SCALING YOUR AGENCY

Lessons Learned the Hard Way

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THE LESSON: SCALING

SCALING IS PERSONAL.
GROW WITH INTENTIONALITY.

SCALING

START WITH SELF REFLECTION

Life Stage

- Work and life must co-exist.
- Is this the moment to push or hold or scale back?

Lifestyle

- Personal dreams and values?
- What must be true in the business for that to happen?
- Define the sweet spot.

End Goal

- If the goal line moves its hard to rebuild the business.
- Your business WILL end.
- Don’t be caught off guard.

Possible Endings:

Sell the agency. Sell the book of business. Refer away and close. Pass to family. Simply disappear (God forbid!)

SCALING

WAYS TO SCALE

- Elevate your role and add team members
- Raise rates to scale your current book of clients
- Acquire other agency’s clients
- Switch to value based pricing for increased margins
- Specialize instead of generalize
- Automate offerings to increase efficiency
- Become an expert consultant instead of the doer
- Target a higher profit margin market
- White label for others and cut out the sales / nurture cycle
- Resell other’s services with solid markup
- Scale a product for more passive income

Do you love the work? Or do you love the business?

THE LESSON: TEAM BUILDING

FIND PEOPLE WHO ARE THE RIGHT FIT FOR YOUR CURRENT GROWTH GOALS.

THE TEAM

HIRING PROCESS

Define the Role

- If this is not clear, their success will not be clear.
- If you hand off chaos, you'll receive chaos.
- Know the cultural qualities you are looking for. Trust your instincts.

Find the People

- Right People in the Right Seats
- Where to find them:
  - Contractor vs FTE
  - Project based
  - Vetting services
  - Post yourself
  - WP Groups
  - Trial project / tasks
- Consider the Pros and Cons
- Team may shift over time

Get Them on the Bus

- Budget time for onboarding.
- Shift your role from serving clients to serving your team.
- Go slow.
- Don't beg people to work for you.
- If it's not working, be honest and move on.

THE LESSON: FINANCE

WHEN IT COMES TO MONEY, WHAT YOU DON'T KNOW CAN DEFINITELY HURT YOU.

FINANCE

MONEY MATTERS

- Learn the basics of financial reports. Use a scorecard monthly.
- Review your previous year’s financials
  - Profit & Loss (monthly, quarterly, annually)
  - Balance Sheet
- Understand your sources of revenue and percentages: product, recurring, fee-based, hourly, affiliate fees, etc
- Team member’s billable rate, percent profitability, & utilization ratio
- Fund extra time & capital to build your team

THE LESSON: OFFERINGS

SCALING REQUIRES CLARITY. GET ORGANIZED BEFORE YOU GROW.

OFFERINGS

WE DO THIS. NOT THAT.

Get clear on what you do and how it scales.
Double down on strengths. Swap out the rest.
You'll never be all things to all people.

- Basic Design
- Custom Design
- Development
- Ecommerce
- Membership
- SEO or PPC
- Copywriting
- Social Media
- Hosting and Domains
- IT and Emails

THE LESSON: PROCESS

DO NOT ATTEMPT TO SCALE CHAOS. GET ORGANIZED.

PROCESS

CREATE A ROADMAP

Document your Standard Operating Procedures

You CANNOT scale what's only in your head.

I know what I'm doing.

I tell YOU what I'm doing.

YOU do what I'm doing.

YOU make it better!

PROCESS

IT DOESN'T HAVE TO BE PAINFUL

- Record a video of you doing the activity.
- Create an outline. Use AI to help.
- Keep it in high level bullets.
- Store it easily accessible. Use tools that make content dynamic and searchable.
- Hire intelligent people who can expand the process and adjust.
- Set up regular review rhythms for your SOPs.
- Delegate ownership of processes to your team.

THE LESSON: PROS

SURROUND YOURSELF WITH PEOPLE WHO ARE SMARTER THAN YOU.

