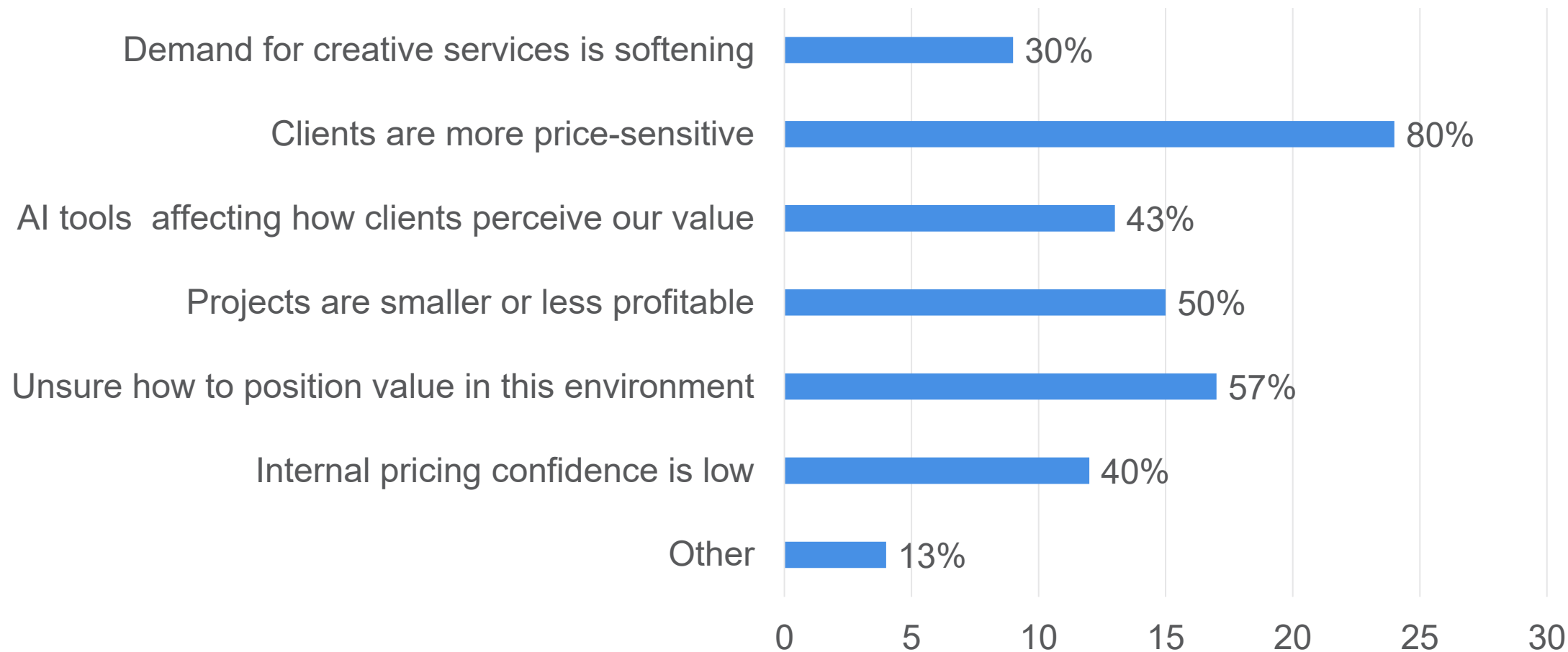


# Pricing Leadership in the AI Era: From Defense to Offense

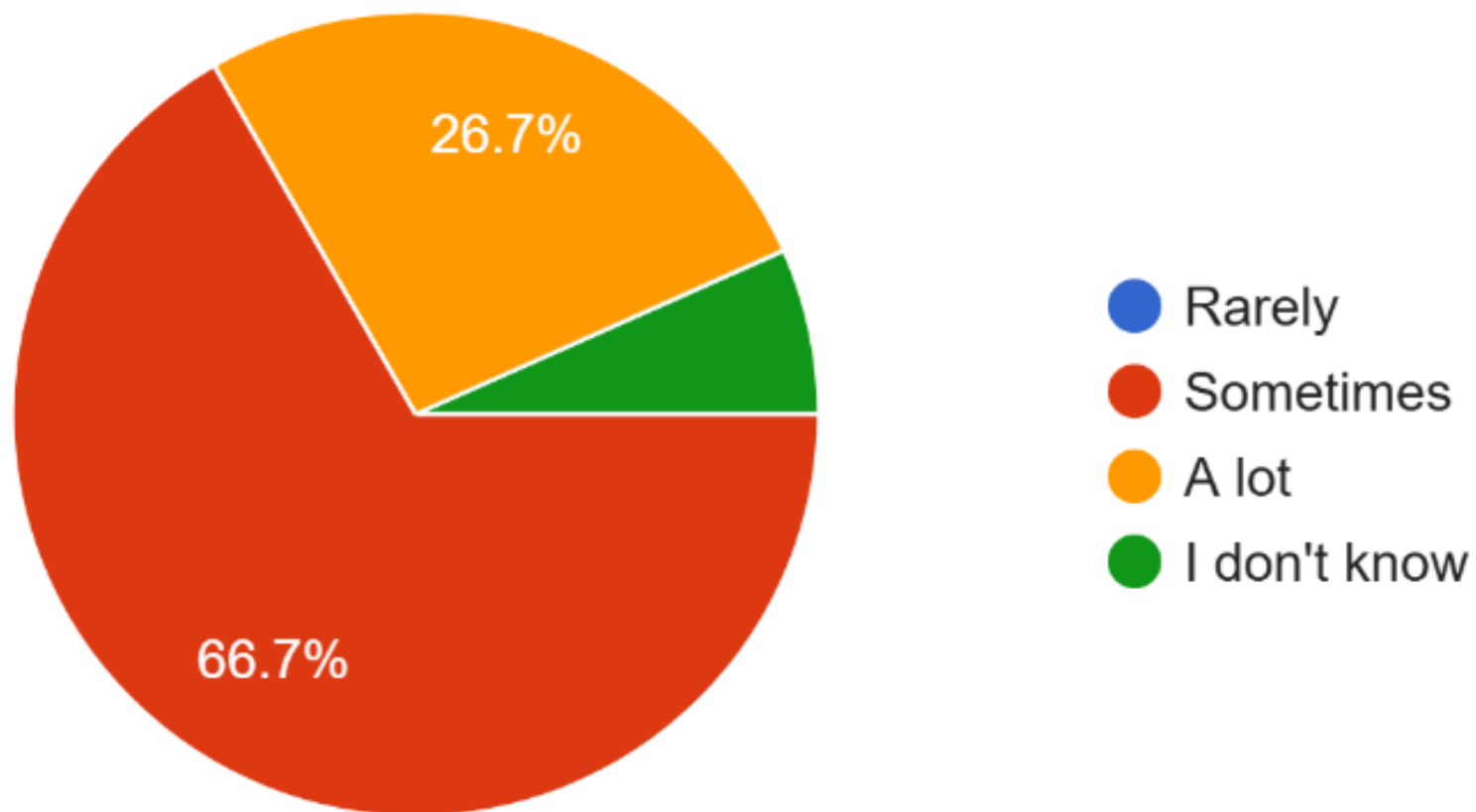
