

HGM Strategy

Offering AI Agents To Professionals

An Blueprint For Booking High-Paying AI Clients
Without Tech Or Expensive Platforms...

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Contents

INTRODUCTION.....3

DON'T SELL AI. SELL THE OUTCOME. 4

THE BEST PROFESSIONALS TO TARGET.....5

LOOK FOR EXPENSIVE PROBLEMS.....6

CASE STUDY: RECOVERING LOST TIME & MONEY 7

CASE STUDY: Competitive Research 8

YOUR SIMPLE AI CLIENT PROCESS 9

USE AI TO FIND THE OFFER..... 10

HOW TO GET YOUR FIRST CLIENT 12

THE OPPORTUNITY 13

CONCLUSION 14

INTRODUCTION

AI has created a **new opportunity** for freelancers, marketers, consultants, and entrepreneurs.

...and none involves learning how to code.

We simply find expensive problems inside ordinary businesses and using AI to solve them.

Local professionals already spend thousands of dollars every month on employees, software, marketing, administration, research, and repetitive work.

You don't need to replace any of that.

Find the **one expensive problem** and show them how AI can make it faster, easier, or cheaper.

That's the business.

This blueprint will walk you through how I position and offer AI agents to professionals. You'll be excited to know that this isn't a complex setup.

You can have your first offer done in a single afternoon.

I'll show you now.

Let's kick it off.

-Luther

DON'T SELL AI. SELL THE OUTCOME.

Most business owners don't wake up thinking:

"I need an AI agent."

They think:

"I'm wasting too much time on this."

"My employees keep asking me the same questions."

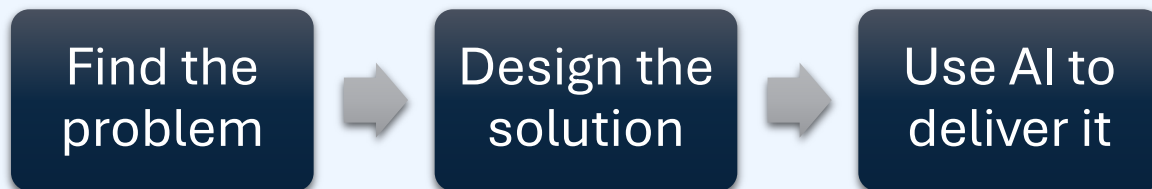
"We're losing leads."

"I don't know what my competitors are doing."

"We're spending too much money on this."

That's what you sell.

Your job is simple:



You will never find the problem by coming up with it in your head.

You must understand the customer, their pain, and their problem and build your AI agent offer around that pain & problem.

The AI is simply the mechanism behind the result.

They would buy magic beans if those beans solved a major pain, such as

THE BEST PROFESSIONALS TO TARGET

You want businesses where solving a relatively small problem can be worth thousands of dollars.

Good markets include:

- Attorneys and law firms
- Accountants and bookkeepers
- Insurance agencies
- Real estate professionals
- Mortgage brokers
- Home-service companies
- Contractors
- Dental and medical practices
- Financial professionals
- Consultants
- Marketing agencies
- Property managers
- Recruiters and staffing companies

Don't worry about finding the "perfect" niche.

Look for businesses where time, leads, employees, information, or follow-up have real financial value and impacts.

Those businesses can justify paying you to fix a problem.

Just pick one to get started, and move onto the next step.

LOOK FOR EXPENSIVE PROBLEMS

Instead of asking:

"What AI agent could I sell this business?"

Ask:

"Where is this business losing time or money?"

Look in a few simple areas:

Repetitive Work

What does someone have to do over and over again?

Research, answering questions, creating reports, reviewing information, onboarding employees, preparing documents, or moving information between systems.

Lost Opportunities

Where are potential customers falling through the cracks?

Slow follow-up, forgotten leads, poor qualification, missed appointments, or inconsistent outreach can all become AI opportunities.

Expensive Knowledge

Is valuable information trapped inside the owner's head?

If employees constantly interrupt an attorney, accountant, contractor, or other professional for answers, AI may be able to make that knowledge available without requiring the owner's time.

Competitive Intelligence

Most local businesses know surprisingly little about what their competitors are doing.

AI can monitor competitors, offers, reviews, advertising, positioning, pricing signals, and market changes and turn that information into something the owner can use profitably.

CASE STUDY: RECOVERING LOST TIME & MONEY

A debt collection attorney was spending 10 hours every week training employees on the firm's office software and procedures.

Employee turnover made the problem worse.

Every time someone new came in, the attorney became the trainer again.

Those 10 hours were a major inconvenience, and represented hours the attorney couldn't spend doing billable work.

The solution didn't require building some massive software platform.

We just organized the firm's software documentation and internal procedures and used them as the knowledge behind an AI assistant.

Employees could then ask routine training and procedure questions themselves.

Instead of immediately asking the attorney:

"How do I do this?"

They could ask the AI first.

The attorney's weekly training burden dropped from 10 hours to less than 2.

That's 8 hours returned to the attorney every week.

Remember that the value won't be found in the AI, but rather in the value that the AI provides to the customer. In this case, it is the 8 hours recovered.

**Assigning a dollar amount to that recovered time
gives you a big selling point...**

At \$250/hour, those 8 hours are worth \$2,000/week or \$104,000/year.

In that context, asking the client to pay \$500 to \$1,500 for this simple knowledge agent and a retainer to be their AI consultant is a no-brainer since the math is obvious.

