



Home Agency Pro

BUILD YOUR DIGITAL EMPIRE –
POWERED BY AI

Home Agency Pro **Start Your Own Digital Agency**

Complete Business-In-A-Box Guide

Welcome to Home Agency Pro

Starting your own digital agency is one of the most powerful steps you can take toward a freedom-based lifestyle. This guide will walk you through every stage of launching, growing, and scaling your agency using our Business-in-a-Box system.

You'll discover how the system works, what tools you'll use, the training you'll access, and how we help you build a long-term, sustainable business that fits your goals, schedule, and future.

This isn't theory. It's a structured, proven framework designed to give you clarity, confidence, and a real pathway into the digital service world — even if you're starting from scratch.

Let's begin your journey.

Why Start a Digital Agency in 2025+

Why Starting a Digital Agency Is a Powerful Opportunity Right Now

The world is changing fast. AI is replacing millions of office, admin, and customer service jobs — but it cannot replace the trades and service industry. Roofers, plumbers, electricians, landscapers, pest controllers, builders, cleaners, decorators, gardeners, and hundreds of local service providers will continue to grow for decades.

Every one of these businesses needs: • A website • SEO • Google Business optimisation • Branding • Social content • Automations • Reputation building

And most of them have no idea how to do any of it.

This creates one of the biggest opportunities of our generation: A service industry that is expanding, but completely unserved online.

A digital agency gives you: • A business you can run from anywhere • Low startup costs • Huge demand • Recurring monthly income • A future-proof skillset • The ability to serve clients globally or locally • Full control over your time and lifestyle

This guide will show you exactly how to build your agency the right way — with a complete system already done for you.

Work From Anywhere Lifestyle

Work From Anywhere — The Freedom Agency Lifestyle

One of the biggest advantages of starting a digital agency is the freedom it gives you. Unlike traditional businesses, you don't need a shop, office, or physical location. Your entire business runs from your laptop.

You can work from: • Home • Coffee shops • Co-working spaces • A different city • A different country • Or while travelling

All you need is WiFi.

With Home Agency Pro, your systems are already set up for remote work: • Your website runs on your server • Automations run in the background • CRM tracks all your leads • Google Business updates can be done from anywhere • Templates let you fulfil projects quickly • MultiLogin keeps client accounts organised • AI handles your content, SEO pages, and scheduling — keeping everything moving even when you're offline

This model gives you total flexibility over your time, income, and lifestyle. You choose when you work, where you work, and who you work with — all without being tied to a location or schedule.

This is the future of digital business — and your agency is designed for it from day one.

AI Cannot Replace the Service Trades

AI Can Replace Admin Jobs, But Not Service Trades

The world of work is shifting faster than ever. AI is automating millions of traditional jobs — admin roles, office staff, receptionists, front-desk workers, customer service, data entry, and countless repetitive tasks are disappearing.

But AI cannot replace the skilled trades and service industries.

Tradespeople will always be needed because: • You can't automate a roof repair • You can't digitise a leaking pipe • You can't outsource a wasp nest removal to AI • You can't automate tree cutting, landscaping, or electrical work • You can't replace a builder, gardener, or mechanic with software

These jobs require hands-on skill, physical presence, and real-world expertise — making them some of the most future-proof careers on the planet.

And as more people leave traditional employment, millions will start their own service businesses. Every one of them will need:

• A website • Local SEO • Google Business optimisation • Branding • Automation • Social media updates • Leads • Reviews • Content • Reputation management

Most of them will have no idea how to get any of this done — and that's exactly where your digital agency steps in.

AI won't replace the trades — but it will replace the admin staff they used to rely on. This means service businesses must adopt digital systems, automation, and online marketing to survive.

And you'll be the one helping them stay competitive.

This creates one of the strongest long-term opportunities for new digital agency owners in the next 10 years.

