

The 6-Step Action Plan To Start Your Agency From Zero

The 3 Types of Agencies

1.0 Agencies

Today, majority of the agencies out there are still stuck to the old 1.0 agency model.

The first characteristic of a 1.0 Agency is that they have **offices and a lot of staff**.

That's a BIG problem because...

- 1) An office costs a lot of money, which cuts into your margins;
- 2) It limits your talent pool to one specific location;
- 3) With a lot of staff comes a lot of cost, high payroll, and thus a lot of risk.

Remember:

We want to keep things as lean and as simple as possible.

So that's **the exact opposite of the structure** we want to have.

And the reason why they do all of that is because the 1.0 agencies are **REVENUE-DRIVEN** business models.

- They offer a lot of services to a lot of clients;
- That requires a lot of staff;
- They're "full-service" agencies
- They do a bit of everything.

The result of that?

They can definitely attract more revenue... BUT, at a huge cost.

Because they need so much staff, their payroll goes through the roof. And at the end of the month, **their margins range between 15 to 10%**. Which is TERRIBLE.

Here's where you **do NOT want to be**.

2.0 Agencies

These are the classic SMMAs: Social Media Marketing Agencies.

And the idea here was:

- Instead of having A LOT of clients, focus on the ones that pay the best
- Instead of getting a bunch of staff to fulfill them for you, let's focus on services that are simple enough for you to fulfill yourself.
- It was a very "do-it-yourself" approach.
- Instead of trying to work with everyone, only focusing on businesses that sell services for \$1,000, \$2,000, \$5,000 dollars...
- This way, by bringing them only a handful of clients a month, they already get an ROI on your service fee.
- Think dentists, real estate agents, chiropractors, car dealerships, etc.

That was what allowed A LOT of people in their 20s to start making a full-time income online. \$1,000, \$2,000, \$5,000 dollars a month.

And then, you'd provide them with what I call a "Convenience Offer".

That is:

An offer that saves the business time by them not having to do that themselves, and still impacts their bottomline by bringing new customers.

Think:

Video editing, shooting, creating content for social media, social media management...

The problem was:

With this model, **80% of your time is spent on service delivery.**

So, first of all, you never have time to work on getting new clients to grow your business.

You're **stuck working IN the business instead of ON the business.**

And the thing is:

Very quickly you'd hit a ceiling.

Around \$5,000 to \$7,000/month for most people.

3.0 Agencies

This is the ultimate agency model.

The idea with this model is to **keep things as lean as possible, and as simple as possible.**

Because when your operations are lean and simple, they can SCALE.

With the creation of the 3.0 Agency Model, we managed to:

- 1) Have a real business instead of working as a freelancer...
- 2) Having a team that takes care of all the service fulfillment for you so that you can focus on growing your agency instead of working on it...
- 3) All while maintaining 70 to 90% margins...

With the 3.0 Agency Model we focus on:

- **picking a single service and a single niche** and being as good as possible with that.
- The only thing we care about here is **PROFIT**.
- It is way more PROFITABLE to only have 1 service and be very good at that so that you can get multiple high-paying clients for that service while the fulfillment is always the same.
- We're talking **70% to 90% profit margins** when structuring things properly with your 3.0 Agency.

It's all a matter of specialization vs generalization.

We all know that the brain surgeon makes way more than the general practitioner.

And the real beauty of the 3.0 Agency Model is that:

Since we don't have an office and we're not attached to clients of any specific location, we can outsource our service-delivery using "Contractor Arbitrage" without having to pay anything out of pocket...

So there's literally ZERO Risk.

The 6-Step Action Plan:

This is the 6-Step Action Plan to starting your agency from zero.

Phase #1: Foundations - this is where we go through all the setup needed to get started with your agency, such as choosing your service and niche.

Phase #2: Mindset - Just like you gotta set up your business, you need to set up your mindset. If you don't have the right mindset to approach starting your business, you'll inevitably fail.

Phase #3: Outreach & Prospecting - Here I'll tell you where to find and exactly what to say when reaching out to potential clients.

Phase #4: Sales - From your outreach efforts, you'll start to get meetings booked with you. So here's where you learn how to turn simple Zoom Meetings into paying clients that put thousands of dollars in your bank account, over and over.

Phase #5: Systems and Processes - Once you sign your first client on phase #4, here's where we put the processes in place to give your client a great client experience and ensure they stay with you for a long time.

Phase #6: Service Delivery - Here you'll learn how to get the service delivery done for you by someone else through "Contractor Arbitrage", or even by yourself if you prefer to go the do-it-yourself route.

