



Welcome  
Y'all

**Kori Ashton**

AskKori.com

MaxCRO.com

YouTube: KoriAshton

# Bio

From freelancer to Agency Owner, from CMO to Chief Digital Strategist, Kori Ashton has over 25 years of experience helping clients across a vast array of industries find success online. She holds a Masters in Technical Communication and three certifications in AI for business and Data Science from Harvard Business School. Today, she owns & runs MaxCRO a digital marketing agency focused on persona-driven solutions. And if that's not enough she also teaches graduate students AI Prompt Engineering and Digital Marketing.

# Key Lessons Learned:

- Don't grow your team until you have to.
- Have clear goals that help drive decisions.
- Always use contracts.
- It's okay to turn down a project.
- Monthly Recurring Revenue is a must-have.

# What is MRR?

Monthly Recurring Revenue (MRR) is the **predictable and consistent income** a business generates each month from ongoing services or subscriptions.

MRR provides financial stability, helps in long-term planning, and allows a business to scale by ensuring a steady cash flow.

# Let's look at the numbers:

## **\$120,000 annual income**

\$10K / month = (1-3 websites / clients)

Up to 36 new clients per year

## **\$120,000 annual income**

\$4K / month MRR

\$6K / month = (1-2 websites / clients)

As few as 12 new clients per year

# MRR Services benefits everyone.

- Financial security for you.
- Customer Satisfaction / Retention.
- Less stress for your sales process.
- Business scalability.

# MRR Services you could offer:

- Website updates / maintenance
- Website hosting / security / backups
- Retainer agreements
- Ongoing consulting / reporting
- Digital marketing

# How do we implement MRR?

Step 1: Assess your current services.

Step 2: Set your pricing.

Service	Small Business \$99 / month	Premium \$199 / month	Enterprise \$499 / month
Premium Hosting <sup>1</sup>	✓	✓	✓
Core & Plugin Updates <sup>1</sup>	✓	✓	✓
Daily Backups	✓	✓	✓
Website Recovery <sup>1</sup>	✓	✓	✓
Storage Space	5GB	25GB	50GB
Visits / Mo. <sup>1</sup>	5K	50K	100K
Website Security <sup>1</sup>	Standard SSL	Advanced	VIP Security
Included Support Time <sup>1</sup>	Pay As You Go <sup>1</sup>	12 Hours / Yr	12 Hours / Yr
Spam Blocker	✓	✓	✓
Premium Plugins <sup>1</sup>	✓	✓	✓
Staging Site <sup>1</sup>	✓	✓	✓
Faster Website Speed <sup>1</sup>	✓	✓	✓
Performance Monitoring <sup>1</sup>	✓	✓	✓
Google Analytics	Tracking <sup>1</sup>	Tracking <sup>1</sup>	Reporting <sup>1</sup>
GeoIP Enabled	✗	✗	✓
Malware Scan <sup>1</sup>	✗	✗	✓
Search Engine Optimization	✗	✗	✓
Marketing Strategy <sup>1</sup>	✗	✗	✓
	Get Started	Get Started	Get Started

# How do we implement MRR?

Step 1: Assess your current services.

Step 2: Set your pricing.

Step 3: Use a contract.(clear expectations & list of deliverables)

## Retainer Agreement

### OVERVIEW:

This retainer agreement is active on DATE, between **FREELANCER BUSINESS NAME**, and Your **CLIENT NAME** (herein known as client) for monthly digital marketing service. Photos and video digital assets will be provided by Client. Monthly deliverables will be as follows:

### SCOPE OF WORK:

- SEO On-Site Tasks
- SEO Off-Site Tasks
- One Blog Article (800 words)
- SEO Reporting

**LENGTH OF COMMITMENT: 6 Months - Not to exceed 20 hours/month**

**RETAINER FEE:** \$2,500 monthly retainer fee (not including tax) Due on the 1st of each month.

Client will fully own the content created by our firm. If client needs to add any additional work to the tasks for the month there will be an additional hourly fee of \$125.

\_\_\_\_\_  
Client Name (Owner)

\_\_\_\_\_  
Date

\_\_\_\_\_  
FREELANCER NAME  
FREELANCER LLC  
123 Address Lane  
San Antonio, TX 00000  
210-867-5309

\_\_\_\_\_  
Date

SAMPLE ONLY

# How do we implement MRR?

Step 1: Assess your current services.

