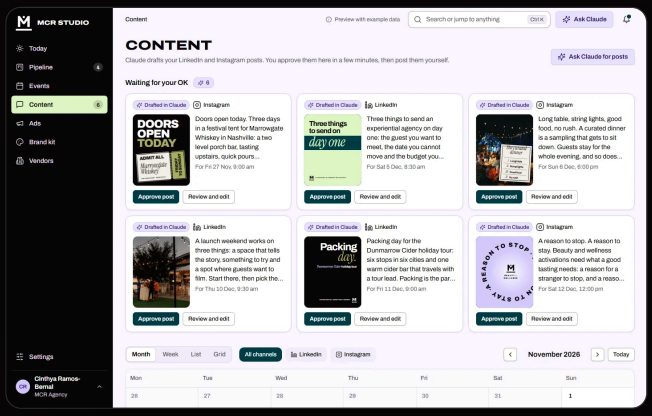
YOUR AGENCY, ON ONE SYSTEM.

Everything we talked about, built as one system: your own AI workspace, MCR Studio for every inquiry and every event, and a page that brand teams land on from Google, with your Google and Meta ads set up. Built for the two of you, in your brand, and yours to keep.

MCR Studio preview: **mcr-portal.agentnest.co**, then press Continue. It runs on example brands and numbers; yours will run on your own.



MCR Studio, Content: posts drafted by Claude, waiting for your OK. From the clickable preview, with example data.

3 PARTS

Plus the ads setup, one price

NO MONTHLY FEE

To me. Your accounts, your data

BY 18 DECEMBER

MCR Studio and the landing page, handed over

What you get

THREE PARTS THAT WORK AS ONE.

Claude does the work, MCR Studio shows it and keeps it, and the landing page brings in the brand teams who search for an agency like yours.

1

Your AI workspace

Claude on your MacBook, in your colors, fonts, logo and voice.

Concept decks, estimates by your four pillars, posts, articles, and your ads by chat (Google once it approves the connection).

2

MCR Studio, your portal

Every brand inquiry in one pipeline, each event from brief to recap.

Posts to approve, your ads report, brand kit and vendors.

3

A landing page for brand teams

On the new site, made for the people who hire an experiential agency.

A second version to test, and every inquiry lands in your pipeline.

+

Your ads, set up

Included at no extra charge.

Google rebuilt as a Search campaign, a small Facebook and Instagram reminder campaign, and two weeks of check-ins.

Your AI workspace

You ask in plain words

Claude drafts decks, estimates, posts and ad changes

On your own Claude plan

Drafts in, your OKs out

MCR Studio

Pipeline, events, posts, ads report

Brand kit and vendors, in two clicks

On your own Cloudflare account

Inquiries in, numbers daily

Your page and your ads

The landing page and your contact form

Google Ads and Meta, on your card

Your accounts, your budget

A comparison, without it and with it

A WEEK AT MCR, SIDE BY SIDE.

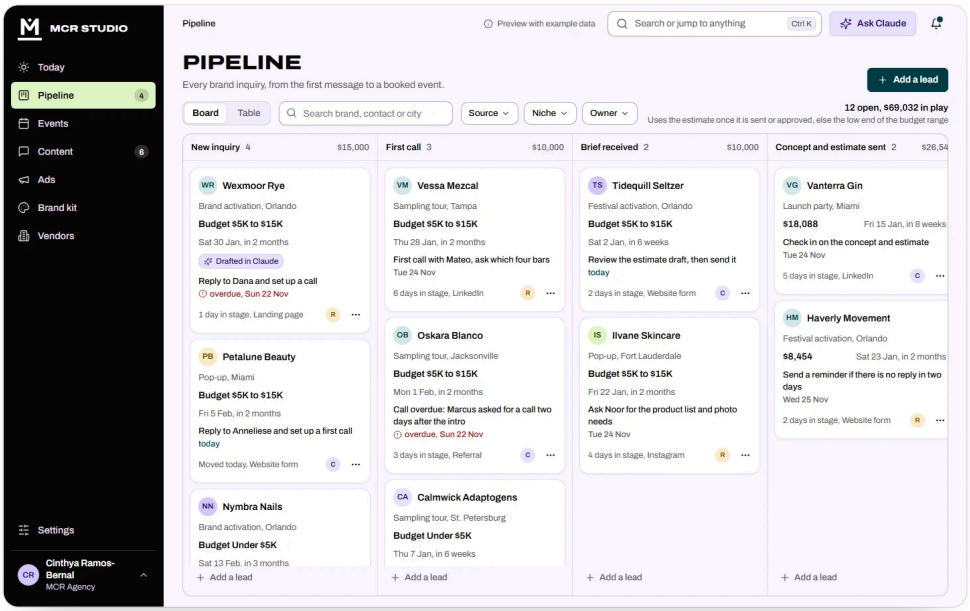
Moments from your workflow, today and with the system. The quotes are your own words from our call.