Casey Brown

September 28, 2025

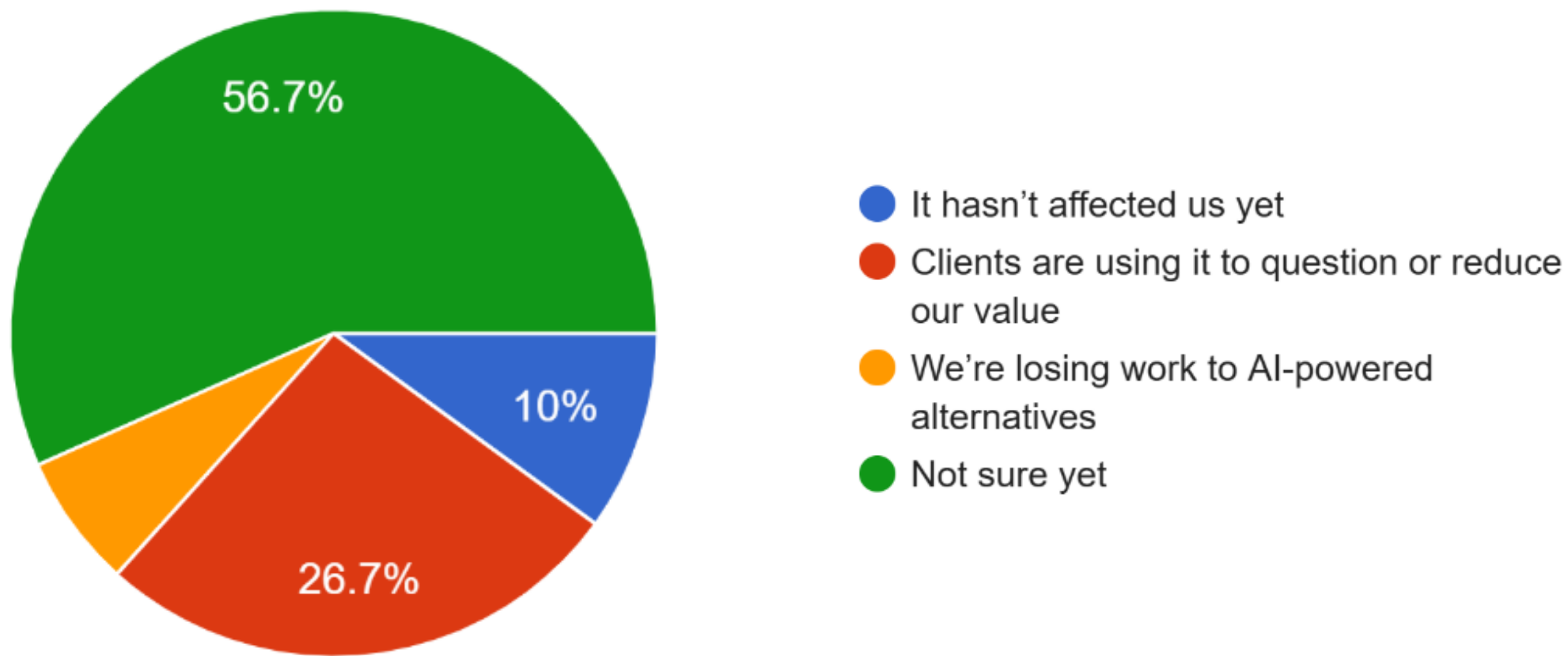
## Which of these challenges are affecting you right now?



