

AGENCY SITE SUPPORTING TEXT

Niching down is like going fishing in your own lake vs going fishing in the ocean and you are competing with everyone else.

Agency businesses are the only way around the commodity market.

In order for this business model to work, you really have to take it seriously. Put away any doubts about if it works or not and really focus on making it grow and you'll reap the rewards in the long-run.

To explain the main call-to-actions:

Free Website Analysis – you will go through their existing website and provide a very detailed overview of your suggestions for them to improve their sales.

Request an Appointment – links to the contact form to arrange a meeting. This can either be in-person, on Skype or a telephonic meeting.

The overall website theme is very thorough in what it covers, but you'll notice that it's not very cluttered with distractions. It's professional and 'clean' – just what an agency site should look like.

The "Growth Tips" are the blog articles.

Make sure to write helpful articles that position you as an authority in your niche.

"Our Work" is your portfolio. You can either do websites for free to get testimonials or buy domains and create websites on these domains as your portfolio.

Always keep learning how you can improve and market your niche agency to get more clients and to automate all the processes.

PS – don't limit yourself to only one agency. Try and aim for 2 – one focused on the higher monthly fee and one focused on a lower monthly fee.