

NICK CALABRO

CEO, CALABORATION

CO-FOUNDER, VOTEUP

FIVE DAY DIGITAL AGENCY

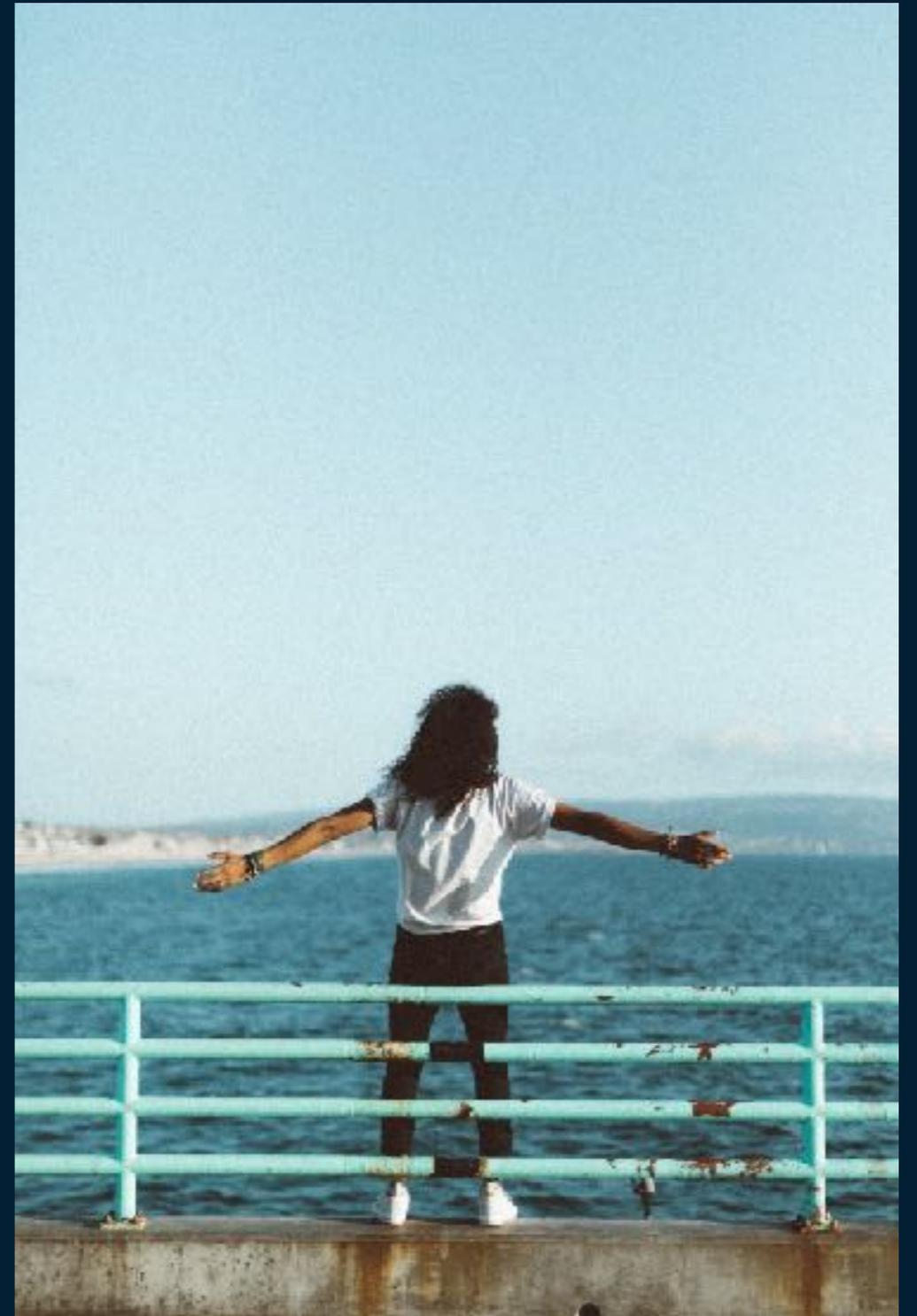
STARTING YOUR DIGITAL AGENCY — DAY ZERO

During this five-day course we're going to show you the fundamentals of what it takes and what you can do to start the business, acquire clients, what you'll be doing for them, how to sell more effectively, and finally to live a self-aware and fulfilling life while running a business that you love.

