

# Coastal AI Consultancy — 30-Day Agency Launch Plan

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Your Week-by-Week Action Plan for Signing Your First Clients  
michelle@coastalaiconsultancy.com

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## Overview

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This plan is designed for the first 30 days of Coastal AI Consultancy's operation. It is structured around four weekly sprints, each with a clear focus, daily actions, and measurable milestones. Following this plan consistently will position you to sign your first 1–3 clients within 30 days.

**Daily time commitment:** 2–3 hours per day **Weekly milestone reviews:** Every Friday

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## Week 1 — Foundation & Visibility (Days 1–7)

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**Focus:** Get your digital presence live and your outreach infrastructure ready.

## Daily Actions

Day	Action
Day 1	Publish the Coastal AI website. Set up your professional email signature with your name, title, website, and phone number.
Day 2	Optimise your LinkedIn profile: professional headshot, updated headline (“Founder, Coastal AI Consultancy – AI for MedSpas”), and a compelling About section using the \$240,000 hook.
Day 3	Set up Apollo.io (or equivalent) account. Build your first targeted lead list of 50 MedSpa owners in your primary target city.
Day 4	Write and schedule your first 3 LinkedIn posts (use the LinkedIn Content Calendar). Post #1: Your agency launch announcement.
Day 5	Send your first 10 personalised cold emails using the “Recently Opened” template. Track opens and replies in a spreadsheet.
Day 6	Record and publish Podcast Episode 1: “Why Every MedSpa Needs an AI Front Desk in 2026.” Upload to Spotify and Apple Podcasts.
Day 7	Review Week 1 metrics. Emails sent, open rate, replies received. Adjust subject lines if open rate is below 25%.

**Week 1 Milestone:** Website live, LinkedIn optimised, first 10 emails sent, first podcast episode published.

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## Week 2 — Outreach at Scale (Days 8–14)

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**Focus:** Increase outreach volume and begin building relationships.

## Daily Actions

Day	Action
Day 8	Expand lead list to 100 contacts. Add 50 more MedSpa owners from a second city or clinic type.
Day 9	Send 20 cold emails (mix of Template 1 and Template 2). Follow up on Day 3 emails with Email 2 (free Playbook link).
Day 10	Post LinkedIn content (Post #2: “The \$240,000 Problem Every MedSpa Owner Needs to Know”). Engage with 10 MedSpa owner posts by leaving thoughtful comments.
Day 11	Reach out to 5 potential referral partners (medical equipment suppliers, EMR vendors, clinic interior designers). Use the Partner Referral Agreement template.
Day 12	Send 20 more cold emails. Begin tracking which subject lines get the highest open rates.
Day 13	Record Podcast Episode 2: “The Dormant Patient Gold Mine.”
Day 14	Review Week 2 metrics. Target: 50 emails sent total, 3+ replies, 1 discovery call booked.

**Week 2 Milestone:** 50 total emails sent, at least 1 discovery call booked, 2 referral partner conversations started.

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## Week 3 — Conversations & Conversions (Days 15–21)

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**Focus:** Convert discovery calls into signed clients.

## Daily Actions

Day	Action
Day 15	Conduct any booked discovery calls. Use the Free AI Audit template to structure the conversation. Send a personalised follow-up within 2 hours of each call.
Day 16	Send 20 more cold emails. Follow up on all Week 1 and Week 2 emails that have not yet received a reply (Email 3: case study/stat).
Day 17	Post LinkedIn content (Post #3: “5 Signs Your MedSpa Needs an AI Front Desk”). Share your podcast episode in relevant LinkedIn groups.
Day 18	Send the Pitch Deck to any prospects who expressed interest but have not yet booked a call.
Day 19	Follow up with referral partners. Propose a formal referral arrangement using the Partner Referral Agreement.
Day 20	Send 15 more cold emails. Focus on recently opened clinics — they are the warmest leads.
Day 21	Review Week 3 metrics. Target: 2+ discovery calls completed, 1 proposal sent, 1 referral partner agreement signed.

**Week 3 Milestone:** At least 2 discovery calls completed, 1 formal proposal sent, referral network beginning to form.

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## Week 4 — Close & Systematise (Days 22–30)

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**Focus:** Close your first client and build repeatable systems.

## Daily Actions

Day	Action
Day 22	Follow up on all open proposals. Offer a 30-minute “questions answered” call to remove final objections.
Day 23	Send final follow-up emails (Email 4: “Closing the loop”) to all prospects who have not responded after 4 touchpoints.
Day 24	Post LinkedIn content (Post #4: “What Happens When a MedSpa Implements AI — A 90-Day Timeline”).
Day 25	If a client has signed: begin onboarding using the Client Onboarding Pack. Send the welcome email within 24 hours of signing.
Day 26	Record Podcast Episode 3: “From Followers to Booked Patients.”
Day 27	Review your full lead list. Identify the 20 highest-priority prospects who have not yet responded and plan a final outreach push.
Day 28	Send 20 final outreach emails to the high-priority list.
Day 29	Conduct any remaining discovery calls. Send proposals same day.
Day 30	Full 30-day review. Count total emails sent, open rate, reply rate, calls booked, proposals sent, clients signed. Plan Month 2.

**Week 4 Milestone:** First client signed, onboarding initiated, Month 2 plan drafted.

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## 30-Day KPI Targets

Metric	Target
Total cold emails sent	100–150
Email open rate	30%+
Reply rate	5–8%
Discovery calls booked	5–8
Proposals sent	2–3
Clients signed	1–2
LinkedIn posts published	8–12
Podcast episodes published	3
Referral partner agreements	1–2

## Tools You Will Need

Tool	Purpose	Cost
Apollo.io (Professional)	Lead list building + email outreach	\$79/month
LinkedIn (free or Sales Navigator)	Prospecting + content publishing	Free or \$99/month
Spotify for Podcasters	Podcast hosting and distribution	Free
Google Sheets	Lead tracking and KPI dashboard	Free
Calendly	Discovery call booking	Free