourself as someone who has access to the same AI-powered research and trained execution team that major brands use – at a price that makes sense for founders.

### Recommended Positioning Angles

- "We run your personal brand so you can run your business."
- "Get featured on podcasts, publications, and stages – without lifting a finger."
- "Your competitors are spending \$10K a month on PR. We deliver the same results for a fraction of that."
- "We use the same AI-powered platform that helps founders get booked on national media – and we run it for you."

### Who to Target

- Founders and executives with an established business (2+ years, proven revenue)
- Coaches, consultants, and service providers who rely on authority and visibility to close clients
- Agency owners who want to elevate their own brand while you run it for them
- Authors, speakers, and thought leaders who need consistent media presence

## SECTION 3: Pricing Your Offer

You set your own price. Brandpod Pro Done For You costs \$997/month per client slot. Everything above that is your margin. Below are proven price points used by agencies in this space.



Package Tier	Recommended Retail Price	Your Cost	Your Monthly Profit
Starter (content + research only)	\$2,997/mo	\$997/mo	\$2,000/mo
Growth (+ podcast pitching)	\$4,997/mo	\$997/mo	\$4,000/mo
Authority (full service)	\$7,997/mo	\$997/mo	\$7,000/mo

Note: Each client requires a separate \$997/month Brandpod Pro Done For You subscription. This is not a wholesale rate – it covers one fully managed account per client.

TIP: Lead with your middle tier (\$4,997/mo). It anchors the conversation between the entry and premium options and tends to convert best for established clients. Agencies typically charge \$5,000 to \$8,000 for this scope of work – positioning your offer at \$4,997 lets you undercut the market while maintaining strong margins.

## SECTION 4: Sales Scripts and Objection Handlers

### Discovery Call Opening

I want to ask you something most people don't think about: how many of your ideal clients know who you are right now? Not your company – you, personally? Because in today's market, buyers don't just buy products or services. They buy people. And the founders who dominate their category are the ones who show up everywhere – podcasts, publications, stages, LinkedIn. We help you become that person, without it taking over your schedule."

## Common Objections and How to Handle Them

**OBJECTION: "I don't have time for this."**

RESPONSE: That's exactly why this exists. We run the entire system for you. The only thing we need from you upfront is a 60-minute onboarding call. After that, we handle the research, the content, the pitching, the follow-ups, and the reporting. You show up to the features we book.

**OBJECTION: "I'm not sure I have anything interesting to say."**

RESPONSE: That's a common feeling, and it's almost never true. Our onboarding process uncovers the angles, stories, and expertise your audience actually wants to hear. We've built a system specifically designed to find what makes each founder compelling - and then put it in front of the right audiences.

**OBJECTION: "What results can you guarantee?"**

RESPONSE: We back every account with the Famous in 60 Days Promise: if we don't help you secure at least one media feature in the first 60 days, we'll keep working at no additional charge until we do. We can't control who says yes, but we control the volume and quality of outreach - and the numbers work in your favor.

**OBJECTION: "This feels expensive."**

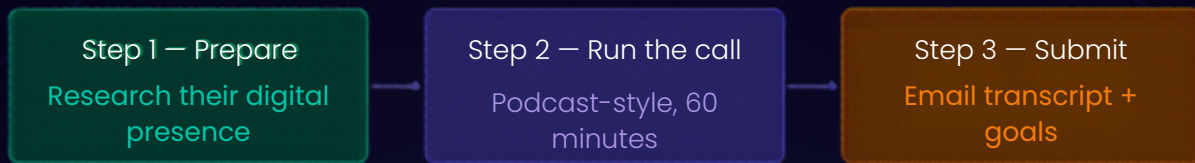
RESPONSE: Traditional PR agencies charge \$5,000 to \$12,000 per month for a fraction of this scope. We're combining AI-powered research, a trained execution team, and a proven methodology - for significantly less. Most clients book their first feature within the first 30 to 60 days. One inbound lead from that feature typically covers months of investment.

**OBJECTION: "Can I cancel if it's not working?"**

RESPONSE: Yes, cancel anytime with no penalty. We don't believe in locking clients into contracts they don't want. We'd rather earn your business month after month.

## SECTION 5: Client Onboarding Process

Once a client signs up, here is the exact process to get them live.



### Step 1 – Prepare for the Onboarding Call

- Download the Brandpod Onboarding Survey Template from your Brandpod account
- Use it as a general guide only – do NOT send it to your client beforehand
- Your goal is to walk into this call ready to listen deeply, not to fill out a form

### Step 2 – Run the 60-Minute Onboarding Call Like a Podcast Interview

This call is the most important thing you will do for your client's results. The difference between surface-level content and content that actually resonates comes entirely from what you uncover here.

Do NOT treat this as a survey walkthrough. Treat it like a podcast interview, using [this Founder Story Interview Guide](#).

Your job is to get your client talking deeply about who they are, what they believe, and why they do what they do. The survey is a backstop – a prompt if the conversation stalls – not a script.

