GPT White Label

FREE EDITION · 2026

The 2026 AI Revenue Playbook

The AI businesses that sell in Q4 2026 — what they cost to run, how to price them, and how to own one this month.

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01 Where AI actually went in 2026

The question in 2025 was whether businesses would pay for AI. In 2026 the question is which AI, from whom, and priced how. Agentic AI is a $10.9B market heading toward $182.9B by 2033, and the buying has shifted from copilots that assist a human to agents that perform the work.

Two things follow. First, a generic assistant is now a commodity. Second, the margin lives in a narrow, installable agent that owns one painful workflow: answering the phone, resolving tier-1 tickets, booking jobs, or filing a claim.

The operators winning in 2026 are not model companies. They are installers: people who take a proven agent, brand it for a niche, wire it into the tools the business already uses, and charge for the outcome.

- Vertical agents beat horizontal wrappers on retention and price.
- Outcome and usage pricing is replacing seats.
- Ownership (the buyer owns the code) is a selling point, not a footnote.

02 The AI businesses that sell

Every rung below is installable in about 48 hours and priced so a solo operator can sell it. The one-time install is the transaction that proves the offer; the monthly care plan is the business.

Sell the rung that matches the buyer's pain, not the biggest one. A local plumber does not need an enterprise agent; they need every call answered.

OFFER	INSTALL	CARE PLAN	BEST FOR
AI Voice Receptionist	$149	$79/mo	Local service businesses
AI Support Agent	$499	$149/mo	SaaS, ecommerce, agencies
Ask-Your-Docs RAG	$999	$199/mo	Legal, finance, healthcare, ops
White-Label Agency Platform	$2,999	$299/mo	Agencies, MSPs, consultants
Enterprise Service-as-Software	$9,999	$1,999/mo	Enterprises replacing a function
AI Video Factory	$399	$149/mo	Local businesses, creators, ecommerce
AI Growth OS	$1,499	$299/mo	Agencies and consultants replacing GoHighLevel
AI Course Academy	$1,299	$249/mo	Coaches, educators, training companies
AI Career Launchpad	$199	$99/mo	Job seekers, grads, career changers
AI Interview Coach	$299	$99/mo	Job seekers, students, coaches
AI Study Coach	$149	$79/mo	Schools, tutoring centres, parents

03 Cost to run, per business

The numbers nobody puts on a sales page. Costs are monthly and indicative; your margin is the gap between these and what you charge.

Model tokens are the swing factor. Routing cheap models for routine turns and a stronger model for escalations routinely cuts spend by half.

COST LINE	TYPICAL RANGE	NOTES
Model tokens	$10–$120/mo	Per agent, low-to-moderate volume; cache prompts and route by task
Telephony / numbers	$5–$40/mo	Voice agents; per-minute carrier fees on top
Hosting	$0–$25/mo	Cloudflare Workers/D1 free tier covers most installs
Vector / search	$0–$30/mo	RAG; managed or self-hosted
Care / support time	1–3 hrs/mo	Your time; bundle it into the care plan

04 Outcome-based pricing, decoded

Seats are dying because buyers cannot see the value in a per-user fee. Outcomes are easy to defend: a resolved ticket, a booked job, a recovered call, a filed claim.

Start with a base platform fee that covers your cost, then a per-outcome price on top. Keep the outcome measurable and visible in a dashboard the buyer can check.

- Support: base fee + per resolved ticket (e.g. $0.50–$1.50).
- Reception: per booked job or per answered call.
- RAG: per seat or per document corpus, with a minimum.
- Enterprise: per completed workflow, with an SLA.
- Always publish the meter; opaque outcomes kill renewals.

05 The open-source shortlist

Twenty-four of the repos we install most, what they replace, and the licence. Read the licence per repo, per release: some bar resale-as-a-service, and the safe move is to install on the client's own infrastructure and charge for the work.

MIT/Apache projects (LibreChat, Langflow, Letta, Qdrant, LiteLLM, Supabase, RAGFlow) are safe to build on. AGPL projects are fine to self-host; comply if you offer them as a service.