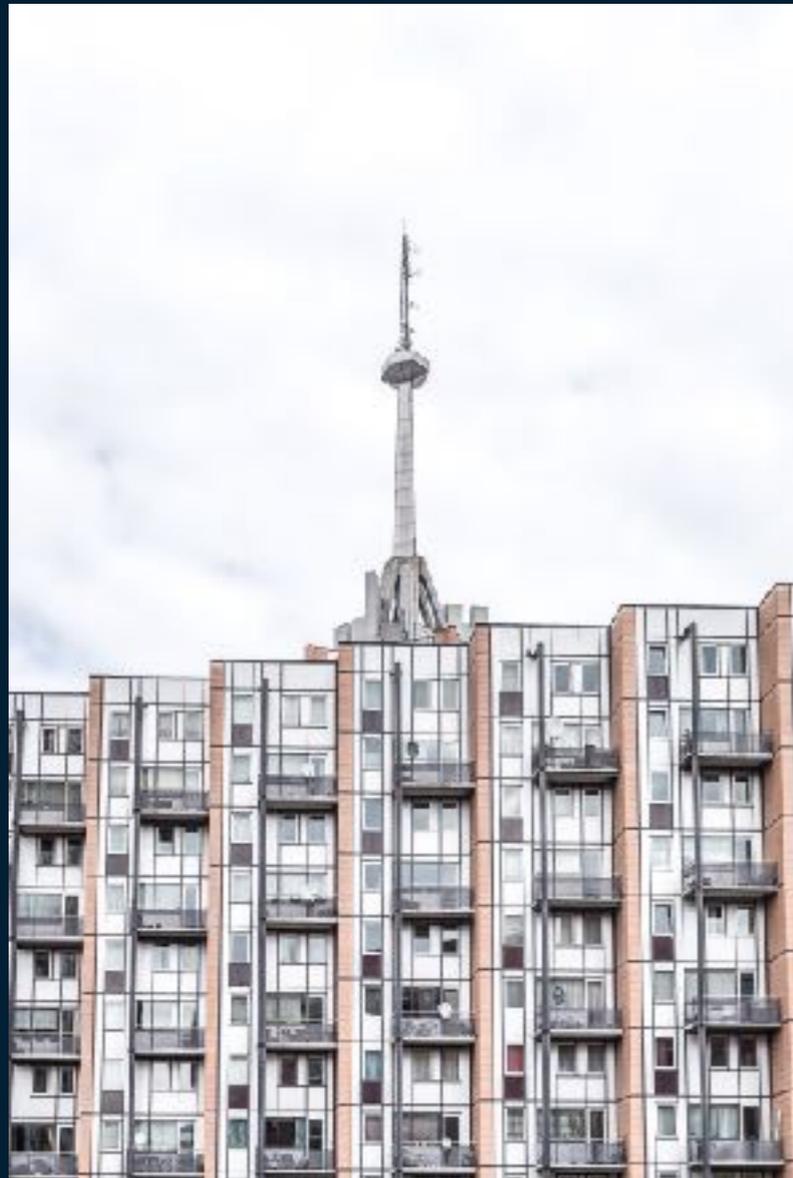
We'll give you the rest of the day off but you can get a head start by visiting the website and reading the blog so you can come in swinging and start generating business as soon as possible.

DAY ONE

Now that you're ready and committed to begin running a company and living the life you want to live, we can start talking about the tactical steps you can take to start, grow, and optimize your digital agency.



DAY ONE / STEP ONE



DETERMINING YOUR VERTICAL

Niching down into one vertical is going to be scary when you're starting out because you feel you can service any and all professions. This may be true, however, it's crucial to determine one specific niche to focus on for a number of reasons.

DAY ONE / STEP ONE

1. You'll become an expert in that field – once you know how to speak the language of certain professions, prospects will be that much more willing to work with you because they know you know their market.

A chiropractor will care much less about your lead generation for a local real estate brokerage than they would another chiropractor.