Phase #1: Foundations:

Your job as a 3.0 Agency is to find **one single problem big enough that paying top dollar to get it fixed is a no-brainer.**

Basically, what you're doing is getting paid to fix problems for businesses.

And there's one big problem that's shared between pretty much all businesses...

That is:

Sales.

If you can get a business to sell more, they'll pay you generously.

You can do that in a variety of ways:

- You can help them design better product pages
- You can help them shoot better content
- You can help them take better product pictures
- You can help them run better ads
- You can help them write better emails
- You can help them position better on Google Searches

All of which leads them into getting more sales.

What I recommend you do is think about how you can leverage different services in a way that allows businesses to make more sales with them.

For example, if you're a video editor you could:

1) Edit regular institutional videos that usually don't have too much value for your client, because no one really watches them so they don't really generate any ROI.

2) Find businesses that run Ads and help them create better ad creatives for their ad campaigns. Better ad creatives = lower costs on their ads = more profitable ads.

One of the services only saves them time, that's a **Convenience Offer**.

The second one brings them a clear Return on Investment, that's an **ROI Offer**.

And if you want to charge high-ticket prices, you should focus on ROI Offers.

So, that's why I always recommend choosing services that are easy to attribute a monetary ROI to them. Here's the list of my favorite ROI services to offer:

- **Paid ads:** Facebook ads, Google ads, YouTube ads - this is the easiest one to attribute results to.
- **Content creation:** I like to use this one specifically for ads or sales videos, where that specific piece of content is responsible for bringing sales.
- **Conversion rate optimization:** fancy name for saying: taking an ecommerce's product page and redesigning it in a way that gets more people to buy their product.
- **Email marketing:** basically writing daily/weekly emails. You'd be astonished if you saw the amount of revenue that emails can bring to ecommerce stores. Plus, majority of the stores have big email lists, which they invested a lot to acquire each contact on it. So, for them, it's kinda like free marketing.

Phase #2: Mindset

I've given this exact same action plan to thousands of people.

Some of them went on to make thousands, and then dozens of thousands, and then hundreds of thousands with it.

Some even got to the millions.

At the same time, there are a lot of people who never made a single dime from it.

And the difference between the people who get to the tens, to the hundreds of thousands, from the people who never made a single dime is that the ones who succeed weren't afraid to execute.

While the people who never achieved anything with this plan, they got stuck.

They got stuck choosing their niche, their service, or on one of the following steps of the plan.

The point is:

They never pulled the trigger.

They were overthinking it, too afraid to take a decision. The ones that fail with this plan are the ones who don't execute.

So now you have to answer the question:

Are you gonna be one of those who fall through the cracks? Or are you gonna be a master of your own faith? This decision has to be taken now.

Once you do it, you'll have what it takes to get to the next phase.

Phase #3: Outreach

This is your most important activity as an Agency Owner:

Outreach.

That is: finding and approaching potential clients.

There's endless ways to outreach:

Cold calling, cold emailing, sending looms, Instagram DMs, LinkedIn...

Remember:

Your script and messaging here only account for around 20% of your success when contacting potential clients.

The 80% is about who you choose to contact in the first place.

So with that being said, whatever approach you decide to take, work on compiling a solid list of contacts and that will make your job 10x easier.

Here's the **million-dollar prospecting script** to book meetings on demand with potential clients.

It is composed of 5 parts:

1. Say hi
2. Give context and express a common value that unites you and them.
3. Use the common value to pivot to an opportunity point.
4. Take the pressure off of them.
5. Show that you can help them by actually helping & invite them to a meeting.

Let me break it down what that would look like in practice,
using the example of selling Facebook Ads to an ecommerce brand owner.

Step #1 - Say hi: *"Hey [name], how you doing??"*

Step #2 - Give context and express a common value: *"I stumbled across your profile while reading one of [the influencer of your choice]'s posts, and noticed that you also follow him and have a brand that sells online."*

This is important because whenever someone receives a message from someone they don't know, the first question they ask themselves is "how did this person find me?"

Step #3 - Pivot to opportunity point: *"Anyway, I was taking a look at your store and noticed that you currently don't have any active ads running."*

This answers their next obvious question, which is "why is this person contacting me?"

Step #4 - Take the pressure off of them: *"Not sure if that's something you're currently working on or just haven't had the time to look into yet"*

You never want to point out a problem in their business without acknowledging the fact that it is not their fault that such a problem is happening, otherwise you will come across as an a*hole.