The Opportunity Ahead

The Opportunity Ahead — Millions of New Service Businesses Will Need You

We are entering one of the biggest economic shifts in modern history. As AI continues to replace office and administrative jobs, millions of people will move away from traditional employment and into self-employment — especially in the service trades.

They won't be starting tech companies. They'll be starting real-world businesses that will always be in demand, such as:

- Roofing • Plumbing • Landscaping • Cleaning • Pest control • Electrical services • Gardening • Handy-man services • Bricklaying • Painting & decorating • Removals • Vehicle repair

These industries are growing, stable, and AI-proof.

But here's the gap:

These new business owners will be skilled at their trade — NOT at marketing, branding, SEO, or websites.

They will urgently need:

- A professional website • Local SEO • Google Business optimisation • Social media content • Automated follow-ups • Email marketing • Reputation management • Lead generation • Ads and service pages • A brand that looks trustworthy

Most will not know where to start, and they won't have time to figure it out.

That's where your digital agency comes in.

Your role is to give these new service businesses everything they need to look professional, get found online, attract customers, and grow quickly.

With the Home Agency Pro system, you'll be able to:

- Build websites rapidly using templates
- Generate SEO pages automatically
- Set up complete branding packages
- Help clients get verified on Google
- Post updates to boost their local ranking
- Run all their online marketing
- Offer recurring monthly services
- Become their long-term digital partner

This isn't a trend. It's the new economy, and you'll be positioned right at the centre of it.

The rise of AI isn't the end of opportunity — it's the beginning of a new one for entrepreneurs who step in now.

What Home Agency Pro Gives You

Your Complete Business-in-a-Box — Built and Ready to Launch

Most people fail to start a digital agency because they get overwhelmed trying to build all the parts themselves — the website, the branding, the CRM, the automations, the SEO system, the client packages... it's too much for one person starting from scratch.

Home Agency Pro removes all of that stress.

We give you a fully built, professional, ready-to-sell digital agency platform so you can launch in weeks, not months.

Here's what you get from day one:

A Fully Built Agency Website • Service package pages • Portfolio layout • Contact forms • Lead capture • About page • Call-to-action structure • Mobile-friendly design

Your CRM + Automation Engine Installed • Jetpack CRM • Brevo email automations • Make.com workflows • Lead pipelines • Automated follow-ups • Quote & invoice tools

Your SEO & Content System (RankRanger Pro) • SEO service pages • Town-based pages • Location clusters • Category pages • Supporting blog content • Automated internal linking

Your Branding & Identity • Logo set • Colour palette • Typography • Brand style • Social headers • Email signature

Ready-Made Service Packages • Website builds • Local SEO • Google Business optimisation • AI automation setup • Social posting • Monthly retainers • Website care plans

LearnDash Training — Learn at Your Own Pace • Server setup • Domain & DNS •

CRM usage • Website editing • Posting updates • Google Business mastery • RankRanger Pro • AI systems • Outreach + sales • MultiLogin setup • Content creation • Fulfilment workflows

A System Designed for Real Entrepreneurs Everything is connected, automated, and ready. You're stepping into a fully functioning digital business ecosystem.

Your Website Platform Is Installed For You

Your Website Platform Is Installed For You — Fully Built, Branded, and Ready to Sell

You don't need to design anything. You don't need to install plugins. You don't need to write pages from scratch.

Your entire website platform is installed for you, fully branded in your agency name, your colours, and your logo. It includes everything you need to start selling from day one.

You will get a complete, high-converting digital agency website built with:

- Service package pages • Portfolio templates • Contact forms • Automations • Branding • SEO-ready layout • Mobile-friendly design • Lead capture sections • Social links & trust elements

This is a professional, ready-to-sell business website built to convert visitors into paying clients.

You can see an example of your website style here:

<https://hawksworthwebsites.com/>

With your Pro Pack and RankRanger Pro, you'll be able to add unlimited service pages, unlimited towns, and unlimited industries using our automated systems.

