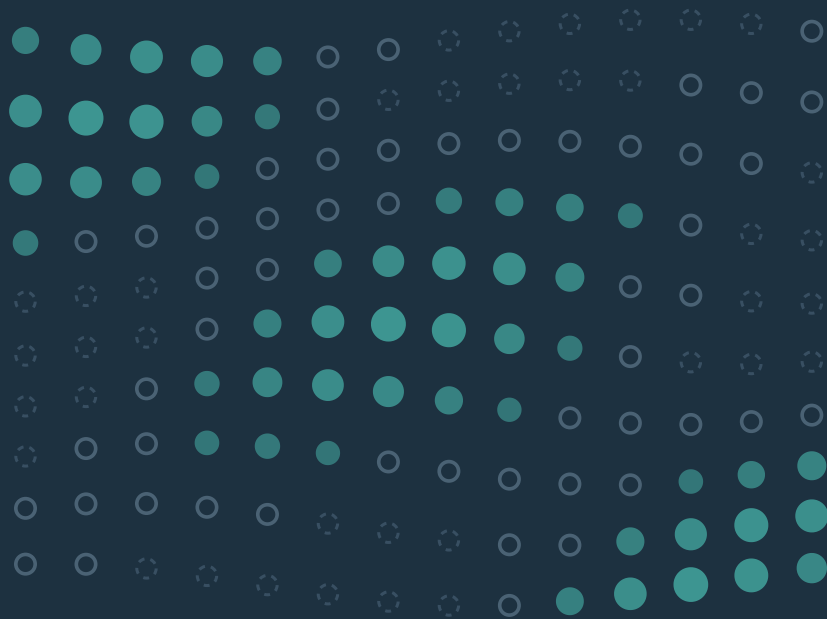




FOR AGENCIES AND CONSULTANTS

Walk into the pitch already knowing what AI says about them.

Ghostart gives you a monthly allowance of full AI visibility reports
to win new clients, and one place to run the clients you win.

Your clients have a new question for you.

When their customers ask ChatGPT or Google's AI who to use, does their name come up? Ghostart lets you answer that with evidence, then do the work that changes it.

01 Sample We ask the questions a business's customers actually ask, and keep each AI tool's real answer and the sources it cited.	02 Map Where the business appears, where it's missing, and who AI names in its place.	03 Plan A content strategy built from the business itself: what it does, who it serves and what it knows.	04 Write Drafts its people can publish, specific enough for an AI tool to cite.	05 Re-measure Every month, on the same questions, so you can show the client what changed.
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AI TOOLS WE CHECK

● ChatGPT

● Gemini

● Perplexity

● Claude

● Google AI Overviews

● Google AI Mode

What you can sell with it

A pitch that opens with the prospect's own evidence: the questions their customers ask, the answers AI gives, and the competitors it names instead of them.

Then a monthly service you can show working, because the same questions are checked again every month.

Who it's built for

SEO and content consultants, marketing agencies and freelancers whose clients are small and medium businesses, typically 11 to 50 people.

Solo consultants included. There's no minimum number of clients.

“*Ghostart never promises that an AI tool will name a business. We show where it stands today, do the work, and measure what changed.*”

How we talk about results, and how your reports will too

Six full reports a month, ready to put in front of a prospect.

Each one runs the whole Ghostart process on a business you're pitching, built from public information only. It's the same report we use to win our own customers.

01 The situation

One plain statement of where the business stands in AI answers.

02 Their territory

Every question checked across six AI tools, with present and absent marked.

03 Who AI names instead

The competitors appearing in the answers the business is missing from.

04 What needs attention

The few things worth fixing first.

05 The evidence

The actual answers and cited sources, question by question, tool by tool.

06 Foundations

The listings and site basics AI tools read before they answer.

07 A first month of content

Drafted pieces, each with the reason it's built to be cited.

08 What happens next

Written to the business, so the report can travel without you in the room.