REPO	REPLACES	LICENCE	INSTALL
LibreChat	ChatGPT Team, Jasper	MIT	$149
Open WebUI	ChatGPT Team	BSD-3 (older) / branding-retention terms (newer)	$149
AnythingLLM	ChatPDF Pro, Notion AI	MIT core	$149
n8n	Zapier, Make	Sustainable Use Licence	$199
Dify	Retool (AI), Zapier	Custom open-source terms	$199
Flowise	Voiceflow, Zapier	Apache-2.0 (community) + enterprise split	$199
Langflow	Voiceflow	MIT	$199
Letta	Memory add-ons	Apache-2.0	$249
Chatwoot	Intercom, Zendesk	MIT core (enterprise features paid)	$199
Cal.com	Calendly, Acuity	AGPLv3 + commercial for white-label	$199
Paperclip	Multiple AI seats	MIT	$299
Ollama	OpenAI API (some workloads)	MIT	$99
Qdrant	Pinecone	Apache-2.0	$149
Supabase	Firebase, Auth0	Apache-2.0	$249
RAGFlow	Custom RAG build	Apache-2.0	$299
LiteLLM	Direct multi-provider glue	MIT	$149
Langfuse	LLM observability SaaS	MIT core	$199

REPO	REPLACES	LICENCE	INSTALL
Postiz	Buffer, Hootsuite	AGPL	$199
SearXNG	SerpAPI, Search APIs	AGPL	$99
Uptime Kuma	UptimeRobot, Pingdom	MIT	$99
Lobe Chat	ChatGPT Plus	MIT	$149
Chatbot UI	ChatGPT Plus	MIT	$149
Chainlit	Custom build	Apache-2.0	$149
Jan	ChatGPT Plus	AGPL	$149

06 Install runbook + scripts

This is the sequence we run on every build. It is deliberately boring: each step has an acceptance test, and nothing ships until it passes.

1. **Domain + brand**
   Point DNS, confirm HTTPS, set the support email and logo.

2. **Model access**
   One gateway key (OpenRouter or direct) with a monthly spend cap.

3. **Deploy**
   Ship the app; confirm the health route and HTTPS.

4. **Wire the tools**
   Telephony, calendar, CRM, payments — test one real transaction each.

5. **Guardrails**
   Allowed topics, escalation path, spend limits, audit log.

6. **Handover**
   Give the buyer the keys, a runbook, and a 30-day check-in.

07 The Cloudflare-first stack

We run installs on Cloudflare because it makes the unit economics work: Workers, D1, R2, Durable Objects and Email Service on a free or near-free tier, with global latency and no servers to patch.

Next.js on Workers, Clerk for auth, Stripe for payments, OpenRouter for models, and R2 for deliverables. The buyer owns the code and the accounts.

- Workers + D1: app and database at the edge.
- R2: files and gated deliverables, no egress bill.
- Durable Objects: real-time messaging and coordination.
- Stripe: one-time installs and recurring care plans.

08 The first 30 days

A week-by-week plan from zero to first paid install. Do not skip the proof week; it is what makes the rest sellable.

WEEK	FOCUS	OUTCOME
1	Pick one niche + one workflow	A named offer with a price
2	Install for yourself or a pilot	A working demo you can show
3	Outreach + 10 conversations	Objections you can answer
4	Close the first paid install	A case study with numbers

09 Objection-handling scripts

What buyers actually say, and an honest answer that moves the deal forward.

OBJECTION	ANSWER
"We already have ChatGPT."	ChatGPT assists your team; this answers your phone and books the job. Different job, different tool.
"Is it safe?"	It only acts inside approved lanes, escalates to a human, and logs every decision. Here is the audit view.
"What if it makes a mistake?"	It escalates instead of guessing, and you see every conversation. We tune it in the first 30 days.
"Why not just hire someone?"	It costs less than a part-time hire, never misses a call, and you own it.
"Can I cancel?"	The install is yours. The care plan is optional and monthly.
"Why you?"	You get a working install in 48 hours, branded as yours, with the code and accounts in your name.