The moment	Without it, today	With it
A brand team searches for an agency Florida, a sampling tour or a pop-up	Your ad shows on YouTube, Google Maps and other sites. A click lands on your home page, and nothing is counted. "But there is no leads on that." Cinthya	A Search ad that matches what they typed, a page made for brand teams, and every inquiry counted in MCR Studio.
An inquiry comes in	You find out where a client came from by asking them. "We actually were able to get two clients from the website because we asked them..." Cinthya	It lands in your pipeline with where it came from and its next step. Referrals and trade-show contacts go in with three fields.
A brief arrives The concept and the estimate	The visual and the estimate worked in parallel, from your past events and the ChatGPT setup you trained. "So sometimes I'm trying to give the quote really quick." Cinthya	Claude drafts the concept deck and the estimate by create and direct, make, activate and deliver, from your past events. You put your mark on it and send.
Next week's LinkedIn	Reviewing your writer's posts, photos and wording, and still seeing mistakes when they go out. "It takes me at least one day to review and update everything." Cinthya	Claude drafts the week in your voice, or checks your writer's drafts, and the posts wait in MCR Studio for your OK.
Instagram	Your social media content comes from the person you pay for it. "The person that I'm paying for the social media content." Cinthya	Designed carousels from your own brand kit and photos, filled in by Claude, ready to approve.
Your Google Ads	About $3.50 a day, no tracking, and no one looking after it. "Nobody." Rodrigo, on who runs it	Ask Claude about the ads and it reads the numbers and suggests changes with the reason. Nothing changes until you approve it, never above your monthly budget. Google joins once it approves the connection.
11 December	Your ChatGPT agents change, and the training you put in goes with them. "They are changing everything on December the 11th." Cinthya	Your own workspace on Claude is ready before that day, in your name and on your own plan.

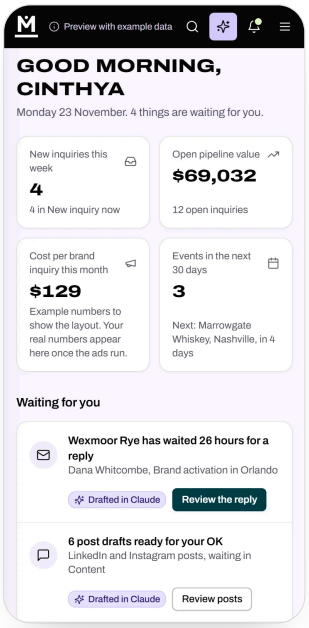
See it working

CLICK THROUGH MCR STUDIO YOURSELF.

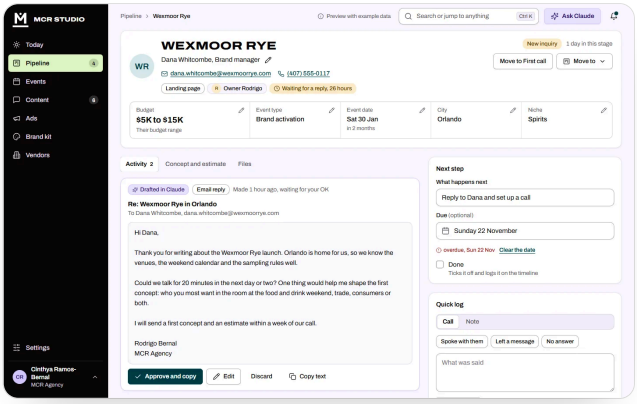
Every screen below is in the preview and works in your browser, on a laptop or a phone. The brands, people and numbers in it are examples.