How often do you feel like you leave money on the table with pricing?



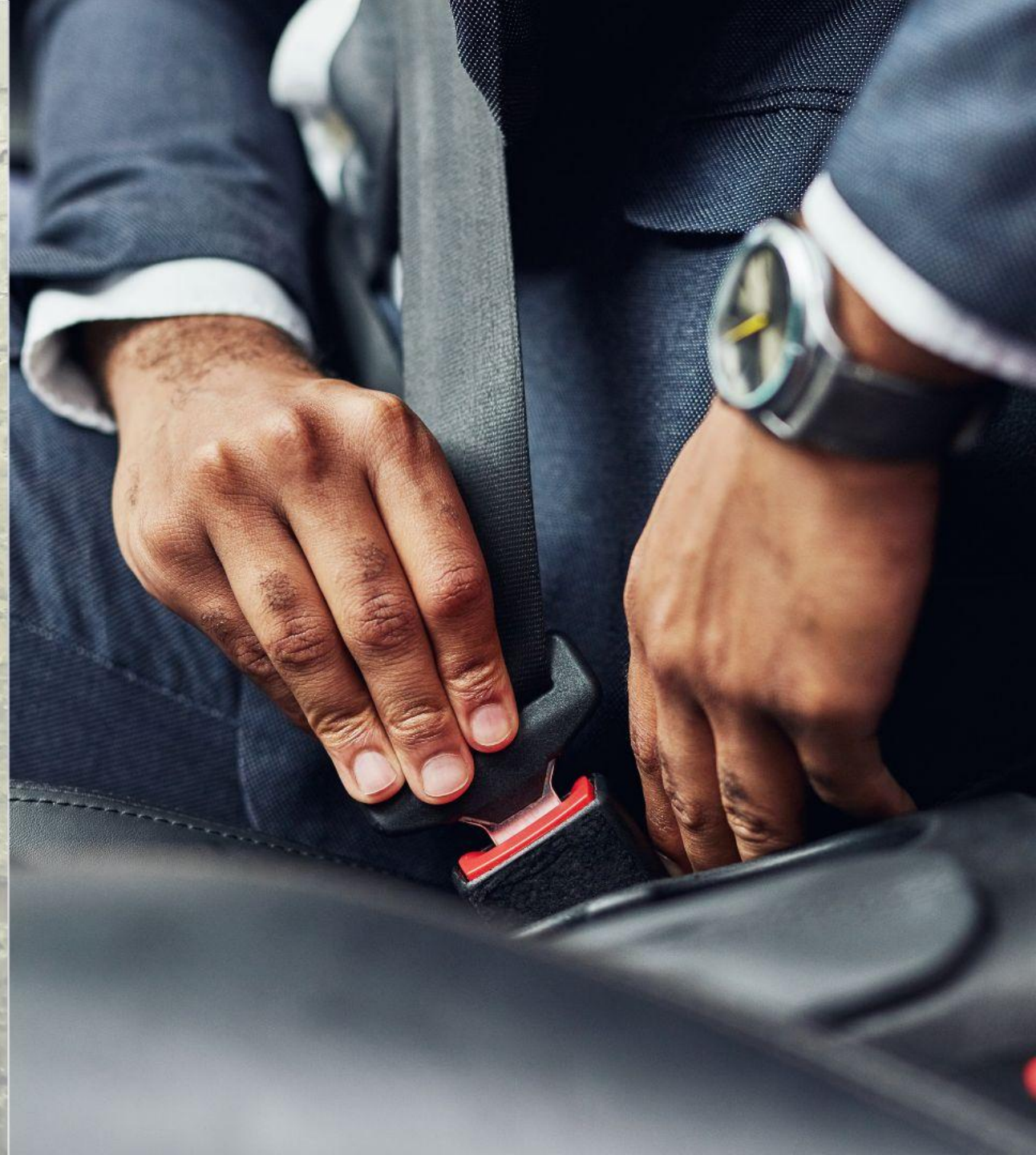
## How is AI impacting your business today?





