

THE AGENCY FIELD GUIDE / 01

Your agency. A software factory.

Keep the judgment. Give the work a place to grow.

Mustard Studio connects the client brief, the build, the review, and the handoff. Mr. Mustard helps coordinate the work from the same context.

Start with one client workflow. Make it useful. Repeat what works.



From a brief to a useful thing.

The value is continuity. Each next step should carry the decisions that made the previous step right.

STEP	WHAT YOUR AGENCY DOES	WHAT STAYS WITH THE WORK
01 Intake	Name the client, the outcome, the audience, and the boundaries.	A client-specific brief and operating context.
02 Build	Choose the next deliverable and direct Mr. Mustard from the workspace.	Versions and visible work records.
03 Review	Open the actual result, test the critical path, and record a clear decision.	Approval or feedback attached to the version.
04 Hand off	Export the approved work and give the client its operating instructions.	Files, source context, and the decision to release.
05 Repeat	Turn proven work into a reusable starting point for a new brief.	Your agency process, with client context kept separate.

Your taste stays yours.

A reusable process should preserve judgment, not flatten it. Start with a deliverable your agency already knows how to assess.

Provider-backed work uses the connected account and its permissions. A saved brief or prepared asset is not proof that an external system has published it. Check the provider receipt and the final destination.

Make it. Delegate it. Own it.

PATH	THE WORK	HOW IT IS PRICED
Studio access	Your agency directs its own client work in the Studio.	\$497/month, including \$100 shared Studio runtime.
MMS delivery	Your agency keeps the relationship. MMS builds the agreed deliverable.	\$97/month partner access; \$10 shared runtime. Production quoted per scope.
Complete build	MMS scopes, builds, deploys, documents, and hands off an asset.	Recorded MMS retail package or a fixed custom quote.

MMS retail reference

Selected recorded packages, checked October 3, 2026. These are retail prices, not agency wholesale rates.

PACKAGE	SETUP	MONTHLY
Voice Agent / 500 answered minutes	\$297	\$297
Website / 5 pages	\$497	\$147
Website / 20 pages and up	\$997	\$197
Website / 50 pages and up	\$1,997	\$297
Talking Website / 5 pages	\$497	\$397
Command Center / standalone	\$497	\$197

The Command Center is a separate engagement. It is not bundled. Changes to the agreed build are included. A new deliverable receives its own set package price.

[Open the full current package reference](#)

The agreement travels with the work.

Master Studio supports the agency. The agency owns the client relationship. The client sees its own agreement, approved work and next decision.

STEP	THE ACTION	THE RECORDED EVIDENCE
01 Invite	Create one private client space in the agency identity. The client joins with the invited email.	Assigned client identity and scoped access.
02 Agree	Issue a fixed retail scope, price, payment terms and included changes. The client signs the exact proposal.	Immutable issued snapshot, verified signer, date and fingerprint.
03 Pay	Use the agency-owned hosted payment page. The agency verifies its own provider and records the receipt.	Actual transaction reference, amount and recording actor.
04 Prepare	The client submits priorities, asset links, success criteria and access-invitation status.	Kickoff inputs attached to the agreement.
05 Produce	Release production after signature, required initial payment and kickoff. Build in-house or order MMS delivery.	Commercial readiness and a separate private wholesale order when used.
06 Deliver	The agency reviews MMS work, approves it, and chooses what to share. The client reviews the released result.	Shared deliverable, client approval or requested refinements, and handoff history.

Payment is not inferred from opening checkout. Agency client revenue does not pass through an MMS payment account. Hosted payment links and manual receipt verification work now; automatic reconciliation requires the agency payment provider connection.

Proposal, payment, kickoff and delivery emails are reviewed before Send. They carry the agency name, client recipient and agency reply address, with a provider receipt or visible unknown outcome. No wholesale price or private MMS discussion appears in the client agreement.

Start small. Finish the loop.

1. Open the agency

Sign in with the email that will own the agency. Save the agency identity and choose who owns review and release.

2. Bring one client

Add the company name, client email and first goal. Copy the private invitation. Their agent starts with that company and goal; add finer details together.

3. Press Connect

The agency or client signs in to email, socials and supported business accounts. MMS handles API keys, voice setup and technical configuration from Master Studio. Setup requests keep their progress visible.

4. Give Mr. Mustard an outcome

Name the deliverable, audience, brand direction, constraints, and acceptance check. Ask for one complete result you can evaluate.

5. Inspect the actual output

Open the version. Check the copy, mobile layout, links, data handling, and the most important user journey before approval.

6. Complete the handoff

Approve the intended version, export the files, and keep the operating notes with the result. Confirm any external publish at its destination.

7. Keep what earned reuse

Save the repeatable structure. Replace client facts on the next engagement. Run the same review again.

A factory you can explain.

Use this review before every client handoff. It is how the agency keeps quality as repeatable as production.

CHECK	THE EVIDENCE
Client boundaries	The correct agency and client space. Only the accounts needed for the job are connected.
Quality	The actual artifact opened at desktop and phone sizes. Critical links and the main user journey checked.
External actions	The owner reviewed the recipient or destination, exact content, and cost before the action. A provider receipt or visible unknown state remains.
Costs	The package states included runtime and third-party accounts. MMS sets the shared agency and network ceilings before paid work begins.
Ownership	Files, instructions, access, and the release decision travel with the client handoff.
Recovery	The agency can find the previous approved version and knows how to pause, recover, or ask for help.

Bring the next useful thing.

A client portal. A branded website. A repeatable campaign workflow. Start with one specific result, then make the delivery process your own.

[Open Mustard Studio](#)

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Source notes: MMS lib/demo-order.ts and data/demo-agent.ts, checked October 3, 2026. The full service reference includes data/proposal-menu.ts. Studio Pro: \$497/month with \$100 shared runtime. Delivery partner: \$97/month. Client runtimes: \$49, \$99 or \$199/month, with \$10, \$25 or \$60 runtime allowances. MMS manages Studio AI and included runtime. Separately agreed advertising, fulfillment and outside subscriptions bill their owner. Fixed production quotes remain scope-specific. This guide describes the operating workflow; connected provider availability is shown inside the workspace.