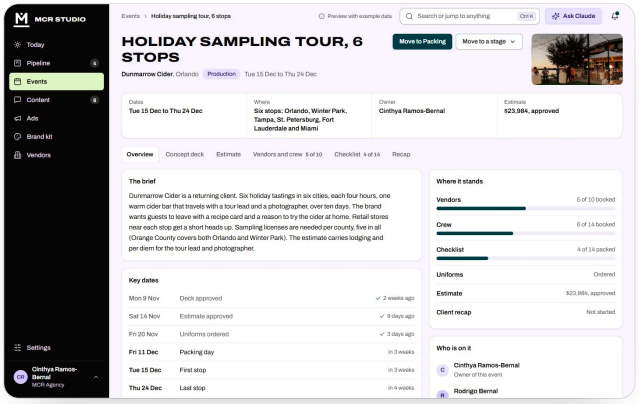
Pipeline. Every brand inquiry on one board, stage by stage. The board scrolls sideways to the later stages.



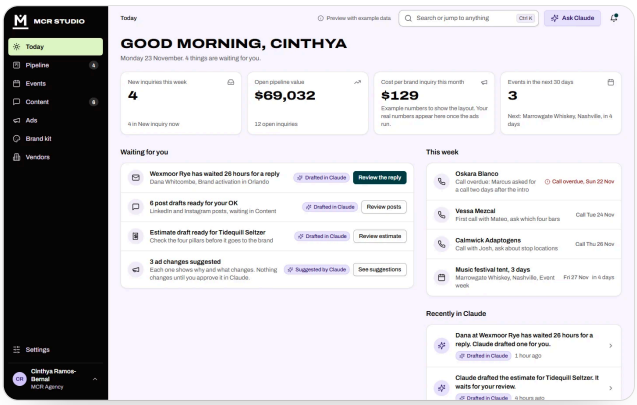
Today, on your phone. What needs you, between events.



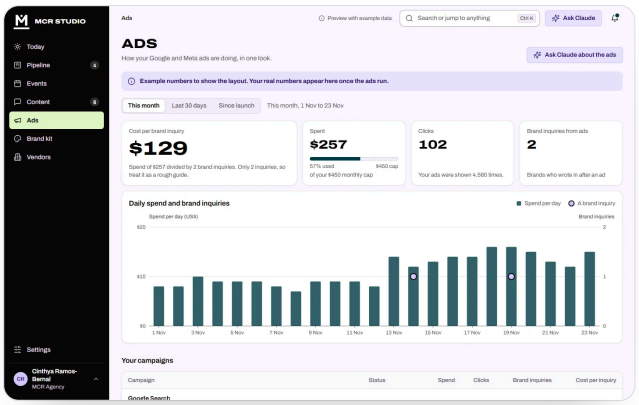
A lead. The inquiry as it arrived, every email and call, the next step and the estimate.



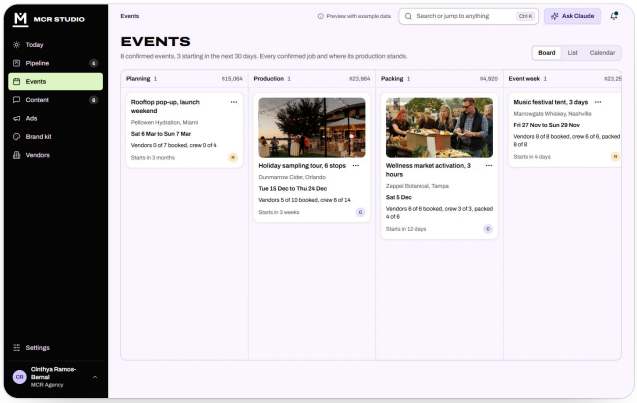
An event. Concept deck, estimate, vendors and crew, checklist and recap, the way you run them now.