# HUNKER IN THE BUNKER

**BUCKLE  
UP**



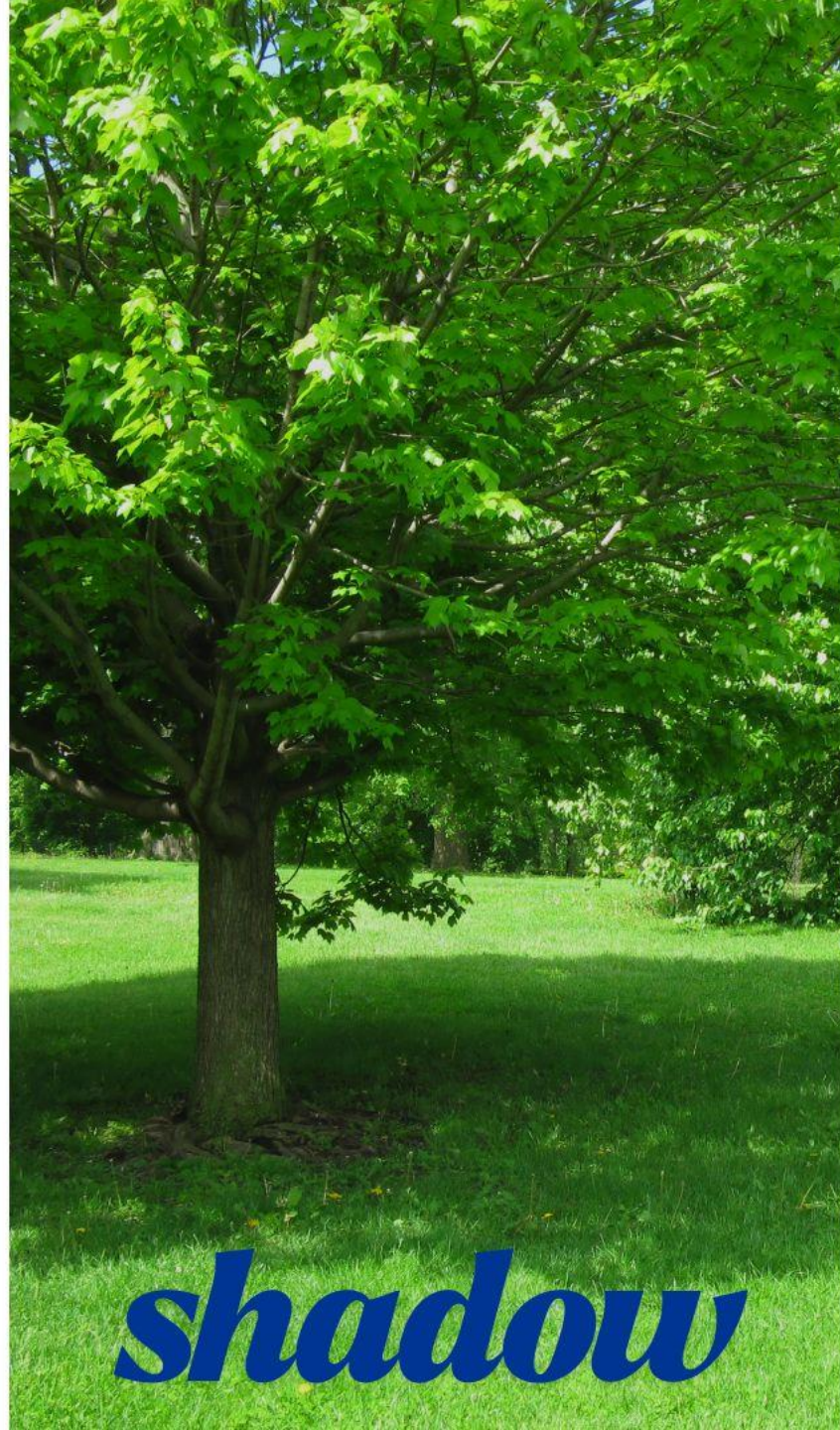
CHANGE IS OPPORTUNITY  
STRATEGIC INFLECTION POINT

DEFENSE:  
PROTECT YOUR CORE

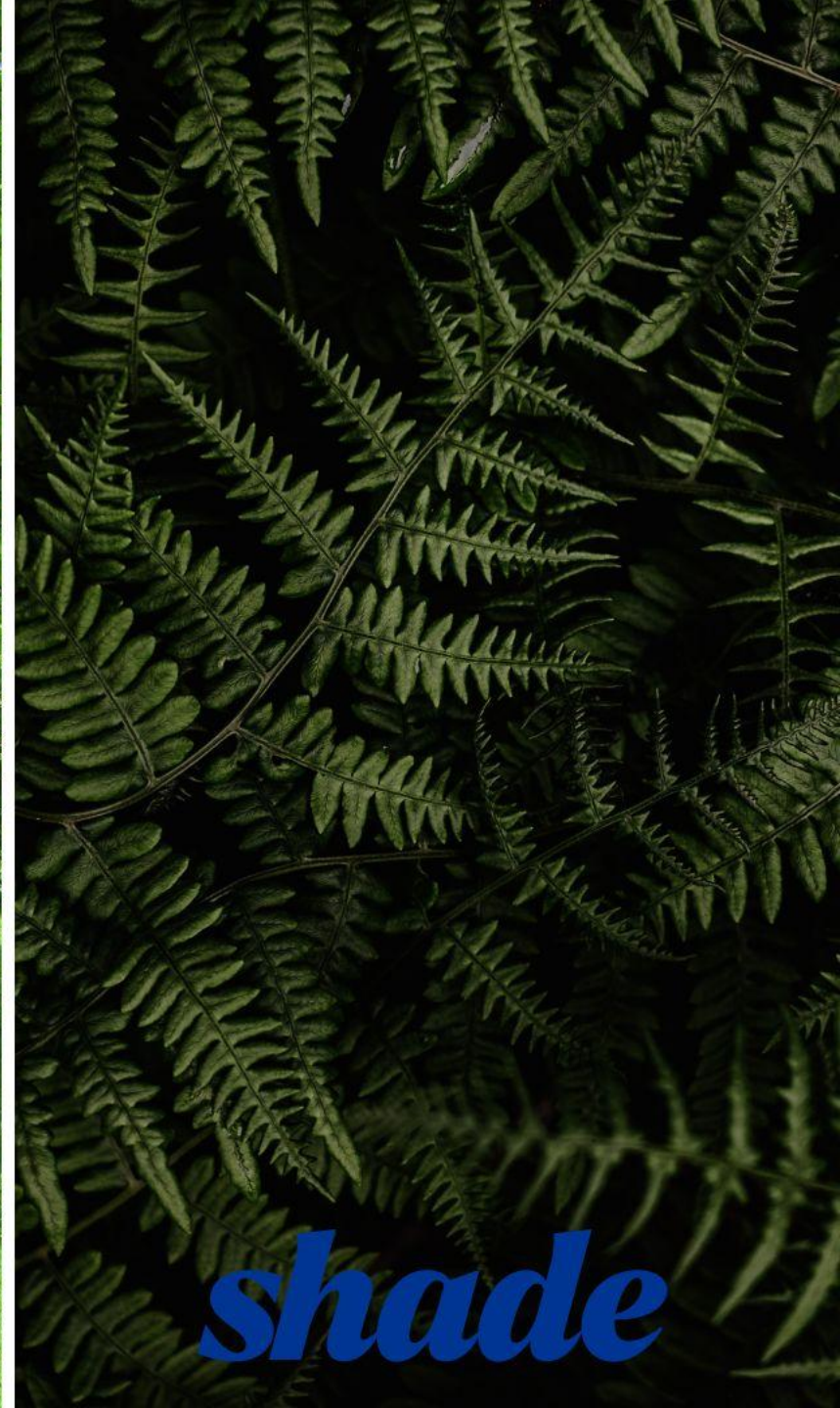




***sun***



***shadow***



***shade***

# *sun* **RED**

- Basic content creation (blog posts, social media posts)
- Basic video editing
- Simple design work (basic logos, templates)
- Data entry and reporting