Your website is your digital storefront — and with Home Agency Pro, it's installed, polished, and ready the moment you join.

Your Training & Skills Development

Training That Teaches You Every Skill You Need — Step by Step, at Your Own Pace

Launching a digital agency can feel overwhelming if you try to learn everything alone. That's why Home Agency Pro includes a complete set of LearnDash training modules, covering every skill you need to run, manage, and grow your agency with confidence.

Here's what you'll learn inside the training:

1. How to Use Your Server • Setting up hosting • Adding domains • Installing websites • Managing environments • Security & optimisation
2. Buying Domains & Managing DNS (123.Reg) • How to buy a domain • Pointing DNS records • TXT / MX / CNAME setup • Email forwarding • Google verification
3. Using Your CRM • Jetpack CRM setup • Adding contacts & leads • Pipelines & automations • Email sequences • Quotes & invoices
4. Customising Websites for Clients • Changing colours & branding • Editing templates • Adding services & content • Mobile optimisation
5. Google Business Profile Setup & Verification • Fast verification • Ranking foundations • Posting updates • Services & categories
6. Creating SEO Pages With RankRanger Pro • Auto-generating pages • Town clusters • SEO structure • Internal linking
7. Posting to Social Media & Google • AI post creation • Templates • Weekly posting system
8. MultiLogin — Managing All Clients Easily • Adding accounts • Staying logged in • Switching safely • Preventing verification issues

9. LearnDash Module Resources • Website templates • SEO content packs • Blog bundles • Outreach scripts • Branding kits • AI automation flows • Google optimisation packs

The Add-On Apps You'll Need

The Essential Apps & Tools That Power Your Digital Agency

Your agency requires a few key apps to run smoothly, create content fast, manage clients, and automate your daily workload. These tools are affordable, powerful, and used by professional agencies worldwide.

Here's a clear breakdown of the apps you'll need:

1. ChatGPT Pro — £20/month You'll use ChatGPT Pro for: • SEO content • Blog posts • Scripts • Email templates • Google posts • Facebook updates • Service pages • AI automations • Client reports
2. MultiLogin — £49/month You'll use MultiLogin to: • Stay logged into multiple Google Business Profiles • Avoid verification issues • Switch between clients • Manage accounts securely
3. CapCut AI Video Creator — Free Perfect for: • Client social media • Before/after showcases • Ads & short videos
4. 123.Reg Account — Free Used for: • Buying domains • Managing DNS • TXT verification • Email forwarding
5. Hosting Server — £100/month Includes: • Fast, secure hosting • Daily backups • SSL • Unlimited installs

Why These Tools Matter These tools make your agency professional, automated, efficient, and scalable.

Complete Pricing Breakdown

1. Business-In-A-Box Setup (One-Time Fee) €1,295 one-time This includes your complete agency foundation: • Full agency website • CRM + automations • Service package pages • Branding • SEO structure • Hosting setup • LearnDash access
Learn more: <https://homeagencypro.co.uk/apps/>

2. Pro Pack (Monthly) €195/month Includes: • RankRanger Pro • Templates • SEO packs • Branding kits • Blogs • AI flows • Google optimisation • Outreach scripts • LearnDash modules
Learn more: <https://homeagencypro.co.uk/templates/>

3. Lead Accelerator Pack (Optional) €295/month Includes: • Courses page • Referral ID • Promo materials • National exposure • High-intent funnel

4. Additional Tools • ChatGPT Pro — £20/month • MultiLogin — £49/month • CapCut — Free • 123.Reg — Free • Hosting — £100/month

5. Monthly Totals Required only: €395 approx. With Accelerator: €690 approx.

6. First Month Totals Without Accelerator: ~€1,690 With Accelerator: ~€1,985

Lead Accelerator Pack (€295/month)

Lead Accelerator Pack — From Setup to Sales, Fast

Once your agency platform is installed and your Pro Pack is running, the next step is growth. The Lead Accelerator Pack is designed to take your agency from “ready” to revenue-generating in weeks, not months.