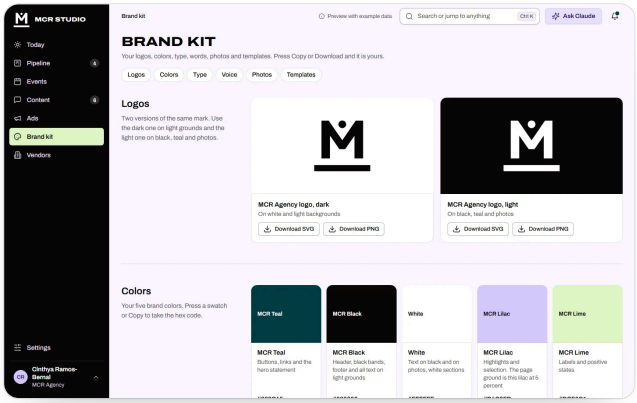
Today. What needs you today, this week's calls, and what Claude drafted for your OK.



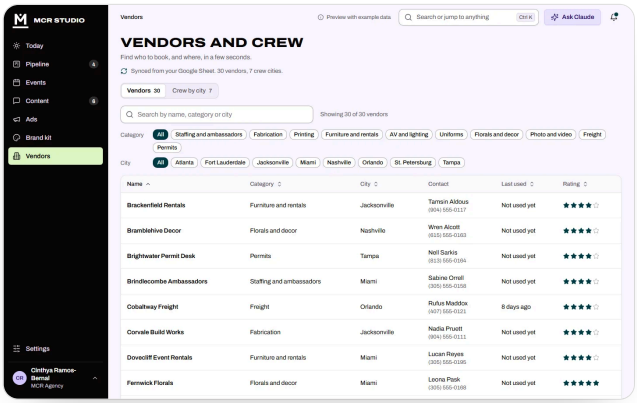
Ads. Spend, clicks and what each brand inquiry cost, straight from Google and Meta.



Events. Every won job on one board, from brief to recap.



Brand kit. Logos, colors, type, photos and templates, ready in two clicks.



Vendors and crew. Your vendor sheet, searchable by city and by what they do.

Your AI workspace

ASK IN PLAIN WORDS. GET IT IN YOUR BRAND.

Claude, set up on your MacBook with your brand, your four pillars, your past events and your vendor sheet. A few of the things you can ask it.

“Draft a concept deck for a three-hour sampling activation in Orlando.”

A deck in your colors and type, built around your pillars and your own photos.

“Estimate it by create and direct, make, activate and deliver.”

An estimate from what your past events cost, with the lines to check flagged. You put your mark on it.

“Write next week’s LinkedIn posts from the Suntory ABC Summit recap.”

Drafts in your voice, waiting in MCR Studio for your OK.

“Turn Saturday’s photos into an Instagram carousel.”

A designed carousel from your brand kit, with a caption in your style.

“Write an article on what brands should ask before booking a tasting tour.”

An article for the new site, from the questions your clients ask you.

“Which searches did our ads show up for this month? Anything to change?”

A suggestion with the reason. Nothing changes until you approve it.

Your OK first

Posts, ad changes and estimates all wait for you.

Never above budget

The ads tool refuses any change above the monthly budget you set.

Nothing posts itself

Approve in MCR Studio, then post with one copy and paste.

Yours

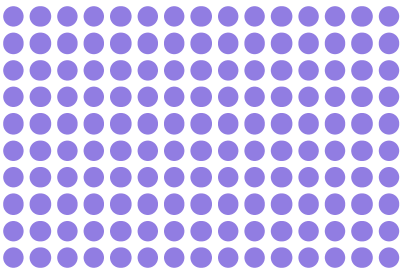
Your Claude plan, your accounts, your files.

The landing page and the ads

FEWER CLICKS. THE RIGHT PEOPLE.

Today your budget buys cheap clicks from ads shown on YouTube, Google Maps and other sites, not only to people searching. Rebuilt, it buys fewer clicks, only from people who searched for an agency, sent to a page made for them.