*Price Low or Bundle Them Away*

# *shadow* **YELLOW**

- Campaign development with standard templates
- Website development using platforms
- More complex content creation and design work

*Emphasize Speed & Human Oversight*

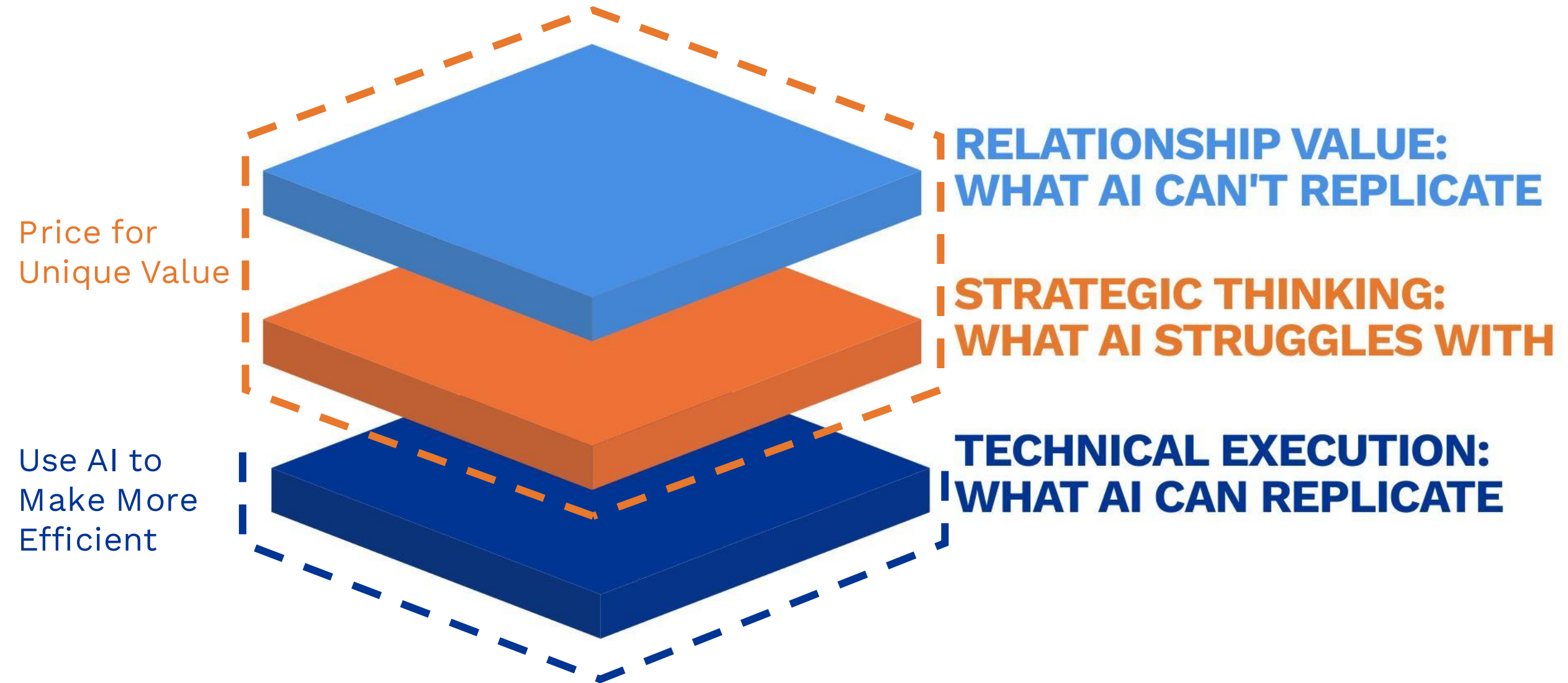
# *shade* **GREEN**

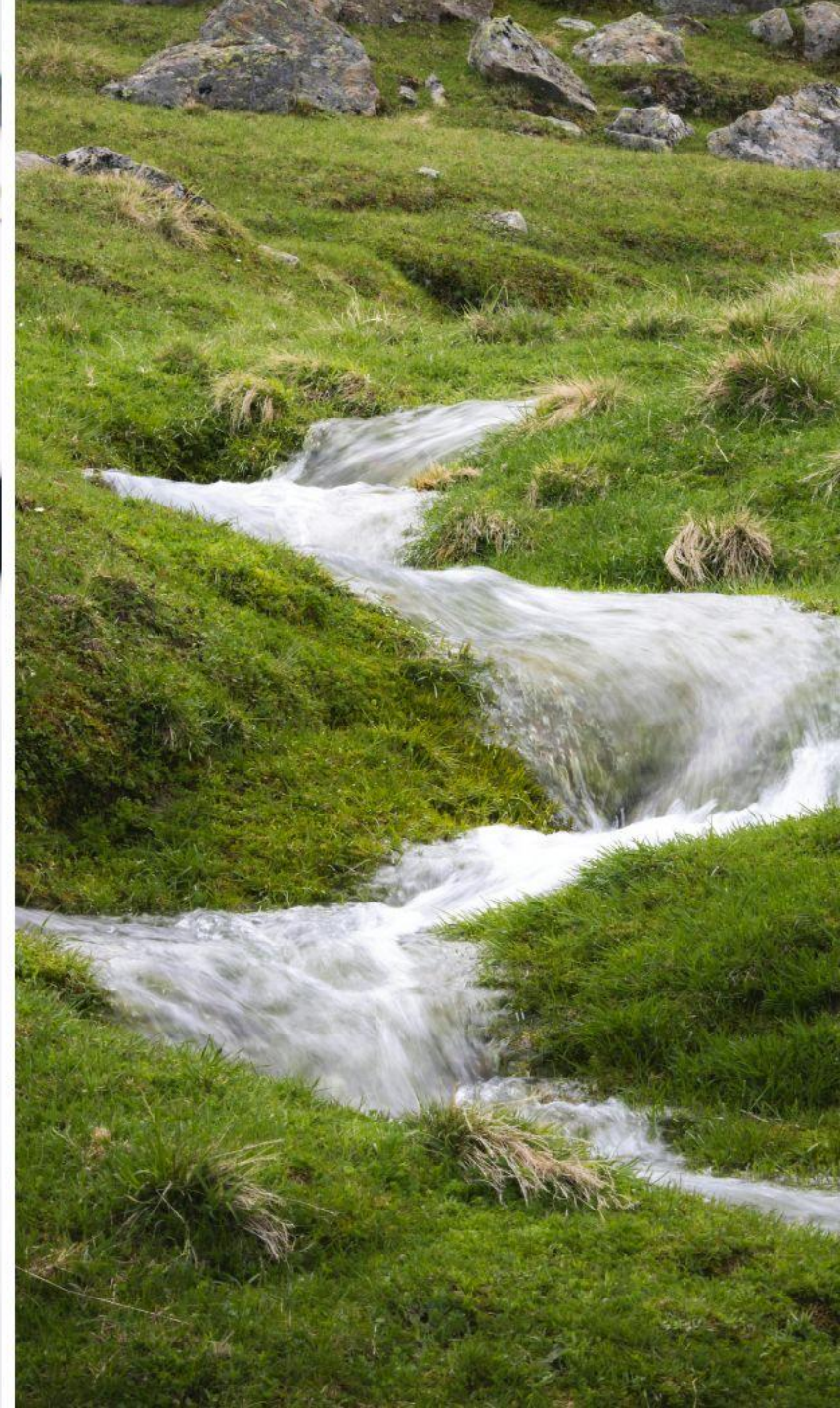
- Strategic consulting and planning
- Brand strategy and positioning
- Crisis comms
- Client relationship management
- Custom creative problem-solving