10 White-label alternatives

Stop renting the tools you already pay for. Every alternative below is installed, branded as yours, and wired to your own Stripe — at a one-time cost instead of a permanent subscription.

RENTED TOOL	TYPICAL COST	OWN INSTEAD (PRODUCT)	CATEGORY
GoHighLevel	~$297/mo	ai-growth-os	All-in-one agency CRM
ClickFunnels	~$147/mo	ai-growth-os	Funnels & landing pages
Intercom	~$99/mo	support-agent	Support & live chat
Calendly	~$16/mo	ai-growth-os	Scheduling
Zapier	~$69/mo	agency-platform	Automation
HubSpot	~$890/mo	ai-growth-os	CRM & marketing
Webflow	~$39/mo	agency-platform	Website builder / CMS
Teachable	~$159/mo	ai-course-academy	Course platform
ManyChat	~$15/mo	support-agent	Chat marketing
Synthesia	~$89/mo	ai-video-factory	AI video

Appendix — the free resources

Print-ready companions to this playbook. Each is also a standalone PDF at gptwhitelabel.com/free.

A1 The 48-Hour AI Business Launch Checklist

You can launch an AI business in about 48 hours. This is the sequence installers actually run: brand and domain, model keys, telephony, calendar, payments, intake, and a checklist for go-live. Work top to bottom; each step names the tool and the acceptance test.

Day 1 morning — foundation (3 hours)

1. **Domain**
   Buy or point a domain; verify DNS resolves (dig +short).
2. **Brand basics**
   Logo, colours, one-line promise, support email.
3. **Model access**
   One gateway key (OpenRouter or direct) with a monthly spend cap set.
4. **Hosting**
   Deploy the app; confirm HTTPS and the health route returns 200.
5. **Secrets**
   Store keys as secrets, never in the repo. Confirm the app boots with them.

Day 1 afternoon — the product (3 hours)

1. **Telephony (voice)**
   Claim a number; test inbound and outbound with a real call.
2. **Calendar**
   Connect the booking calendar; book, reschedule and cancel once each.
3. **Knowledge**
   Load services, hours and prices; ask 10 real questions and check answers.
4. **Escalation**
   Define what transfers to a human and to which number.
5. **Notifications**
   Owner SMS + email confirmation on every booking.

Day 2 morning — money (3 hours)

1. **Payments**
   Connect Stripe; create a test payment and a refund.

2. **Live key**
   Swap test → live key; register the live webhook for checkout.session.completed.

3. **Tax**
   Enable automatic tax or set the rates you owe.

4. **Receipts**
   Confirm the buyer receives a receipt and can download an invoice.

5. **Entitlements**
   Paid order grants the download; verify /api/download returns the file.

Day 2 afternoon — go live (3 hours)

1. **Intake**
   Publish the intake form and submit it once end to end.

2. **Transactional email**
   Send a real login code and a real order confirmation.

3. **Mailing list**
   Confirm a signup lands in the list (with the consent checkbox on).

4. **Analytics**
   Fire one test event; see it in Realtime.

5. **Rollback plan**
   Know how to revert the domain in 30 seconds.

Acceptance tests before you announce

- A stranger can buy on their phone and reach their dashboard.
- The product answers its core job correctly, 10 times out of 10.
- The download works, and an unpaid account cannot download.
- Robots, sitemap and llms.txt resolve; no noindex on public pages.

- A test email arrives (not in spam) from your verified domain.

Ten things that break an install

- DNS not propagated — verify with dig before you promise a go-live.
- Model key missing a spend cap — one runaway loop can cost hundreds.
- Telephony number not forwarded from the old line — the agent never rings.
- Calendar permissions read-only — it can see slots but cannot book.
- Payments in test mode on a live site — buyers cannot pay.
- No HTTPS on the apex — browsers warn and conversions collapse.
- Secrets committed to the repo — rotate and store them in the platform.
- No escalation path — the agent guesses instead of handing over.
- Backups never tested — a restore you have not run is not a backup.
- No monitoring — you find out from the client, not the alert.