Today, about $106 a month



150

clicks a month, about $0.71 each

- ✕ Shown on YouTube, Google Maps and other sites, not only to people searching
- ✕ Every click lands on the home page
- ✕ No tracking, so 0 inquiries counted

With it, about $300 a month on Google



About 50

search clicks a month, about $5.87 each

- ✓ Only people who searched for an agency, with a Florida place in every keyword
- ✓ They land on a page made for brand teams
- ✓ About 2 to 3 send the form at the industry average, each one counted

A click · An inquiry

The landing page

Your client logos, your five experiences, proof from past events and a short form. A second version is ready to test against it as visits add up.

Google Search

A small Search campaign aimed at brand teams. Your current campaign is paused, not deleted.

A Meta reminder

Facebook and Instagram ads shown only to people who already looked at your work, switched on once that audience is big enough.

Counted, and capped

The Google tag and the Meta pixel count every inquiry. Spending limits sit on both accounts.

Why Meta as a reminder, not a finder: on our call, reaching beverage company owners on Facebook came up. Meta treats job details as a suggestion, so it cannot reliably pick out a brand's field marketing manager. Shown to people who already visited your work, it is a cheap reminder instead. Click figures: today's are from your Google Ads screen on our call; the Search figures are industry averages for business services (LocaliQ, June 2026: $5.87 a click, 4.85% of clicks send a form).

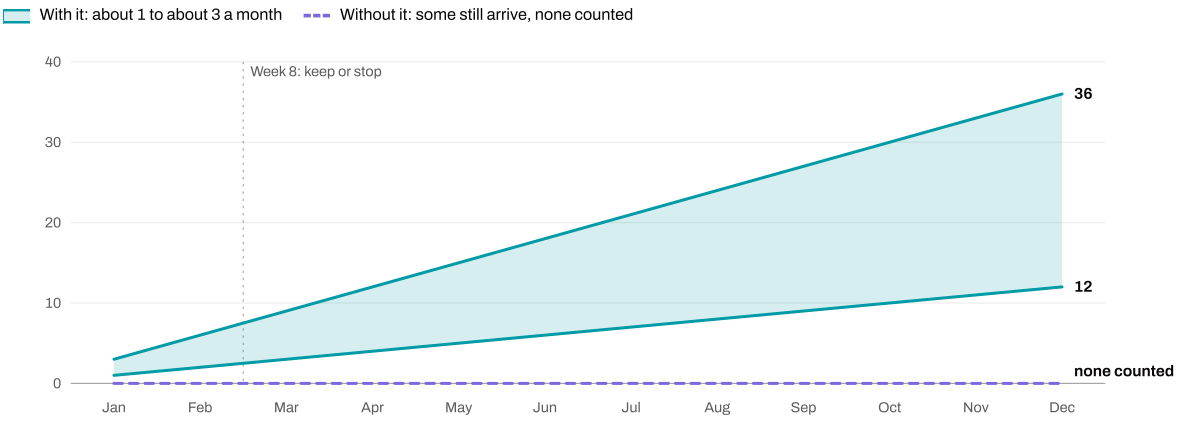
How it helps

WHAT TO EXPECT, WITH IT AND WITHOUT IT.

Projections for the first year, with the system and without it: the inquiries you can see and count, the time you get back, and what one activation bills. Estimates with their working shown, and room to put in your own numbers.

Growth chart: inquiries you can see and count, the first year of ads

Running total of form inquiries from the January start. With it, every one from the landing page and the contact form is counted in MCR Studio, with where it came from. Without it, referrals and the odd website inquiry still arrive, but none is counted, so no ad or search can be steered by it. The line with it also spends about $300 a month on Google, against $106 today.



Working: about $300 a month on Google Search at the industry average of $94 to $121 an inquiry gives about 2.5 to 3.2 a month, the top of the band. Searches for an agency like yours in Florida are rare (they barely register on Google Trends), so the lower edge assumes about 1 a month. Week 8 is a fixed check: no brand inquiry by then, pause Search and move the money to outreach.