6

Reports a month

A re-run uses one of them

7 days

Open for changes

Edit and re-run, then the report is fixed

30 days

Share link

You can see when it's been opened

£29

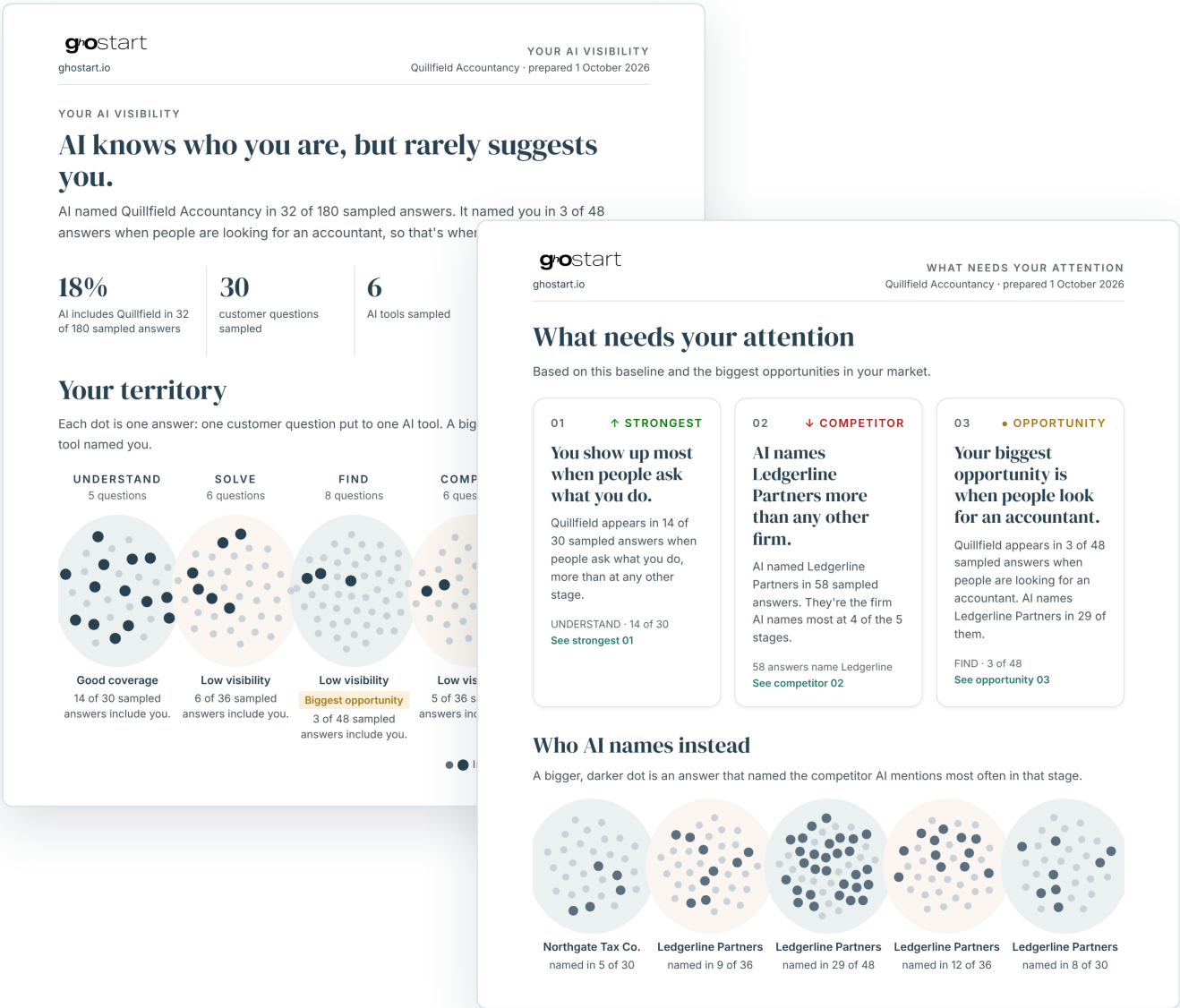
Each extra report

\$39 / €34

Every report states how it was sampled: one sample per question per AI tool, on the date shown. AI answers change between runs, so a report is a dated snapshot, and it says so. Delivered in the app, as a share link and as a PDF.

What your prospect opens.

The first pages of a pitch report. Every figure traces back to a real answer from a named AI tool, and the evidence pages show each one.



The situation and their territory. One statement of where they stand, then every sampled answer as a dot, grouped by what the customer is trying to do.

What needs attention, and who AI names instead. The three things worth acting on first, and the competitor turning up at each stage.

Fictional example. Quillfield Accountancy, Ledgerline Partners and Northgate Tax Co. are invented, and the figures are illustrative. The layout matches a real Ghostart report.

When the pitch lands, the report becomes their workspace.

Send it to the business and it carries on from there. The pitch report was their first month, so there's nothing to set up twice.

