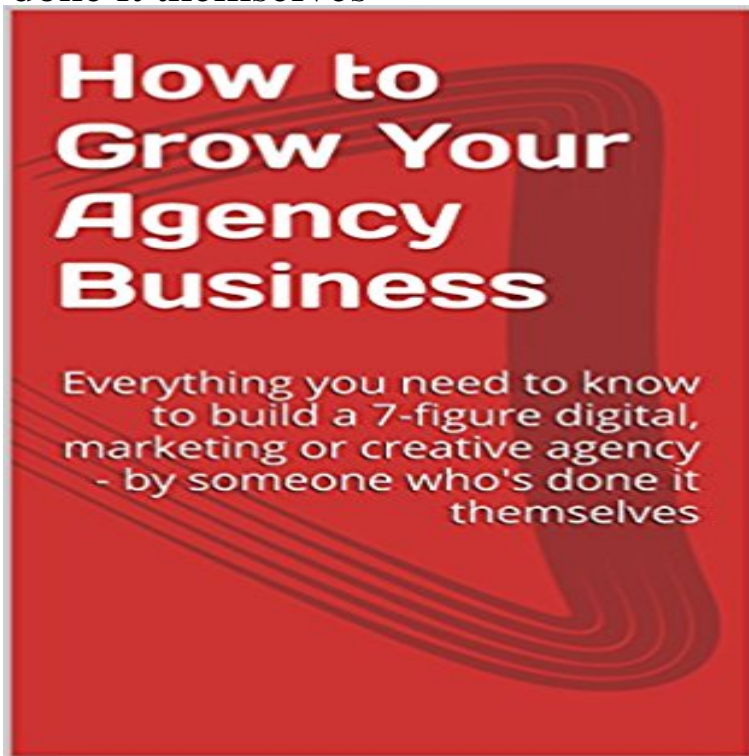


How to Grow Your Agency Business: Everything you need to know to build a 7-figure digital, marketing or creative agency - by someone whos done it themselves



Do you want to accelerate the growth of your agency business? Back in 2007, I decided to quit my job to start my own website design business - working by myself from my converted garage at home. I built basic websites for local businesses - but my ambition was to run a large, successful agency with a big team and famous brand-name clients. I wanted the flexibility to live my life how I wanted, earn a six-figure income and ultimately have a business that could fund my retirement before I was 40. I knew back then it could be done - I just didnt understand at the time how! That was the start of a 9-year journey, building my high-profile, seven-figure turnover agency with an amazing team and the kind of big brand clients and high value projects I could only have dreamed of back then. Now Ive decided to share all the secrets Ive learned to help other agency owners do the same. In this fascinating and detailed guide to building a successful agency, youll find out... - How small agencies can win bigger deals with big clients - How to punch above your weight when competing against bigger agencies - How to build a seven figure agency sales pipeline - How to write winning proposals - How to win sales pitches and beat bigger competitor agencies - Developing the mindset of a successful agency owner - How to differentiate your agency from your competitors with a unique USP - The team structures needed at different stages of agency growth - How to recruit and poach amazing staff from larger agencies - Tips and advice to immediately improve your cashflow - Getting clients to pay you quicker - Key financial metrics to drive your agency growth - And much, much more! This book is for you if... - Just like me, youve started (or are planning to) your own small digital, creative or marketing agency - Perhaps youre working by yourself, or already employ a small team of

1 to 10 people - You really want to succeed - and to accelerate the growth and profit of your agency - You want to know the secrets of how the big agencies land big, valuable deals with big name clients - You want to fast-track your growth, making your agency famous, profitable - and a valuable asset to sell one day

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