The first week after go-live

1. **Day 1**
   Watch 20 real conversations; note every wrong answer.
2. **Day 2**
   Add the missing knowledge and re-test the top 10 questions.
3. **Day 3**
   Tune escalation; confirm a human handover feels natural.
4. **Day 5**
   Send the client a short report: calls answered, jobs booked, issues fixed.
5. **Day 7**
   Ask for a testimonial while the result is fresh.

What to measure

METRIC	WHY IT MATTERS	TARGET
Calls answered %	The core promise	95%+
Bookings created	Revenue directly attributed	Up week over week

METRIC	WHY IT MATTERS	TARGET
Escalations	Where the agent is unsure	Falling after tuning
Response time	Caller experience	Under 2 seconds
Cost per conversation	Margin protection	Under 20% of the price

A2 The Missed-Call Revenue Calculator

A local business misses roughly a third of its calls. This calculator turns that into the only number a buyer cares about: revenue at risk. Use their own figures, show the result, and the deal makes itself.

The formula

- Missed calls / month = total calls × missed rate (use 30% if unknown).
- Recoverable jobs = missed calls × answer rate (use 70%).
- Revenue at risk = recoverable jobs × average job value.
- Retainer payback = revenue at risk ÷ your monthly retainer (aim for >5×).

Worked examples

BUSINESS	AVG JOB	MISSED/MO	REVENUE AT RISK	RETAINER PAYBACK
Plumber	$420	25	$7,350	37×
Dental practice	$260	40	$7,280	36×
Law firm	$1,800	12	$15,120	76×
Salon	$90	35	$2,205	11×

How to use it in the pitch

1. **Run their missed-call report**
   Call their line after hours; note what happens.
2. **Fill in their numbers live**
   Use their average job value, not a generic one.
3. **Show the payback multiple**
   'One recovered job a month pays for this 30 times over.'
4. **Keep 30% conservative**
   Under-promise; the real answer is usually higher.

Assumptions to validate before you quote

- How many calls actually go unanswered? Ask them to check the phone log for a week.

- What share of calls are new enquiries versus existing customers?
- What is the average job value, not the average invoice?
- What is a realistic close rate on answered enquiries? Use 25–40%, not 100%.
- How many months does a customer stay? That is the lifetime value.

A 12-month view

INPUT	CONSERVATIVE	TYPICAL
Missed calls / week	10	25
New-enquiry share	40%	60%
Close rate	25%	35%
Average job value	$250	$600
Revenue at risk / year	$13,000	$87,000

How to present it in 60 seconds

1. **1**
   Ask for their weekly missed-call count and average job value.
2. **2**
   Do the maths on the call, out loud, with conservative numbers.
3. **3**
   Compare the annual figure to the install and care plan.
4. **4**
   Offer a 14-day trial on their main line, then review the recovered bookings.

A3 Cold Outreach Script Pack

You are not selling AI. You are handing someone the fix to a problem they already have. These scripts open the call, earn the demo, and answer the three objections that lose most deals.

Phone — first 20 seconds

"Hi — I build automations for [niche] businesses around here. Quick one: how do you handle [quotes / bookings] right now?"

"I built the same thing automated for another [niche] — it cut it from about forty minutes to under one. Can I show you in five minutes?"

Email — three lines that get replies

Subject: quick one about [business]'s missed calls

Line 1 — the observation: "I called your line after hours and it went to voicemail — I counted X missed on your [Google listing / ad]."

Line 2 — the offer: "I install a 24/7 AI receptionist that books those calls and texts a confirmation. It pays for itself with one recovered job."

Line 3 — the ask: "Worth a 5-minute look? I'll send a short recording either way."