OPERATIONS

FIND THE PROS

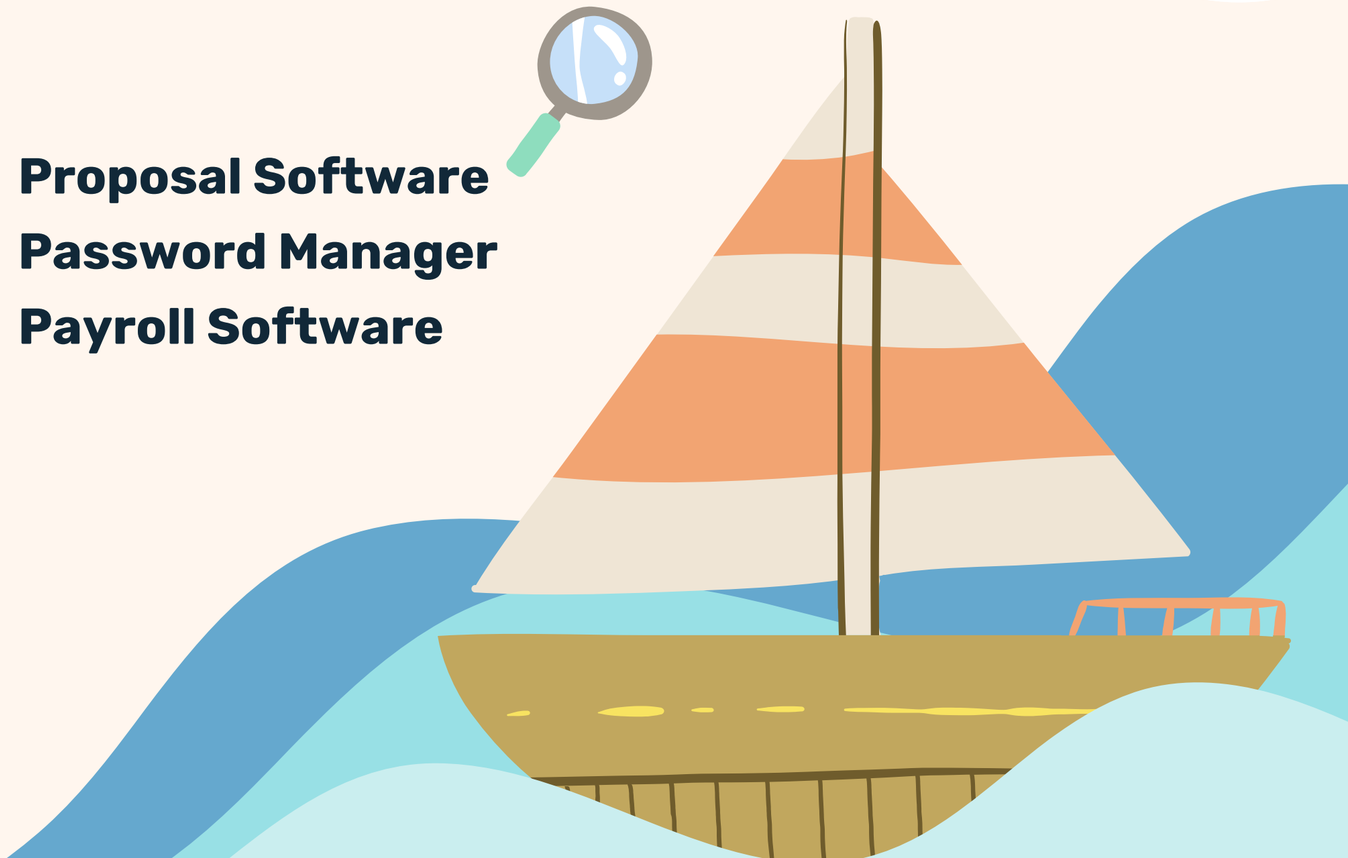
Put your business in order to protect yourself AND your team members.

- Attorney
  - Contracts & Agreements
  - Security Policies - *passwords*
  - Business structure
- Insurance - liability, employee, medical, cyber insurance rider
- Financial
  - Bookkeeper
  - CPA
  - Fractional CFO
- Business Coach

Proposal Software

Password Manager

Payroll Software



THE LESSON: CULTURE

IT'S YOUR BUSINESS NOW. MAKE IT A PLACE YOU ACTUALLY WANT TO WORK.

CULTURE

YOUR INTERNAL REPUTATION

It’s what your team says about working with you.

- Celebate your values.
- Change your language from “Me” to “We”
- Celebrate your people.
- Honor their personal lives and stories.
- Honor their privacy comfort level.
- Remember these are work relationships, not “family.”
- Force yourself off task and see the people in front of you.
- Keep those videos ON!

QUESTIONS, ANYONE?

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Explore our lists of tools and resources to start scaling.

THANK YOU!