Step #5 - Show that you can help them by actually helping them: *"But I'm sure a few ads would help you increase your sales. So I've taken a look at what a few other brands in the space are doing and I found these 2 ads that are working very well for them. I recorded this quick video breaking them down for you: [loom link]"*

Here you send them a loom breaking down the ads, or whatever relevant info you can provide them with based on your service.

The thing here is, since you'll be prospecting people in the same niche, you only need to record 1 loom and you can use it with all potential clients. Record it as if you're talking to one specific person, just make sure not to mention their names so you can always use this same one.

It shouldn't take you more than 10 minutes to record a quick 3-minute loom.

Step #6 - Invite them to a meeting: *"If you think those could work for you, I have a few angles in mind that we'd be able to quickly record and put to the test within a few days. You down to jump on a call so I can walk you through them?"*

You should also do this same invitation at the end of your loom video, by the way.

And make sure you send each one of these as separate messages if you're doing it on Instagram. It will look more organic that way.

Phase #4: Sales

Once you dial in your outreach, you'll start getting meetings.

Now, just to give you a **5-minute summary of how to approach these meetings**:

In those meetings, you should come from the same frame as your first conversation through messages:

Someone who genuinely wants to help them.

Make sure you do your homework.

Before hopping on the call, study their website, their products, and everything they have available out there. Compile a list of things they're doing well, and opportunities for improvement.

If you promised that you had a few angles for ads in mind, go in there and give them these angles - and explain why they would work well for their business.

By doing that, you're going to:

1. **Create a lot of goodwill.** This will get their guards down because they'll see you as someone who is genuinely trying to help, rather than someone who's trying to sell them something.
2. **It will show them that you understand what you're talking about,** getting the prospect to see you as an authoritative and trustworthy figure.

And most importantly, ask them questions.

Figure out what are their goals and current struggles.

Pay attention to their answers and use that as ammo.

Help diagnose their problem and then give them direction (which should lead directly into what you offer).

Just keep it simple.

The best sales tactic I could ever give you is just be completely honest.

This has a reverse psychological effect on them that gets prospects trying to sell you into accepting them as your clients, but above anything else, it just clearly signals to them that you're not bullshitting or trying to sign them at all costs.

Then, after you go through all of these...

Simply ask them if they know how to execute it on their own.

If they don't, offer to help them.

Explain exactly how your offer works and give your price.

I suggest that when you're first starting out, you divide this process into 2 separate calls, whereas in the first one, you go through this discovery process that I just walked you through.

Then once you have all this input from the prospect, this last part of presenting them with an offer can be done on a follow-up call.

Phase #5: Systems & Processes

Once you sign your first client, it's important that you have a few systems in place to provide them with the ultimate client experience and ensure they stay with you for a long time.

That includes:

- Having a smooth onboarding process
- Selecting what client communication tool you're going to use
- How you're gonna get paid, how often you're going to have calls with your clients
- And a bunch of those little details that we overlook at first but are incredibly important for the client experience.

But no need to worry about that now.

Once you sign your first client, you can worry about this.

Phase #6: Service Delivery

There are two paths to follow:

- 1) Delivering the service yourself
- 2) Taking advantage of "Contractor Arbitrage" to get the service delivered for you.

The real perk of this business model is that you get to decide if you want to approach it as a one-man band - where you do everything: you take care of the sales aspect of it, as well as the service delivery aspect of it.

This is great for people who like to work on their own, don't like depending on others, and have extra time to invest in their business.

On the other hand, you can also approach it as a businessman who just works on the business and puts other people in place to take care of service delivery - BUT without having to pay a single penny out of pocket.

That's why we use 'Contractor Arbitrage'.

The beauty of it is that, instead of having to deal with the risks that come with the typical employment relationship, such as fixed payroll and long-timeframe contracts, what we do is we hire contractors on a per-service basis.

That means that we're essentially hiring someone at no risk because they only get paid after the client pays you.

So you won't ever have to pay anything out of pocket.

The way it works is that you pay the contractor based on how many clients they're taking care of.

So the more clients they take care of, the more they get paid.

BUT if you lose a client, they also stop getting paid for that specific client.

And, as I mentioned earlier, the way we teach you to structure this inside of Agency Accelerator is that you as an agency always get paid upfront by your clients and you always pay your contractors at the end of the month.

This way you'll never run into cashflow problems.

And the real beauty of contractor arbitrage is that you can hire people who already have experience with the service you offer.

Meaning, this way you can deliver services that you don't know how to deliver yourself.

NEXT STEP...

Turn On The Notifications For Episode 2:

https://www.youtube.com/watch?v=IV1x2-IB-_w