



How to build a marketing agency from 0 to \$7 Million

JOURNEY

Trained as a theater actor for 10 years, but couldn't be on the road anymore after he had his first child.

He worked door-to-door sales for a year, which felt like auditions. He realized it was a numbers game.

Needed a new strategy.

He opened the yellow pages and called 100 businesses in one day. And booked appointment.

Then he started fax broadcasting because he felt like cold calling was not as effective (basically spamming fax machines).

Spend \$400 to fax 10,000 businesses. Received 100 death threats but sold \$4000 worth of terminals for every \$400.

Decided to try using Google Ad Words. Taught himself how to do ad words with Perry Marshall book.

Was studying direct response/sales copy.

People were blowing up his phone and he was taking orders instead of selling.

\$1 per click back then. Today it's \$25 per click.

Wished he spent more money. He became one of the top sales people at the company.

Ultimately he stumbled into digital marketing as a profession by doing marketing for himself.

CHALLENGES

He had to make many sacrifices to get where he is today.

He worked 12-15 hour days and strained his relationships with friends and family because the "hustle was on."

Ultimately he learned that did not charge enough. He didn't understand his value.

Charge as much as you can especially when you're adding value.

At the beginning he did a lot of things by himself. As he expanded, he hired his friends and family, and also outsourced to the Philippines.

He wasn't selective about the companies he worked with in the beginning – he struggles to turn down companies even today.

But niching down is ideal.

Makes it easier to replicate your process.

"Specializing is key!"

Merged with Powered by Search in 2014.

"Pick a vertical, go deep in that niche."

MERGE AND PARTNERSHIP

Partnered with Warren Houston from Net Connections and Dev Basu from Powered by Search, whom he met through the internet, after they discovered they were in the same area.

It was hard for him to find entrepreneur friends, so he went looking for that community online.

When it comes to partners, 3 is sometimes better than 1.

It's hard to get partnerships to work. There are lots of pros and cons to working with other people.

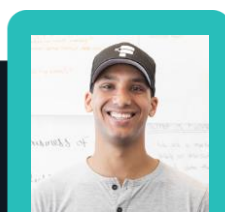
A partnership is like any relationship or marriage with someone.

It takes a lot of listening, understanding, and compromise. Pick your roles/lanes, stick to it, don't crossover.

You have to understand how committed every single person is.

When you first get an idea, everyone is excited and pumped up.

"As time moves forward, times gets tougher, you realize that everyone is not in it to the same degree or the same level."





GAUGING COMPATIBILITY

"Due diligence is important. You have to really get to know the person over a long time before entering into a partnership."

His tips for finding a successful partner:

Interview each other's clients. Interview employees that have stayed or left.

A lot of people don't dig deep enough.

"People should role play about worst case scenarios, see how their partners react, whether it's in romantic relationships or professional relationships."

You must be on the same page for the partnership to work.

REALIZATIONS

People want to start working with you when word spreads about your company. People buy results. They want the outcome.

"People are afraid to raise their price, because they attach their value to the tangible thing, but not the lasting effects."

People don't need to know how many blog posts you wrote.

"How many leads you brought them is the real value. RESULTS are the real value."

Took a long time to rebrand. It's like creating a brand-new company. It's about working on your positioning and finding your ideal employees.

Once you have that, you can do great work despite the rocky times.

"Deliver a good service and hire the people who can get the work done. Hire sales people later."

Executives must act as salespeople for the company at the start.

MATTHEW'S STEPS TO BUILDING A SUCCESSFUL AGENCY

1. Verticalize. Productize. Focus on framework and strategies.

Collaborate: Find other experts, hang out with them and share.

If you create a community and keep adding value, you'll always have sales because of referrals.

Community is what elevates and creates business.

Tag along the coattails of other experts until you become one yourself... and take the business that they don't want.

2. Create your positioning.

3. Teach your frameworks.

"Get people doing your work rather than you doing it for them."

Strategy is always the hard part.

4. Train the trainer and hire people.

"Train people who can train others. Get out of their way and let them do their thing. That's how you scale."

You must have a framework. Otherwise you'll be another "Me Too" company.

"A framework makes you stand out and makes you special."

It's something simple, easy to comprehend, works really well.

You must have processes.

Create a methodology. It keeps people grounded in that system. That structure is proven to work.

And don't fight on price. Makes you stand out.

5. Vivid Vision: Be clear about what the future looks like.

Write down what the company will look like in 3 years: Revenue, People, Space.

If you have an office, put your values on the wall.

On having a coach:

"Every entrepreneur should have a coach. Change your coach to get a new perspective, but you need the third-party eyes to help you grow."

You need 3 coaches:

1. Someone who is a step or two ahead of you but also in the trenches. (Helps with day to day, has empathy for you.)
2. Advisor (A few levels above you, helping with vision.)
3. High level mentor (Realms above you to train your mindset.)

"Billionaires can't help you with day-to-day because they have no idea what you're going through."

Always be learning, from your business, from your coach, from coaching someone else.