The objection answers

- "Too expensive" → reframe against the alternative: a receptionist is $35k a year; this is a few hundred a month.
- "Can't I just use ChatGPT?" → you can't put it on your phone line, your site and your help desk with your branding and data.
- "Let me think" → shrink the ask to the $149 install or a 30-day after-hours trial.

Follow-up cadence

1. **Day 0**
   Send the recording, no ask.
2. **Day 2**
   One-line nudge referencing their specific business.
3. **Day 6**
   Offer the small yes — a paid audit or trial.

4 **Day 12**

Polite close-the-loop; leave the door open.

LinkedIn DM scripts

- Opener: "Saw you run [business] in [town] — do you answer the phone after hours?"
- Value: "We install an AI receptionist that answers every call and books the job. Want a 60-second demo?"
- Proof: "[Similar business] recovered 14 bookings last month. Happy to show the numbers."
- Close: "Worth a 10-minute call this week, or should I send the one-pager?"

The voicemail that gets called back

Keep it under 20 seconds and lead with their name and the problem. "Hi [name], it's [you] — I help [trade] businesses stop losing after-hours calls. I'll send a one-page example; if it's useful, reply and I'll show you the live demo."

Do not pitch the technology. Name the lost revenue, promise one concrete asset, and make the next step tiny.

Qualifying questions

- Who answers the phone today, and what happens when they are busy?
- How many calls a week do you think go unanswered?
- What is your average job worth?
- What happens to a missed call — voicemail, callback, or nothing?
- Who decides on tools like this, and what would make it a yes?

A4 The Open-Source Licence Cheatsheet

The one mistake that can end a business is reselling a project whose licence forbids it. This cheatsheet sorts the popular AI stacks into three columns: safe to white-label, client-install only, and read-the-licence-first.

The three columns

SAFE TO WHITE-LABEL (MIT/APACHE)	CLIENT-INSTALL ONLY	READ THE LICENCE FIRST
LibreChat, Langflow, Letta	n8n (Sustainable Use)	Open WebUI (branding)
Qdrant, LiteLLM, Supabase	Dify (custom terms)	Cal.com (AGPL white-label)
RAGFlow, Activepieces	Flowise	Postiz, SearXNG

The safe play when resale is barred

1. **Install on the client's own infrastructure**
   Their account, their server — you are a contractor, not a reseller.
2. **Charge for the install and the care plan**
   This is normally permitted and is the high-margin default anyway.
3. **Keep the licence text with the install**
   Save it per project; re-check before every release.

Rules that never change

- Never rely on memory — licences change between releases.
- AGPL is fine to self-host; obligations bite if you offer it as a service.
- For anything you strip and resell as your own, build on MIT/Apache only.

Licence-by-licence quick reference

LICENCE	RESELL AS A SERVICE?	WHAT TO DO
MIT / Apache-2.0	Yes	Brand it and resell; keep the notice.
AGPL-3.0	Only with care	Self-host for the client; offer source on request.
GPL-3.0	Client install only	Install on the client's own infrastructure.

LICENCE	RESELL AS A SERVICE?	WHAT TO DO
BSL / SSPL	Usually no	Read the terms; often bars competing services.
Commercial	Per contract	Buy a licence per sale; never assume.

What to write in your contract

- The client owns the deployment, data and branding.
- You are installing and configuring, not reselling the software.
- The upstream licence is passed through and governs the code.
- Warranty and support are yours, not the upstream maintainer's.
- A clause letting you re-quote if the licence changes materially.

When to buy a commercial licence

Buy when the licence bars resale-as-a-service, when the client needs indemnity, or when the project is business-critical and you need a support SLA. The cost is usually small next to the risk of a takedown or a forced re-platform.

Price the licence into the install, not the care plan, and keep the receipt for the audit trail.

A5 The AI Business Pricing Guide

Price from the labour or tool you replace, never from your cost. Sell the licence once (what they may deploy, for how many clients), and sell the care plan separately as a service. That structure removes the monthly-fee objection entirely.