Step 2: Set your pricing.

Step 3: Use a contract.(clear expectations & list of deliverables)

Step 4: Set up auto payments.

# Challenges?

- Can I sell MRR?
- Client objections.
- Managing time.
- Takes time to grow your list.

# MRR Implementation Workbook

Monthly Recurring Revenue (MRR) is the **predictable and consistent income** a business generates each month from ongoing services or subscriptions. Unlike one-time payments from project-based work, MRR comes from clients who pay regularly (typically monthly) for different services.

MRR provides financial stability, helps in long-term planning, and allows a business to scale by ensuring a steady cash flow.

# MRR: Finance Goals & Services

\$ \_\_\_\_\_ My Annual Income Goal

\$ \_\_\_\_\_ My Monthly Income Goal

\$ \_\_\_\_\_ Current Monthly Income (average)

\$ \_\_\_\_\_ Difference Needed from MRR

What services could I offer for MRR?

- Website maintenance & updates
- Website hosting, security, backups
- Retainer agreement
- Ongoing marketing consulting
- Website performance reporting
- Social media marketing
- Search Engine Optimization

- Content writing
- Google Ads management

- \_\_\_\_\_
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# MRR: My Plans

\_\_\_\_\_ Plan

\$\_\_\_\_\_ / month

Services Included:

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\_\_\_\_\_ Plan

\$\_\_\_\_\_ / month

Services Included:

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\_\_\_\_\_ Plan

\$\_\_\_\_\_ / month

Services Included:

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# MRR: Help selling

## Benefits for your clients 1 of 2:

Share these with your clients to help sell your MRR services.

- **Peace of Mind:** Clients don't have to worry about technical aspects like updates, backups, or security, as these are handled regularly.
- **Consistent Website Performance:** Regular maintenance ensures that the website stays fast, functional, and up-to-date, minimizing downtime.
- **Cost-Effective:** Instead of paying for costly emergency fixes or updates, clients pay a predictable monthly fee, which can be more affordable over time.
- **Proactive Problem Solving:** Issues are often identified and resolved before they escalate into major problems, saving time and money.
- **Ongoing Support:** Clients have regular access to expert help, ensuring that any questions or concerns are addressed promptly.

# MRR: Help selling

## Benefits for your clients 2 of 2:

Share these with your clients to help sell your MRR services.

- **Regular Updates:** Content and software updates are handled as part of the service, keeping the website current and aligned with the latest trends and technologies.
- **Enhanced Security:** Continuous monitoring and updates reduce the risk of security breaches, protecting the client's data and reputation.
- **Budget Predictability:** With a fixed monthly fee, clients can easily budget for their website's maintenance without unexpected expenses.
- **Long-Term Relationship:** The ongoing relationship with the freelancer builds trust and a deeper understanding of the client's business needs, leading to better service and results over time.

# MRR Worksheet

Link to asset here

*Thanks,  
Y'all*

## SCOPE OF WORK

Scope of work to be performed for CLIENT NAME to design www.DOMAINNAME.com

1. Redesign a fully contemporary look that complements the existing brand
1. Rebuild current website on a fully custom theme
1. Provide custom fields for easier admin editing / maintenance
1. Include the ability to add video into pages with clean embedding / watch option
1. Add an SSL for added security and SEO
1. Optimize as needed the Header Tags and Image Tags for SEO

### Time Frame:

20 hours (5 Design, 10 Development, 5 SEO/ Content)

To be completed no later than 5pm Thursday, Dec 15<sup>th</sup>, YEAR. Unless otherwise notified.

### Payment Terms:

\$1,385.80 – Full payment for the 20 hour project. If further tasks beyond this SOW are requested, the CLIENT will remain at the current rate of \$85 / hr

### Acceptance of Payment Schedule & Terms:

The above prices, specifications, and conditions are satisfactory and hereby accepted. COMPANY is authorized to do the work as specified above. Payment terms are approved and the deposit is fully non-refundable.

On behalf of CLIENT:

Signature

Date

SAMPLE ONLY

## **Not Covered in this Scope of Work, But Optional For Additional Fees**

- Client owns domain name
- Client has logo / branding guide in place
- Advertising Video Work
- Printed Products
- Social Media Marketing Training
- Professional Photography
- Professional Videography