

your pricing cheat sheet...

The \$1K AI services pricing *cheat sheet*

Five services local businesses already pay for, an example price for each, the math, and a BRIEF prompt to deliver every one faster with AI.

PAGE 2

**5 services at a
glance**

PAGE 4

**Three ways to
\$1,000**

PAGES 6 TO 8

**A BRIEF prompt
for each**

Every price in this guide is an example price, labeled "example price, set your own". The only market numbers are the two on page 3, each with its source.

the 5 services...

5 services at a *glance*

Service, what you deliver, example price, and the math.
Example prices. You set your own.

1. AI-assisted SEO audit

\$300 / audit

A prioritized fix list for a local business website.

Example math: 3 audits = \$900

2. Monthly SEO retainer

\$300 / month

Implement the fixes plus AI-assisted content.

Example math: 2 clients = \$600 a month

3. AI chatbot setup

\$500 + \$300 / mo

A website chat widget for FAQs and after-hours leads.

Example math: 1 client = \$800 in month one

4. Review replies and reputation

\$200 / location

AI-drafted Google review replies plus a review request system, monthly.

Example math: 3 locations = \$600 a month

5. AI newsletter service

\$300 / month

A monthly email newsletter for the business.

Example math: 2 clients = \$600 a month

what the market pays...

Market *context*

Two sourced numbers from the market. Different markets and currencies, so here's where the example prices sit.

ONE-OFF SEO AUDITS, AUSTRALIA

\$500 to \$3,000 AUD per audit

Source: Digital Marketing Tribe, SEO Pricing Australia 2026, updated Oct 17, 2026.

FREELANCER SEO RETAINER, AVERAGE

USD 1,348.63 a month

Source: Ahrefs survey of 439 SEO providers, Aug 2024, as cited by Contento.

Sources: digitalmarketingtribe.com.au/seo-pricing-breakdown-how-much-does-seo-really-cost/ and contento.solutions/pricing. The Ahrefs data is from 2024 and the audit range is in Australian dollars.

the \$1,000 month...

Three ways to \$1,000

Each path adds up the example prices from page 2 to \$1,000 or more. Example prices. You set your own.

PATH A

2 SEO retainers + 1 chatbot setup

$2 \times \$300 + \$500 \text{ setup} = \$1,100 \text{ in month one}$

PATH B

3 audits + 1 SEO retainer

$3 \times \$300 + \$300 = \$1,200$

PATH C

1 chatbot setup + its retainer + 1 newsletter

$\$500 + \$300 + \$300 = \$1,100 \text{ in month one}$

Path A counts the chatbot setup fee only. Its \$300 monthly fee would come on top. These are sums of example prices.

landing client number 1...

The free *audit* play

Offer one local business a free SEO audit. Deliver it well. Turn it into a case study with their permission. Then pitch the \$300 audit to the next ten businesses.

STEP 1

One free audit

Pick a local business with a website you can improve. Use the SEO audit prompt on page 6.

STEP 2

One case study, with permission

Ask the owner if you can share what you found and what changed. Only share what they approve.

STEP 3

Pitch ten more

Outreach, not ads. Message ten similar businesses, show the case study, offer the paid audit.

deliver it faster...

One *BRIEF* per service

B is background, R is role, I is instructions, E is example, F is format. Fill in the brackets, paste into your AI tool.

PROMPT 1 / SEO AUDIT

AI-assisted SEO audit

- B** I am auditing the website of [business], a [type] in [city]. Site: [URL]. Tool export: [paste].
- R** Act as a local SEO consultant.
- I** Turn this into a prioritized fix list, top 10, easiest wins first, in plain English for the owner.
- E** Format like this: [paste a sample row].
- F** A table with fix, why it matters, effort (low, medium, high).

Ask me any questions you need answered before you start.

PROMPT 2 / SEO RETAINER

Monthly SEO content

- B** I write monthly content for [business] in [city]. Their services: [list].
- R** Act as a local content writer.
- I** Draft one 600 word page answering the question [question].
- E** Match this tone: [paste].
- F** Title, H2 headings, a short FAQ.

Ask me any questions you need answered before you start.

BRIEF prompts 3 and 4

PROMPT 3 / CHATBOT

AI chatbot setup

- B** I am setting up a website chat assistant for [business]. FAQs, hours, prices: [paste].
- R** Act as a customer service lead.
- I** Write the answers to the 15 most common questions and a short lead capture script for after hours.
- E** [paste a past customer message]
- F** Q and A list plus the script.

Ask me any questions you need answered before you start.

PROMPT 4 / REVIEWS

Review replies

- B** I manage Google reviews for [business]. Reviews: [paste].
- R** Act as the owner's reputation manager.
- I** Draft a reply to each review, thank happy customers, calmly address complaints, never argue.
- E** [paste a reply the owner liked]
- F** Under 60 words each.

Ask me any questions you need answered before you start.

Check every AI draft before it reaches a client. You are the quality control.

BRIEF prompt 5

PROMPT 5 / NEWSLETTER

AI newsletter

- B** I write the monthly newsletter for [business]. News this month: [paste].
- R** Act as their email marketer.
- I** Draft the issue with one offer and one tip.
- E** Last issue: [paste]
- F** Subject line options, then a 250 word email.

Ask me any questions you need answered before you start.

START HERE

Pick one service this week

Choose the one you can deliver best, run the free audit play, and set your own price.

BEFORE YOU SELL

Test each prompt on a real example

Run it on a business you know, fix the output by hand, then save your best version.

Where to find *me*

SKOOL COMMUNITY

Join the Momentum AI community on Skool

Step-by-step AI systems and real builds you can follow.

skool.com/momentum-ai/about

INSTAGRAM

@erick.killmonger

New carousels and guides like this one.

instagram.com/erick.killmonger

NEWSLETTER

Two Steps Ahead

AI news, useful tools, and security stories worth your time.

momentum-ai.beehiiv.com/subscribe

STAN STORE

All my links

stan.store/Momentum_AI