Separate the two things you sell

	LICENCE (ONE-TIME)	CARE PLAN (RECURRING)
What	Reuse rights — what they may deploy	A service — updates, monitoring, support
Tiers	Single / Studio (20) / Unlimited	Optional monthly
Why it works	They own it	You run and maintain it

The pricing ladder (examples)

PRODUCT	SINGLE	STUDIO	UNLIMITED	CARE /MO
Voice receptionist	$149	$999	$2,499	$79
Support agent	$499	$2,999	$6,999	$149
Agency platform	$2,999	$9,999	$19,999	$299

How to price a new offer

1. **Find the alternative**
   A hire, a SaaS seat, or a competitor's retainer.
2. **Price a fraction of it**
   Outcome pricing that is 5–20% of the labour still leaves huge margin.
3. **Set base + usage**
   A base fee covers the relationship; usage scales with value.
4. **Cap model spend**
   A per-client cap so costs never surprise you.

Packaging the care plan

- Updates and security patches included.

- Monitoring and uptime checks.
- A monthly performance report.
- Priority support with a response SLA.
- A fixed number of change requests per month.

Discounts and anchors

Anchor on the cost of the alternative, not your cost. A $297/mo tool replaced by a $1,499 install pays back in five months; say that before you mention your price.

Use one discount only: annual prepay (e.g. 10 months for 12). Never discount the install and the care plan at once — it trains buyers to negotiate both.

Raising prices without churn

1. **1**
   Give 30 days' notice and explain the added value.
2. **2**
   Grandfather existing clients for one cycle.
3. **3**
   Offer annual prepay at the old rate as a retention lever.
4. **4**
   Track churn for 90 days; revert if it spikes.

A6 The AI Search (AEO/GEO) Checklist

AI answers are written from the pages their search retrieves, and the bots don't run JavaScript. In 2026 the winning moves are answer-first summaries plus evidence (numbers, quotes, sources); keyword stuffing actively hurts. Run this checklist on your money pages.

The checklist

- Answer-first: a 1–2 sentence direct answer at the very top of the page.
- Headings phrased as the questions buyers type (H2/H3).
- Evidence: add a number, a named quote and a cited source per section.
- Entity consistency: identical name, services, pricing and contact across every page.
- Structured data: Organization, WebSite, Product/Offer, FAQPage — accurate, not stuffed.
- Crawlable HTML: content must render server-side (AI crawlers don't run JS).
- Let the bots in: allow GPTBot, OAI-SearchBot, PerplexityBot, ClaudeBot, Google-Extended.
- Freshness: update key pages every few months and show the date.

What not to do

- Don't keyword-stuff — it performed below baseline in the GEO benchmark.
- Don't create a separate page for every query variation — Google treats that as spam.
- Don't hide the answer in tabs, images or a PDF.

Measurement

- Search Console → Performance (Web search) + the Generative AI report.
- Bing Webmaster Tools → AI Performance (citations + grounding queries).
- Track a fixed set of buyer prompts monthly across ChatGPT, Gemini and Perplexity.

Schema checklist

- Organization + WebSite on the homepage.
- Product + Offer on every product page.
- FAQPage wherever you answer questions.
- Article + author on blog posts.
- BreadcrumbList on category and detail pages.

- SoftwareApplication for tools and repos.

Internal linking rules

- Every page links to its parent category.
- Detail pages link to 3–6 related items.
- Use descriptive anchors, not "click here".
- Keep the click depth under three from the homepage.
- Link once per target per page; repetition does not help.

30-day measurement plan

WEEK	CHECK	ACTION
1	Indexed pages / sitemap	Fix fetch errors, resubmit
2	Crawled-not-indexed	Add unique content or trim
3	Queries and impressions	Double down on pages with impressions
4	Clicks and conversions	Improve titles and CTAs on winners

WANT IT DONE FOR YOU?

Everything here, installed and branded as yours.

We build it, wire it to Stripe and hand you the keys — usually inside 48 hours. You own the code, the customers and 100% of the revenue.

gptwhitelabel.com