CLIENT PLAN	WHAT THE CLIENT GETS	YOU PAY, PER MONTH	LIST PRICE
Starter	1 person · 4 AI tools · 20 pieces of content a month	£59 \$79 / €69	£75
Basic	5 people · all 6 AI tools · 150 pieces of content a month	£149 \$199 / €175	£187
Growth	15 people · all 6 AI tools · 500 pieces of content a month	£300 \$399 / €351	£375

Client companies billed to an agency are 20% off monthly list, billed monthly. There's no free trial on a client company: the pitch report has already shown them the product.

The client owns its company

If you part ways, they keep their data, content and history, and can carry on with their own subscription at list price.

Your own company is included

The agency fee covers one company: yours. Track your own AI visibility on the same platform you sell.

Your team doesn't take client seats

Agency owners and admins work inside client companies without using any of the seats the client pays for.

No minimum, no setup fee

Start with one client or none. Add each client company when you win it.

Put your name on the report.

Every pitch report can carry your agency's logo and name. Choose whether Ghostart appears beside it.

INCLUDED

Co-branded reports

 Your agency

ghostart

How AI tools talk about Example Ltd.

Prepared by Your agency with Ghostart · One sample per question per AI tool

"Prepared by" your agency, with your logo beside Ghostart's.

£37 A MONTH

White-label reports

 Your agency

Confidential

How AI tools talk about Example Ltd.

Prepared by Your agency · One sample per question per AI tool

Your logo and name only. Ghostart's name doesn't appear on the report. \$49 / €43 a month.

At both levels the report keeps its method statement and the line saying it isn't a guarantee. Your clients always see how the report was sampled, which is what makes it hold up when they show it to someone else.

Want the whole platform in your brand?

A white-label platform, with the full product under your agency's name, is quoted case by case. Talk to us.

Emails come from you too

Reports and invitations you send through Ghostart can carry your agency's name and reply-to address.

Report previews are illustrations of layout, not real results. Example Ltd. is fictional.

ghostart

Ghostart for agencies 6

PRICING

Two ways to work with us.

Run clients and pitches yourself on the agency plan, or send clients our way as a referral partner and earn while they pay.

AGENCY PLAN

For agencies that run clients and pitches

£187 a month

or £1,793 a year (about £149 a month, billed annually)
\$249 / €219 monthly · \$2,388 / €2,098 a year

- Your own company on Ghostart
- 6 pitch reports a month, then £29 each
- Co-branded reports
- Client companies at 20% off monthly list
- White-label reports for £37 a month

REFERRAL PARTNER

For people who send us clients

Free

Nothing to manage, nothing to pay

- The client pays list price and owns its account
- New clients get the 7-day free trial, no card needed
- You earn 15% of their list payments for as long as they pay
- A client on Basic at £187 a month earns you £28.05 a month

What the agency plan costs per client

Fee included, with every client on Basic and the plan billed monthly. You're paying for the pitch reports, one place to run your clients and your branding on the work.

BASIC CLIENTS	1	3	5	10
Per client, per month	£336	£211	£186	£168

NOT READY FOR A PLAN?

Buy one report and see it for yourself.

One AI visibility report, ready within one working day, with a full refund if we can't deliver it within two. If the business it's about becomes a paying Ghostart customer, you get the £75 back.

£75

\$99 / €87

Refund terms: the business uses the same website, starts within 30 days of the report and pays its first bill within 90 days. A free trial doesn't count. One refund per company. Agency-plan customers can take it as credit on their next invoice instead.

Start with the next prospect on your list.

The easiest place to begin is a business you're already due to meet.

1 Talk to us

Tell us about your clients and the businesses you pitch. We'll check the agency plan fits, or point you to the referral route if it suits you better.

2 We set up your agency

Your agency area, your own company and your branding. Invite your team.

3 Run your first pitch report

Give us the prospect's website, where their customers search from and who they lose work to. The report is ready within one working day.

4 Send it, then bring them on board

Share the link before the meeting or walk them through it. When they sign, their workspace is already built.

Talk to us about the agency plan

Nigel Jay Cooper and Andrew Seel, co-founders

team@ghostart.io

Prices as at October 2026, set separately in GBP, USD and EUR rather than converted. Client company prices are per company, per month, billed monthly. Pitch reports are built from public information only. Ghostart reports describe how AI tools talk about a business on the date sampled and aren't a guarantee of any future result. Ghostart Ltd · ghostart.io