This clearly saved the attorney time and money!

That's how you should think when designing offers.

CASE STUDY: COMPETITIVE RESEARCH

Consider another client of mine, a mid-sized junk-removal company doing \$500k annual revenue.

The owner wanted to double his business, but didn't have time to constantly monitor:

- Local competitors
- Competitor offers
- Customer reviews
- Services being promoted
- New marketing angles
- Gaps in the market

While there are competitive research agencies, they cost thousands of dollars!

Instead of selling him "AI," we created a lightweight competitive-research agent.

The AI performs the research, organizes what it finds, and produces a simple report, along with new offers to try.

The owner doesn't need another complicated platform.

He needs answers:

1. What are competitors doing?
2. What are customers complaining about?
3. Where are competitors weak?
4. What could I offer or say differently?

That's something every business owner understands.

And something a simple agent delivered.

YOUR SIMPLE AI CLIENT PROCESS

You don't need a 27-step agency system. Use just these three steps.

Step 1: Diagnose

Talk to the owner and find one repetitive, expensive, frustrating problem.

Ask questions such as:

- "What takes up way too much of your time every week?"
- "What do employees constantly need your help with?"
- "Where do you think you're losing leads or money?"
- "What information do you wish someone gathered for you automatically?"

Step 2: Build

Turn the problem into a focused AI workflow.

Often, the delivery can be surprisingly lightweight: well-designed prompts, organized business knowledge, custom AI assistants, and simple workflows built around tools the client can use.

You don't need to build a giant SaaS product.

Build the smallest, useful solution that produces the promised outcome.

Step 3: Demonstrate

Don't give a long presentation about AI.

Show: Before and After.

"This currently takes you five hours."

"Here's the system doing the first 80%."

"Here's what you or your employee does next."

Now you're selling something tangible.

USE AI TO FIND THE OFFER

You don't even have to come up with every solution yourself.

Use AI as your business analyst.

Copy this prompt and customize the bracketed information:

AI BUSINESS OPPORTUNITY ANALYZER

Act as an AI automation consultant analyzing a small professional business.

BUSINESS TYPE: [TYPE]

BUSINESS WEBSITE/INFORMATION: [PASTE INFORMATION]

Based only on the information I provide and any information you can reliably access, identify repetitive work, expensive bottlenecks, missed revenue opportunities, knowledge-management problems, research tasks, lead-handling problems, and other areas where AI could create measurable business value.

Recommend the 5 simplest AI solutions I could potentially offer this business.

Prioritize solutions that:

Save measurable employee or owner time.

Help generate or protect revenue.

Solve a problem the owner already understands.

Can be delivered without developing complex custom software.

For each opportunity, give me:

Problem: What appears to be happening.

Business Cost: Why the owner should care.

AI Solution: The simplest useful solution.

Delivery: What prompts, business knowledge, AI assistants, or lightweight workflows would be needed.

Sales Position: Explain the outcome in one sentence without technical jargon.

Discovery Question: Give me one question I can ask the owner to confirm whether this problem is real.

Do not invent problems or claim facts you cannot verify. Clearly label assumptions that need to be confirmed with the business owner.

Note the last instruction. AI should help you discover opportunities, not manufacture fake problems so you have something to sell. AI can still hallucinate, so give it clear instructions like these can make a big difference on quality.

HOW TO GET YOUR FIRST CLIENT

Don't start by building.

Start by talking to businesses.

Pick one professional niche and find 20 – 30 businesses.

Any AI like Claude or ChatGPT can do this research and lead gen for you.

Research each one briefly.

Look for a plausible problem you could help solve.

Then start a conversation around the problem not around AI.

Instead of:

"Would you like an AI agent?"

Try:

"I help local law firms reduce repetitive staff and administrative work using AI. I noticed something about your firm that gave me an idea. Can I show you?"

Then diagnose before prescribing.

If the problem is real, create a small demonstration.

The demonstration sells the larger project.

And get this; if one attorney has a problem, there's a good chance that other attorneys have that same problem.

THE OPPORTUNITY

You do not need to become a programmer.

You don't need to launch a software company.

And you don't need an expensive collection of AI platforms before you have your first customer.

You need three skills:

Find expensive problems.

Turn those problems into clear AI instructions and workflows.

Package the result around an outcome a business owner will pay for.

Start small.

- One niche.
- One problem.
- One useful AI solution.
- One client.

Once you've created something that works, save the prompts, instructions, business knowledge, research process, and delivery workflow.

Now you aren't starting over with every customer.

You're building a repeatable AI sales and delivery system you can adapt from one professional business to the next.

Don't sell AI agents.

Sell back time, money, opportunities, and capacity & use AI to deliver the result.

CONCLUSION

This strategy is simple and easily actionable by anyone with an hour per day.

All you really need to do is make contacts with the approach given in this guide.

As far as how to deliver these services, the Landro Inner Circle membership has a library of opportunities, services, templates, blueprints, tools and other resources purpose-built to help you.

There's a ton of pre-built AI agents inside and entire business models that step you through every nuance.

To get details on membership, visit:

>>> <https://lutherlandro.com/inner-circle/>

Feel free to reach out to me if you need guidance. I can be reached at:

<https://support.lutherlandro.com>

Reach out to me and let me know your success stories, challenges, and ideas. I want to hear them all.

All the best,

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