Promote & Grow — Branded for Your Agency When you activate the Accelerator Pack, we add a dedicated Courses page to your agency website.

This page showcases all the LearnDash training modules we release — covering how new entrepreneurs can start service businesses like:

- Dog walking • Roofing • Landscaping • Gardening • Cleaning • Pest control • Local trades • More

Each course is linked under your unique agency ID, meaning everyone who enters the ecosystem through your link stays connected to you.

Learn & Launch — The Free Training Network We teach new entrepreneurs how to start their own service business from scratch using the LearnDash courses.

Each course introduces business basics, and positions your digital agency as the next step in their journey.

Connect & Expand — National Exposure Hawksworth promotes these free courses online through:

- Social media campaigns • Paid ads • Organic content • Partnerships • Events

Your agency gains visibility, credibility, and shared exposure.

Summary — Why the Accelerator Pack Works Perfect for agency owners who want:

- Faster growth • More exposure • Done-for-you marketing • National funnel access
- A branded authority system

Future Success Stories

Building Our First Wave of Successful Agency Owners

At Home Agency Pro, your success is our proof. We're building a new kind of digital agency ecosystem — one where every entrepreneur gets the tools, training, and support they need to succeed.

Early Launch Advantage — Be Part of the First Wave By joining now, you become part of the foundation of Home Agency Pro.

- Priority support • Personalised strategies • Hands-on help • Growth planning • Opportunity to be a case study

Why We Highlight Real Success Stories We focus on real entrepreneurs, real results, and real journeys.

Coming Soon — Our First Featured Agency Owner The first selected agency owner will receive one-to-one support and weekly guidance.

Your Story Could Be Next This section will expand with: • Case studies • Ranking screenshots • Revenue milestones • Testimonials • Video feedback

Frequently Asked Questions

Frequently Asked Questions (FAQ)

1. Do I need technical skills? No. Everything is built for you. Training is step-by-step.
2. How long will it take to get my first client? Most people get clients within weeks using our strategies.
3. Is the Lead Accelerator Pack required? No. Start with the Business-in-a-Box + Pro Pack.
4. Can I run this from anywhere? Yes — Spain, UK, Thailand, anywhere with WiFi.
5. Do I need previous business experience? No experience required.
6. How many clients do I need for €2k-€5k/month? Usually 4-8 clients.
7. What's included in the Business-in-a-Box? Website, CRM, automations, branding, SEO, hosting setup, training.
8. What are the monthly ongoing costs? €195/month + £100 hosting + £20 ChatGPT + £49 MultiLogin.
9. Can I use my own agency branding? Yes — fully branded agency.
10. What support do I get? Training, scripts, templates, guidance.
11. Do I have to speak to clients? No — email-only systems available.
12. What industries can I target? Roofing, plumbing, landscaping, pest control, cleaning, etc.
13. What training is included? Websites, DNS, CRM, Google Business, SEO, AI, RankRanger, outreach, fulfilment.

14. What tools do I need? Listed clearly in the pricing section.

Final Disclaimer

Important Disclaimer & Honest Expectations

Home Agency Pro provides tools, training, and support to help you build and operate your own digital agency. Success depends on your consistency, effort, and willingness to learn.

All businesses require time, persistence, and sustained effort to become successful. There are no shortcuts, guaranteed results, or “get rich quick” promises.

What We Provide: • A fully built business foundation • A proven operating system • Step-by-step training • Professional tools • Support and guidance

Your success comes from taking action, staying consistent, and applying what you learn.

This Is Not a Get-Rich-Quick Scheme This programme is for serious entrepreneurs ready to build a sustainable long-term business.

Your Growth Relies on Persistence Failure only becomes permanent when effort stops.

Final Note This guide and the tools provided are designed to support your success, but you are responsible for your own business decisions and compliance with local regulations.