End of	With it, about 1 a month	With it, about 3 a month	Without it, counted
March	3	9	0
June	6	18	0
September	9	27	0
December	12	36	0

Your week: the LinkedIn review

Hours a week spent getting next week's posts ready.



Without: your words on our call, "at least one day". With: my estimate, since Claude drafts or checks the posts, puts in the photos from your brand kit, and you approve them in MCR Studio.

About 6 hours

back every week, about 300 hours a year

From the LinkedIn review alone, before decks and estimates. My estimate.

Every inquiry

counted, from the first week of ads

Today none is, so no one can tell which ad, page or search brought a client.

1 activation

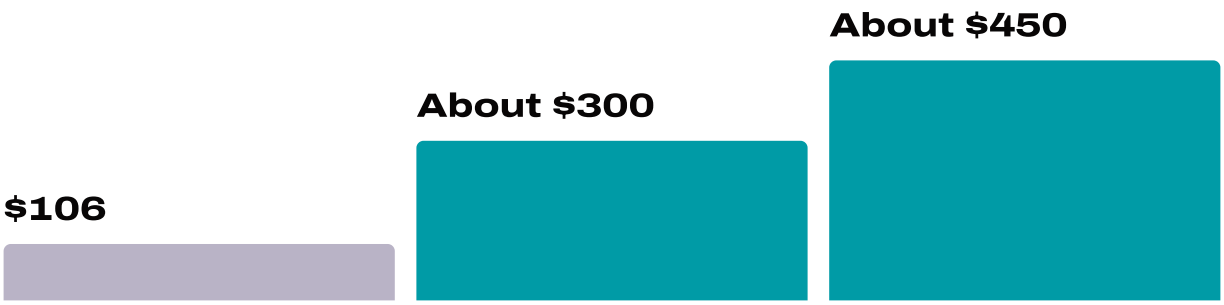
bills more than the whole system costs

At your own $5K example, before your costs.

Paid by you, directly

WHAT THE ADS COST YOU EACH MONTH.

No monthly fee to me. The ad money goes straight from your card to Google and Meta, and you can stop either of them.



Today
Your Google campaign, about $3.50 a day

The first month
Google Search, about $10 a day

Once Meta is on
Plus the Meta reminder, about $150

On our call you asked whether the $106 could come down. It goes up instead, because today's campaign counts nothing and sends every click to the home page. The week 8 check stops Search if no brand has written in, so up to that check the ads cost about $800 in all. Monthly caps hold the ads at these budgets, and the week 8 check gives the spend an end point if it is not working.

Right after you get it

YOUR FIRST NINETY DAYS.

What you have in your hands, and when, counting from a start in the first days of December.

Week 1

Install and training

Claude on your MacBook, your brand loaded, one training call.

Before Fri 11 Dec

Your workspace is ready

Decks, estimates by your pillars, posts and articles, before your ChatGPT agents change.

By Fri 18 Dec

MCR Studio and the page

Your portal and the landing page handed over, with the Google tag and the Meta pixel on the new site.

Early January

Google Search on

My check-ins on day 3, 7 and 14. After that, ask Claude about the ads whenever you like; you approve every change.

Mid January

The Meta reminder

Switched on about 30 days after the pixel, if the audience is big enough.

Week 8 of the ads, about 1 March

Keep or stop

No brand inquiry by then: pause Search and move the money to outreach.

The website contract stays separate and closes first. This contract closes at handover; the check-ins and 30 days of fixes come after it, at no charge.

On record

WHAT CLIENTS SAY.

Four clients, on camera, in their own words.



Ron Lissak
Managing Partner,
Catapult Advisors

“He underpromised and overdelivered at every stage.”



Sleem Hasan
Founder and CEO, Privity

“The first person who’s ever reached out to me on LinkedIn showing me value rather than asking for money first.”



Kat Brown
Founder, Impactum

“I really think they’re onto something special here.”



Anthony Phillips
Director and Founder,
AVANA Services

“His ideas were always strong, and the result that we got at the end was fantastic.”

Watch them at mcr-proposal.agentnest.co

Everything included

23 THINGS. ONE PRICE.

All of it is included. Nothing here is an extra.