*Premium Pricing, Maximum Margins*

**AI VULNERABILITY AUDIT**

# *three-layer value stack*

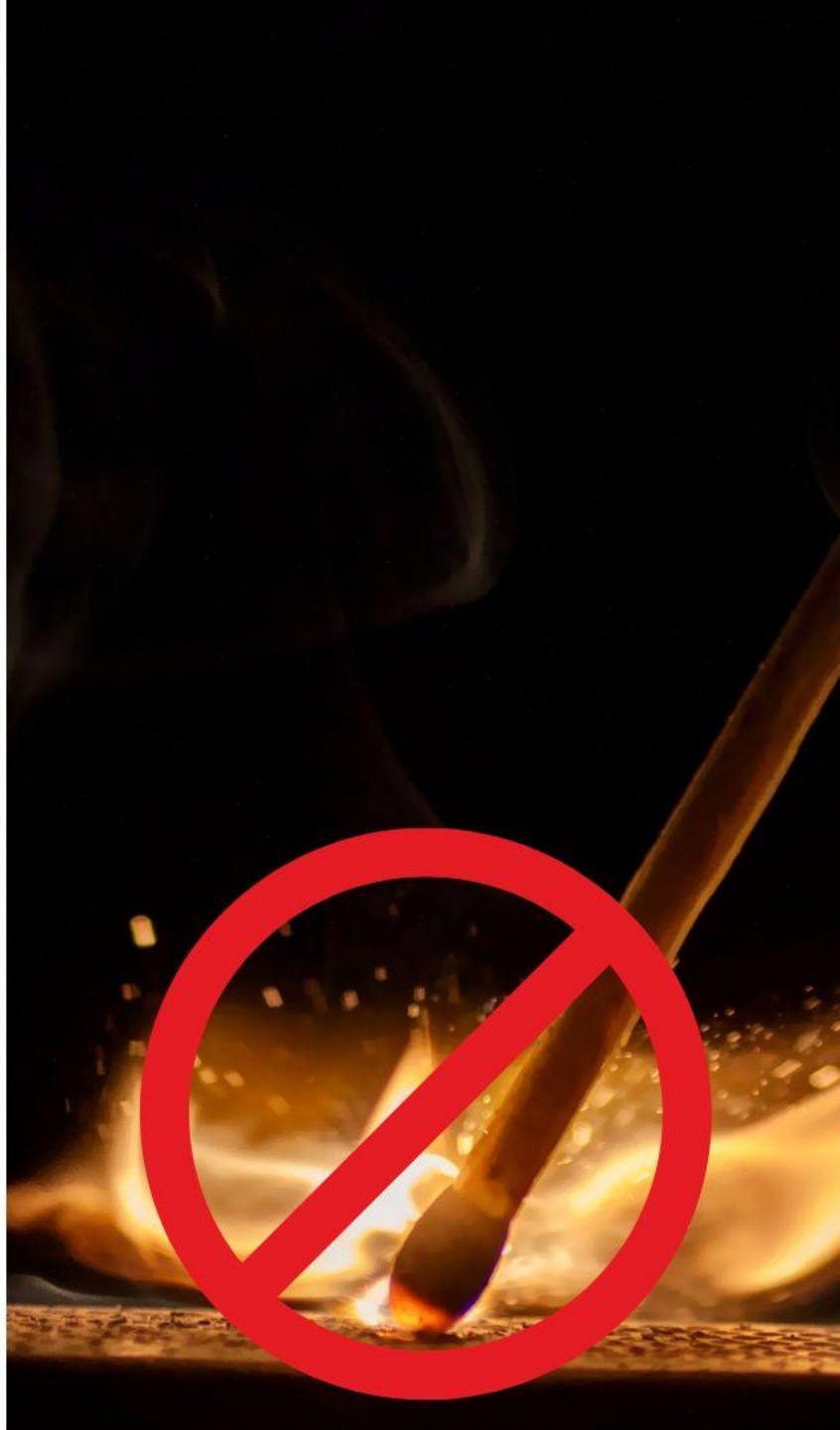




# OFFENSE: POSITIONING



- “Humans bring emotional intelligence and nuanced understanding that AI just can’t replicate. Humans can read between the lines, pick up on the subtleties of client emotions, and adapt strategies in a way that’s deeply human.”
- “AI can generate patterns or mimic styles, but creativity, innovation, and novel thought is a human specialty. Clients rely on agencies for that spark of innovation that no machine can truly replicate.”
- “Agencies do more than just deliver a product; we build trust, collaborate deeply with clients, and understand the business context in a way that forges long-term partnerships.”
- “AI is a tool, but humans are the strategists, the creative thinkers, and the relationship builders that turn services into something truly valuable.”
- “Yes, AI can generate content. That's why we use it to amplify our process and deliver 10x more value in the same timeframe. The question is whether you want random AI output or strategically directed AI that serves your business goals.”
- “Our AI-amplified process delivers results in half the time with twice the iterations.”





# AMI Cohorts

In just one hour per week, through expert-led coaching, practical frameworks, and a small cohort of like-minded agency leaders, you'll sharpen your pricing skills, strengthen your pricing culture, and shift from uncertainty in pricing to proactive value positioning. Boost Advantage™ builds the mindset and skillset you need to price intentionally, grow profitably, and get paid like the expert you already are.

## AMI TUESDAY COHORT

Ten-week interactive program that blends online pre-work with live expert-led Zoom workshops focused on practical application.

**Tuesdays 4pm - 5pm EST**

- October 14, 2025
- October 28, 2025
- November 11, 2025
- November 25, 2025
- December 9, 2025

[JOIN THE COHORT](#)

## AMI THURSDAY COHORT

Ten-week interactive program that blends online pre-work with live expert-led Zoom workshops focused on practical application.

**Thursdays 12pm - 1pm EST**

- October 23, 2025
- November 6, 2025
- November 20, 2025
- December 4, 2025
- December 18, 2025

[JOIN THE COHORT](#)

[boostpricing.com/ami](https://boostpricing.com/ami)

“

Researchers have found that bravery is a skill, and like all skills it can be learned, strengthened and mastered with repeated practice.

”

