

7 AI offers, one for every niche

A ready-made offer for seven kinds of local business. For each one: the offer, why they pay, and what people charge.

HOW TO READ THIS

An offer sells better when it is made for one kind of business. “I help dentists fill empty chairs” beats “I do AI automation”. The prices are what agencies and freelancers publicly charge in October 2026, and they vary a lot. Expect your first clients to pay the low end.

01 DENTISTS & CLINICS

No-show and recall texts

Automatic reminders before each appointment, a quick confirm-or-reschedule reply, and a text when a patient is overdue for a checkup.

WHY THEY PAY An empty chair is lost money. A large review of studies found text reminders raised attendance by about 14% compared with no reminder.

WHAT PEOPLE CHARGE **\$300–800 a month, often with a \$500–1,500 setup fee.**

02 RESTAURANTS & CAFÉS

Daily specials on autopilot

Every morning the day’s specials go out on Instagram and the Google profile, and every review gets a reply.

WHY THEY PAY 88% of people say they would use a business that replies to all its reviews, against 47% for one that doesn’t (BrightLocal, 2024).

WHAT PEOPLE CHARGE **\$200–600 a month.**

03 ESTATE AGENTS

The listing pack

For every new listing: the written description, a set of social posts, and a short video made from the listing photos.

WHY THEY PAY Most buyers search online first, and 83% of them rate listing photos as very useful (NAR, 2025). Agents pay per listing.

WHAT PEOPLE CHARGE **\$150–400 per listing.**

04 GYMS & PERSONAL TRAINERS

Trial-to-member follow-up

Every trial sign-up gets friendly messages until they book, and members who stopped coming get a “come back” message.

WHY THEY PAY In one mystery-shop of 45 US gym brands, 57% of membership enquiries got no reply at all.

WHAT PEOPLE CHARGE **\$300–800 a month, plus a setup fee.**

05 SALONS & BARBERS

Rebook and fill the gaps

"Time for your next cut" texts at the right moment, and a waitlist that fills last-minute cancellations.

WHY THEY PAY UK salon owners say no-shows and late cancellations cost them almost 7% of monthly revenue (Fresha, 2025).

WHAT PEOPLE CHARGE **\$150–400 a month.**

06 ACCOUNTANTS & BOOKKEEPERS

The document chaser

Polite automatic reminders until every client has sent their receipts and documents.

WHY THEY PAY 69% of accountants in one survey said they spend too much time gathering client documents.

WHAT PEOPLE CHARGE **\$200–500 a month, plus a setup fee.**

07 ONLINE SHOPS

Cart emails and product pages

An email flow that wins back abandoned carts, plus product descriptions written in the shop's voice.

WHY THEY PAY About 70% of online shopping carts are abandoned before checkout (Baymard Institute).

WHAT PEOPLE CHARGE **\$300–600 one-off for the cart flow. Descriptions around \$5–20 each.**

WHERE TO START

Pick the niche you already know

Your own trade, a friend's salon, the gym you go to. Knowing how they work makes the offer easy to explain. Offer it to five businesses in that niche before you try another one.

GOOD TO KNOW

- **The tools often exist already.** Booking and shop software usually has reminders or cart emails built in. Clients pay you to set it up, write it well and keep it running.
- **Texting has rules.** In the US, business texting needs registration (called A2P 10DLC), and clinics must protect patient data. Check the rules where you work.
- **Messages cost money.** Text messages are paid per message. Build that into your price.

WHAT THIS GUIDE DOES NOT COVER

How to build each offer, find your first clients and pitch it. That is the full build, and it is too much for a free guide.

Join the community. The link is on my profile. We build these step by step, together.

About this guide: prices come from public agency pricing guides, freelancer listings and price lists, checked on 19 October 2026. Each "why they pay" figure comes from the named study or survey.