YOUR AI WORKSPACE

- ✓ Claude set up on your MacBook, in your colors, fonts, logo and voice
- ✓ Concept decks around your four pillars
- ✓ Estimates by create and direct, make, activate and deliver
- ✓ LinkedIn and Instagram posts and graphics from your brand kit
- ✓ Articles for the new site from your clients' questions
- ✓ Your ads looked after by chat when you ask, every change approved by you (Google once it approves the connection)
- ✓ One training call

MCR STUDIO

- ✓ Every brand inquiry in one pipeline
- ✓ Add a referral or trade-show lead in three fields
- ✓ Each event from brief to recap
- ✓ A posts calendar, drafts waiting for your OK
- ✓ Your ads report, with the cost of each brand inquiry
- ✓ Brand kit and vendor sheet, searchable
- ✓ On your own Cloudflare account

THE PAGE AND THE ADS

- ✓ A landing page on the new site for brand teams
- ✓ A second version to test against it
- ✓ Every inquiry from it, or your contact form, in your pipeline
- ✓ The Google tag, so every inquiry is counted
- ✓ Google Ads rebuilt as a Search campaign
- ✓ The Meta pixel and a small reminder campaign
- ✓ Two weeks of check-ins once the ads go on
- ✓ 30 days of fixes after handover
- ✓ Spending limits on both ad accounts

The price

ONE SYSTEM, ONE PRICE.

$2,888

The three parts and the ads setup, in two milestones, as a new contract. No monthly fee to me.

$988 — **When we start**
Your AI workspace, ready before 11 December.

$1,900 — **At handover**
MCR Studio and the landing page, handed over by Friday 18 December.

Included — **The ads setup**
Google and Meta set up, two weeks of check-ins and 30 days of fixes, at no extra charge.

Next to the price

WHAT ONE PRICE ADDS UP TO.

One activation at your own example, a year of the ads with your own numbers, and what an ads manager would charge for the same year.

One activation, next to the price

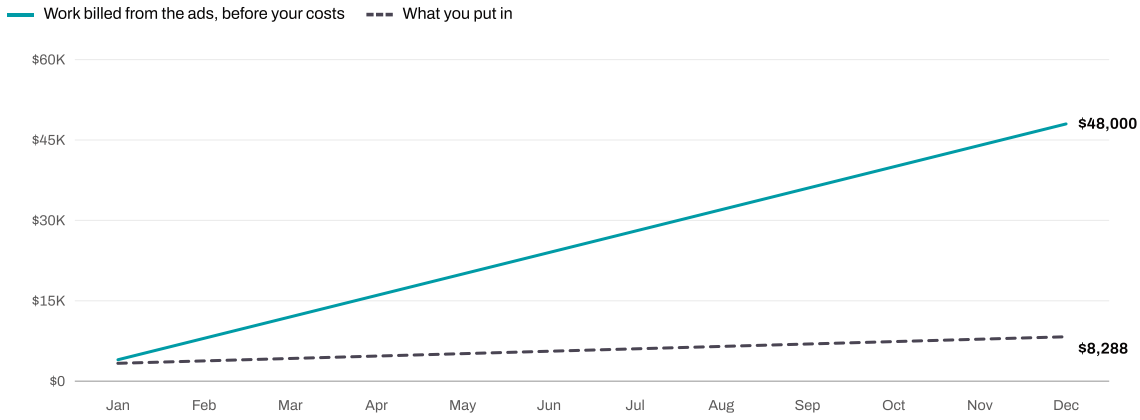
Against your own example from our call: “I have another event that could be 5K for an activation.”



Your own example from our call. It is what the job is billed at, before your vendor, crew and freight costs, and on its own it is larger than the whole system’s price.

Put in your own numbers

The line shows work billed from the new brands the ads bring, over the first twelve months and before your own costs, next to what you put in: the $2,888 once plus the ads each month.



In 12 months: about **24 brand inquiries**, about **9.6 jobs**, about **$48,000** billed before your own costs, next to **$8,288** put in.