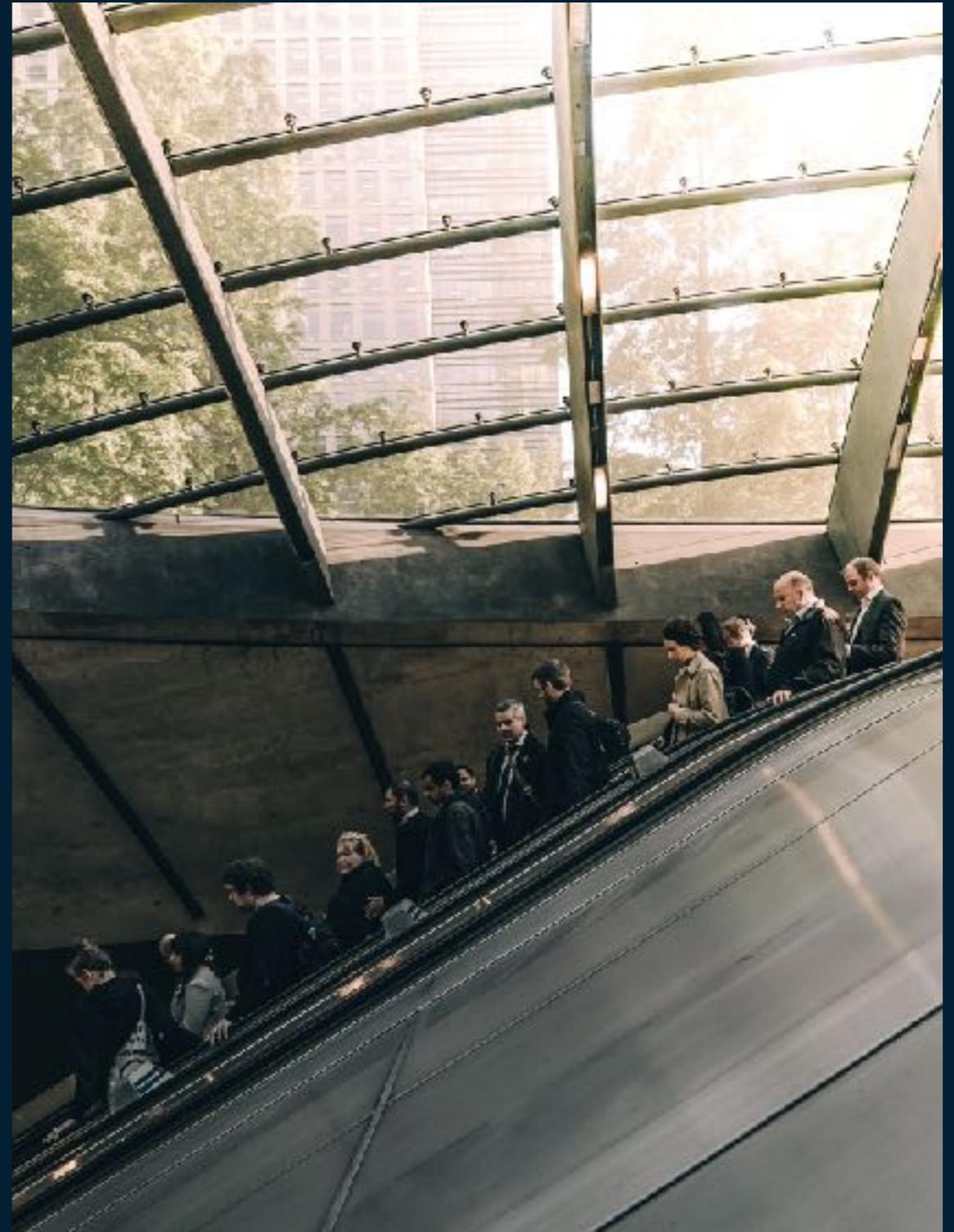
2. Referrals – there are two sides to this coin. Firstly, once you do phenomenal work for one local dentist, you can be sure they have friends and other contacts in the dentistry vertical. They'll likely talk about you in the field and can bring in more leads for your agency.

Secondly, people outside of that vertical will be more willing to refer you to those they know in that field if you specify your specialty.

Example: If you advertise your services to someone as brand awareness and lead generation they may say, "sounds great; I'll keep you in mind". If you advertise your services as lead generation and marketing for real estate professionals they may say, "Awesome, I know some real estate brokers I can introduce you to."

DAY ONE / STEP ONE

What type of clients are you going after? Do you want to work with finance, real estate, healthcare, politics – whatever it is, settle on one for now and do great work in a single vertical.



DAY ONE / STEP TWO

DETERMINING YOUR SERVICES

What are you actually doing for your clients? A full-service marketing agency is much different than an SEO shop.

Understand the benefits of providing packages that contain complementary services. Web design, hosting, and SEO could be a great way to upsell someone from only paying a few hundred per month for a site to a few thousand for further optimizations.

Ensure that you're not offering services that are out of your scope and that you can handle before hiring a team or that your partners can all manage. Offering full-service digital marketing, traditional marketing, and video/photography could be way too much for a small team once you pick up multiple clients.

DAY ONE / STEP THREE

MARKET RESEARCH

No dentist nor chiropractor is going to take you seriously if you neglect to understand their market and what they need to grow their business.

