

The number none of your agencies give you

How much each new customer really costs you. Find out in five minutes, with a free AI.

... your cost per customer

\$45

COST PER NEW CUSTOMER (CAC)



Are you comfortable paying that
for every new customer?

The math nobody adds up for you

If you pay more than one agency, each one shows you its own slice. The ads agency shows clicks and cost per click. The social one shows followers and reach. The website one shows visits. Every report looks good, and none of them answers the one question that decides whether your marketing is worth it:

What does it cost you to win a new customer?

Nobody adds this up, because it means combining numbers spread across three vendors, and none of them has the whole picture. You do. This X-Ray helps you build that number in five minutes, with figures you already know, using a free AI to do the math and the reading for you.

How to do it, in five minutes

1. Open a free AI in your browser: **ChatGPT**, Google's **Gemini**, or **Claude**. Any of the three works, and the free plan is enough.
2. Copy the whole prompt on the next page and paste it into the chat.
3. Answer the questions it asks, one at a time. Have handy, or in your head, how much you spend on marketing each month and how many new customers you close each month.
4. At the end, it shows you your cost per customer and asks you a question. Keep your answer to that question. It is the one that matters.

You do not need to know anything about technology for this. It is a conversation in plain English, like sending a text.

The prompt, copy and paste

You are a direct, honest marketing and finance analyst. I will give you numbers about my business, and I want you to calculate what it costs me to win a new customer. Ask ONE question at a time, wait for my answer, and only then ask the next one.

Ask, one at a time:

1. Which marketing vendors and channels do I pay for each month? (website agency, ads agency, social media agency, ad spend, tools). Ask for the monthly amount of each one.
2. Add it all up and show me the total I spend on marketing each month.
3. How many NEW customers do I close per month, on average? (new customers, not total sales)
4. What is my average ticket? (how much a new customer spends with me, on average)

With that, calculate and show me, in plain language:

- My cost per new customer: total marketing spend divided by new customers that month.
- What percentage of my average ticket that cost represents.
- Your honest read on whether that cost is healthy, tight, or in the red, and why.

Do not recommend any product or service, and do not ask me anything at the end. Just show the number and your honest read on it.

What the number means

An example so you can read your own. If you spend \$1,000 a month on agencies and ads combined, and close 50 new customers, each customer

cost you \$20. If your average ticket is \$400, that cost is healthy. If your ticket is \$30, it is eating you alive.

There is no universal right number. There is yours, compared with what a customer is worth to you. The AI helps you make that read. What nobody had done before is add up the number.

Now the only question that matters

You have the number on the screen. Now look at it and answer yourself, honestly: **are you comfortable paying that for every new customer?** Your answer decides the rest.

If you are comfortable, great, and I mean that. Your marketing is paying for itself, your agencies are delivering, and there is no reason to touch a team that is winning. Close this X-Ray with no guilt. This product is not for you, and that is perfectly fine.

If you are not comfortable, keep reading, because there is a path almost nobody tells you about.

The path almost nobody tells you about

That cost per customer has a part that never shows up on any agency's report: the monthly fee you pay them to run tools you could now run yourself, in plain English, talking to an AI.

You can have your entire marketing **with no agency at all**, all of it in your own name, and without paying us a monthly fee either. The difference is not doing less, it is cutting out the middleman. **One-Click Marketing** is the step by step, with the ready-made prompt to paste into the AI at every stage. You build it, in the right order:

1. **The foundation:** AI set up as your team, and every account created in your name from day one.
2. **Your website,** that sells, live the same day.

3. **The domain in your name**, with working professional email.
4. **Landing pages** of your own for each campaign.
5. **Real tracking**: the pixel, the tag and the measurement installed in your name.
6. **Lead capture** and follow-up by email and WhatsApp.
7. **Selling and getting paid**, with checkout in your name.
8. **Ads with no agency**, on Google and Meta.
9. **The long game**: blog, SEO and a presence that compounds over time.
10. **The operation that runs itself** in about 30 minutes a week.
11. **Ad accounts in your name**, with a history that is yours.
12. **AI running as your team** from here on.

And the number in this X-Ray, your cost per customer, you stop having to dig up once a year. One of the steps is the prompt that builds **your own BI dashboard**: built however you want it, with the charts you choose, showing your cost per customer always up to date. Building a BI dashboard has become something anyone can do in the age of AI. You describe what you want to see, and it builds it.

It is a one-time payment, no subscription, with lifetime access. If you already have a website and email live, you also learn how to switch everything over without a single day offline. When you decide to take control, the path is here:

one-click-marketing.com

Who wrote this

Guilherme Duarte owns a business, he is not an agency or a consultant. He got tired of paying a patchwork of vendors to handle marketing and built his own, alone, with AI in place of a team: website, funnels, ads and payments, all in his own name. One-Click Marketing is the map of that path, written for other business owners to do the same.

Feel free to share it. This X-Ray is free and can be forwarded in full to any business owner who needs it. Just do not alter the content or sell it.

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