On paper the figures are set at 2 brand inquiries a month, 4 in 10 becoming a job, $5,000 a job (your own example) and $450 a month on ads. Change them on the web page at mcr-proposal.agentnest.co.

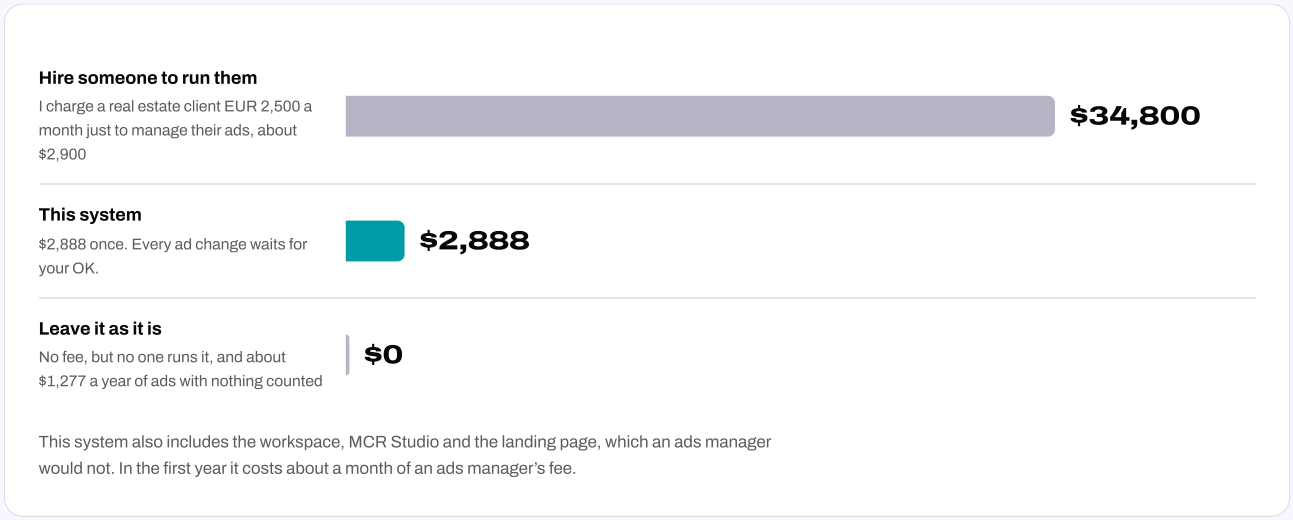
Brand inquiries a month	In 12 months	Jobs, 4 in 10, on average	Billed at $5,000, before costs	Put in
About 1, searches stay rare	12	4.8	$24,000	$8,288
About 2	24	9.6	$48,000	$8,288
About 3, the industry average	36	14.4	$72,000	$8,288

These are your inputs, not a promise. Without the system, what you have today carries on: your three principal clients, referrals, trade shows, and the website, which brought two clients this past year by your own count. None of that is in the line, in either case: it shows only what the new ads add.

Three ways to run your ads

WHAT THE FIRST YEAR COSTS, IN FEES.

The ad money itself goes from your card to Google and Meta in every case. This is only what you pay for someone, or something, to run it.



This system also includes the workspace, MCR Studio and the landing page, which an ads manager would not. In the first year it costs about a month of an ads manager's fee.

What I need from you

- ✓ A Claude plan in your name
- ✓ A few past concept decks and estimates, your brand files and your vendor sheet
- ✓ Time on your MacBook for the install and the training
- ✓ Your OK on the landing page's words and testimonials
- ✓ Admin access to Google Ads and your Meta business account
- ✓ Your OK on which event photos lead an ad, and the brand's where needed
- ✓ Someone who answers inquiries within a day

What I never promise

- × A number of leads, or a cost per lead
- × That any lead becomes a client
- × Any Google ranking

The charts on this page are estimates to help you decide, with the working shown. I promise what I build. Referrals and your own outreach will still bring most new clients; the ads support them.

Next step

READY WHEN YOU ARE.

If it works for you, send me the offer on Upwork as a new contract, in the two milestones above. Once the first is funded, I start on your workspace.

Cleven
Cleven & Co.