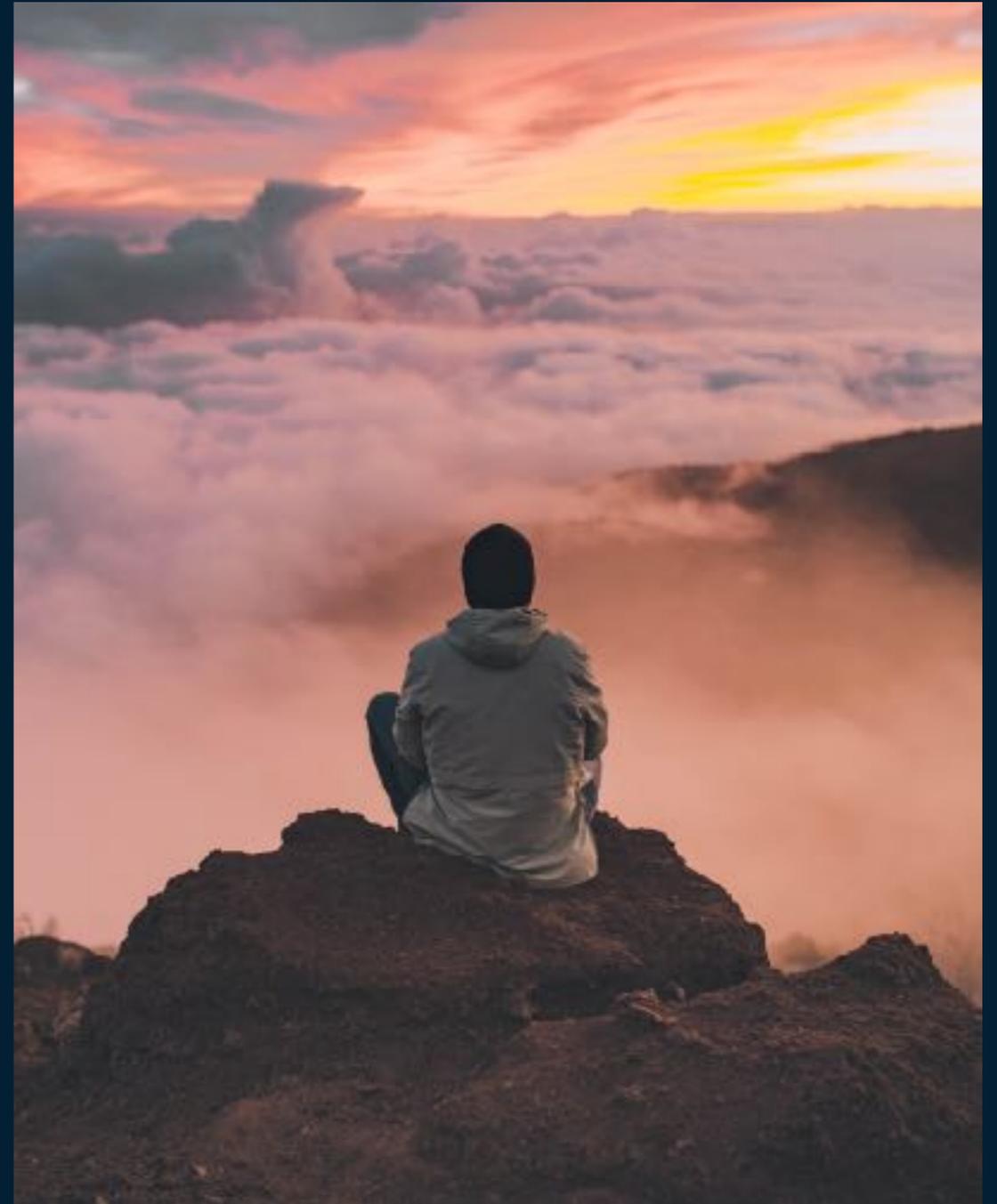
The reason you're the obvious choice as their outsourced marketing agency is that you have the knowledge to increase their bottom line in a bespoke and effective manner that is catered to their industry. By learning all there is to know about what other marketing agencies are doing for these types of clients and how you can do them better is what is going to separate you from the competition.

DAY TWO / SELF AWARENESS

Running a company is one thing, selling to certain clients is another thing, and developing self-awareness is everything.

Anyone and everyone who has ever run a business or worked for themselves will tell you that managing yourself and growing a client base requires much more skill than working for someone else.