What you are actually trying to uncover:

- The why behind the why – not just what they do, but the moment or experience that made them care so deeply about it
- Turning points, failures, and hard-won lessons that shaped their point of view
- Strongly held beliefs that set them apart from others in their space
- Stories that illustrate their expertise in a way no competitor could replicate
- The language and phrases they naturally use when they talk about their work with passion

Prompts that open people up:

- "Tell me about the moment you knew this was what you were meant to do."
- "What do you believe about your industry that most people would push back on?"
- "What is a mistake you made early on that completely changed how you think about this?"
- "If you could only say one thing to every person in your audience, what would it be?"

Surface-level answers produce surface-level content. Great stories and deeply held convictions produce the kind of content that builds real authority. The 60 minutes you invest here determines the quality of everything that follows.

Also confirm on the call:

- ICP (ideal client profile) and target audience
- Personal branding goals: AEO/SEO content, podcast features, article publishing, event and keynote opportunities
- Content no-go zones – topics, angles, or positions to avoid
- Record the Zoom call and save the full transcript

### Step 3 – Submit to Brandpod

- Email the call transcript and the client's confirmed goals to the Brandpod fulfillment team
- A trained Brandpod VA is assigned within 2 business days
- Your client's account goes live and execution begins immediately

#### WHAT TO SEND US:

1. Full transcript of the onboarding Zoom call
2. Confirmed list of the client's goals (AEO content, podcast pitching, article publishing, event/keynote outreach)
3. Any content restrictions, brand voice notes, or topics to avoid
4. Samples of their writing and preferred writing style (LinkedIn posts, articles, emails – anything that shows their authentic voice)

Send to: [hello@brandpod.ai](mailto:hello@brandpod.ai) with subject line: DFY Onboarding – [Client Name]

## SECTION 6: Service Delivery Framework

Here is what your client receives every month through Brandpod Pro Done For You.

Deliverable	Frequency	Who Handles It
Audience and media research	Weekly	Brandpod VA
AEO/SEO content generation	Weekly	Brandpod VA
Content scheduling and publishing	Weekly	Brandpod VA
Podcast guest pitch outreach	Weekly	Brandpod VA
Article pitching and publishing	Monthly	Brandpod VA
Event and keynote opportunity research	Monthly	Brandpod VA
Follow-up sequences on all pitches	Ongoing	Brandpod VA
Monthly performance report	Monthly	Brandpod VA
Client communication and updates	As needed	Your agency

## SECTION 7: Proof Elements and Case Studies

Use these real client wins when presenting your offer to prospects. All results were generated using the Brandpod platform and the Famous Founders methodology.

### Kerry Taft

Booked for a written interview and submitted a pitch to speak at a summit. Has since received multiple podcast invitations and continues to book features consistently.

### Kevin Voisin (Coach Kevin)

"Just did it... and I'm booked on all sorts of things thanks to your software." Went on to book a second podcast and continues pitching consistently. His take: "Send the pitches and get yesses."

### Mark Wieggers

Received his first podcast guest appearance invite inbound – the host found him through the blogs and articles Brandpod generated and published on his behalf.

### Nathan Klug

Booked his first podcast invite during a live session. Received his second podcast invite weeks later with a recording date confirmed. His observation: "Imagine pitching to be on podcasts and getting content out there to get invited to a podcast. This is all possible with Brandpod."

### Anita Ortiz

Completed her first podcast appearance on Investor Fuel, a national platform targeting real estate investors. Had public speaking experience but had never done a podcast before. Reported that the process was fast, smooth, and enjoyable.

## SECTION 8: Scaling Your Personal Branding Practice

Once you have your first client live and producing results, scaling is straightforward.

### Revenue Model at Scale

Number of Clients	Monthly Revenue (at \$4,997)	Monthly Cost (at \$997/client)	Monthly Profit
1 client	\$4,997	\$997	\$4,000
3 clients	\$14,991	\$2,991	\$12,000
5 clients	\$24,985	\$4,985	\$20,000
10 clients	\$49,970	\$9,970	\$40,000

Annual revenue at 10 clients: approximately \$600,000. Your investment scales linearly with revenue – there is no operational overhead beyond your client management layer.

### How to Get Your First 3 Clients Fast

- Start with your existing client base. Who is already paying you for marketing services and would benefit from increased personal visibility?
- Offer a 90-day pilot at a slightly reduced rate to your first client. Use their results as your primary case study.
- Post about your own personal branding results in relevant communities. Show, don't just tell.
- Partner with other Famous Founders alumni. Refer each other's clients where there is no conflict of interest.

## You're Ready to Go!

You have the methodology (Famous Founders), the platform (Brandpod Pro), the fulfillment team (Done For You), and this playbook. The only thing left is to book your first sales call.

Questions? Reach us at [hello@brandpod.ai](mailto:hello@brandpod.ai) or inside the Founder's Circle community.

