

THE FRACTIONAL AI RATE CARD

What to charge for fractional AI work.

Every price a fractional AI officer needs, from the first call to the monthly seat. These are the prices Chris Kahler charges and recommends.

01 The front door

Discovery call	A first conversation with a business that already fits. You hear their main problems and where they want to be, and get a first look at how they run.	Free
The Opportunity Assessment paid, two weeks	You interview the owner and key people, break their processes down step by step, audit every tool they pay for, and hand over the Opportunity Map: 8 to 12 opportunities, ranked, each tied to money saved or money made.	\$1,500 for your first three clients, then \$2,500
Credited in full against their first build if they start within 30 days. If they walk away, you were still paid for two weeks of work, and they keep a report worth having.		

02 The monthly seat

One build is priced at what you want to earn in a month. That rate is set by the client's yearly revenue:					
\$500K \$5,000	\$750K \$7,500	\$1M \$10,000	\$10M \$12,000 to \$15,000	\$20M \$15,000 to \$20,000	ABOVE \$20M It stops rising. Past this, a fractional seat starts competing with a full-time salary.
The full-list plan BEST VALUE		The client commits to the whole list from the assessment. You deliver one build a month and review the plan every quarter. This is how a \$30,000 client becomes a \$90,000 one.			10% off every month, for the whole list
Your floor: set your own minimum between \$3,000 and \$5,000 a month. Chris recommends never going below \$5,000 to \$7,500. Between \$1M and \$10M in revenue, use judgement. Seat minimum: 3 months.					

03 After the builds

Proactive repair	Alerts, logs and monitors on every live system, so you fix problems before the client feels them. Every system you build adds to it. Free while the client is on the monthly seat.		\$750 a month for the first system, plus \$250 for each extra one
On-Deck Advisory. When the building stops, many clients keep you on deck for what you know. Not building doesn't mean you're not valuable.			
Basic \$2,250 a month One call a month. Replies within two business days.	Standard \$3,750 a month A call every other week. Replies the next business day.	Premium \$7,500 a month A call every week. Same-day replies. The seat, without the building.	

04 What one client is worth

AN EXAMPLE: A \$1M COMPANY WITH 10 OPPORTUNITIES ON ITS LIST	YOU EARN
The Opportunity Assessment. Two weeks, paid. Credited to the first build when they start within 30 days.	\$2,500
Builds bought one at a time. Say the client buys three, one at a time, and stops there.	\$30,000
The full-list plan. \$9,000 a month for about ten months, one build a month.	\$90,000
Proactive repair on ten live systems, after the list is done. \$750 plus $9 \times \$250$.	\$3,000 a month

Three clients at \$5,000 to \$10,000 a month is \$15,000 to \$30,000 a month. That is a full practice, run by one person.

05 Rules that protect the rate

- 1 **Never discount the rate. Shrink the scope.** If the price is too high, take something out of the work.
- 2 **Bill in advance.** Work that is paid for in advance never stops for a late invoice.
- 3 **Put every number in writing,** with what triggers it and when.
- 4 **Raise your prices 20%** when three proposals in a row close without pushback.
- 5 **Quote only what you can deliver.** If you can't do it yet, say you'll review and get back to them. Then research it. If it's still not right, turn it down honestly, or quote well above normal and hire help.

06 Who made this

Chris Kahler is a fractional Chief AI Officer. He builds AI into the daily work of real businesses and prices his own work on this card.

He also builds open-source tools that give AI assistants lasting memory and structure.

\$12,000

a month, his first fractional seat. It closed on the spot.

Over 50%

of assessment-led sales calls closed.

33,000+

users of his open-source AI tools.

2,600+

GitHub stars across those frameworks.

Prices are the easy part. The First Client Kit is the rest.

How to qualify a business, run the discovery call, deliver the Opportunity Assessment, close the full-list plan and run the work month after month.

firstclient.ai · \$97

These are the prices Chris charges and recommends. They are not a promise of income. What you earn depends on your skills, your market and the work you put in.