Working for someone else is easy – you're given tasks, you do them, you go home. Since it's so easy, everyone does it; since everyone does it, no one is financially free nor lives a life that fulfills their desires.



DAY TWO / STEP ONE

LEARN YOUR STRENGTHS

To be the most effective and efficient business owner you can be, you have to understand yourself at such a level that enables you to properly sell the services you can provide best to the people that are most likely to buy it.

The way to do this requires you stepping out of your comfort zone and collecting feedback from those that may understand aspects of you that even you do not – yet.

Asking family and friends what they envision you doing best is the most accessible and instantly gratifying tactic to accomplish this. Simply ask your close friends what you are best at. If they say you effortlessly and naturally talk about local restaurants, perhaps you can productize some services that cater to that demographic. If they say that you are the wisest movie buff they know, perhaps you can reach out to some independent movie directors and get in their door marketing their films.

DAY TWO / STEP TWO

GET OUT OF YOUR BODY



Out-of-body experiences will help you see yourself as the world sees you. This helps with many facets of your life but the most important one will be sales.

If you can see yourself interacting with all forms of business owners, politicians, or anyone else who may have the power and funds to buy your services, you'll have no trouble pitching to them and eventually closing those deals.

DAY TWO / STEP TWO

GET OUT OF YOUR BODY

1. Routinize – Creating morning rituals and workflows that you can follow throughout the day will get you in both the correct mood and mindset to properly and effectively manage your business.

You're going to be attending meetups, cold calling, sending out emails, and most importantly following up with the contacts you make. It will be draining and you are likely to lose track of your prospects if you fail to properly manage your time in adherence to how your clients need to be contacted.

2. Meditate – I know, I know; if the thought of meditation makes you roll your eyes, you're the perfect candidate for it. I implore you to give it a shot as it'll help you, again, see yourself in a new light that will come in handy when you're selling and performing on the job.

DAY THREE / GETTING CLIENTS

Without clients, your business will have no revenue and you will be very quickly bored with no work. No matter what anyone tells you, the most important thing involving your business is the clients you're able to acquire.



DAY THREE / STEP ONE

GETTING IN FRONT OF THEM

No one is going to buy from you if they cannot see you. This is especially true if you're targeting any business owner that isn't a millennial – real estate agents, mortgage lenders, dentists, etc.

Calaboration has signed clients just by showing up – people have told us that they're signing with us because they get pitched all the time through email and phone calls but no one ever comes into the office. People buy from people – once you're the person that they want to buy from, be there.

One of the best ways to do this is by attending local business meetups and networking breakfasts.

DAY THREE / STEP ONE

- ▶ [LeTip](#) – You'll find a lot of very early morning breakfast networking events like this that allow only one person per industry in each chapter. Your goal should be to outgrow these quickly since they're filled with smaller-time agents and salespeople who you don't normally want as clients.
- ▶ [BNI](#) – Very similar to LeTip but slightly more refined. Again – outgrow this.
- ▶ [Meetup.com](#) – Simply do a search for business networking events in your area. You'll find breakfasts, lunches, and cocktail hours. You can truly spend all day every day at networking events – you should; at least for now.

DAY FOUR / STEP ONE

ONLINE PRESENCE



Now that you're handing out your business cards and building some relationships, you're surely going to get some curious professionals searching you online.

DAY FOUR / STEP ONE

CREATE YOUR WEBSITE

Your agency should absolutely have a website. If it doesn't, people will think this is a side-hobby for you and will be less willing to give you money due to fear of you being only slightly committed to their business.

I've had prospects call me a day after meeting them saying they didn't realize how established Calaboration was until they visited the website. I was stunned they felt that way but immediately appreciated how they simply felt more comfortable since the website made Calaboration look bigger than it actually was.

If you look at it holistically, this is marketing (especially digital) in a nutshell – seeming bigger than you actually are.

DAY FOUR / STEP TWO

BECOME AN AUTHORITY

If you want people emailing you in your sleep asking you to come do their marketing for big money, you're going to need to establish yourself as an authority in your space.

Real estate, for example, has tons of forums and communities like [ActiveRain](#), [BiggerPockets](#), and tons of Facebook Groups. You can surely find where your niche hangs out on Facebook and [Quora](#).

The strategy here is to not directly sell anything – you're merely giving free advice. You can even go as far as to explain exactly what strategy you would take and how you'd approach the implementation. What this does is prove to everyone that you have the know-how and the chops to pull this off. 9 out of 10 of the people reading are going to be too overwhelmed to take action and resort to hiring you to do it for them.

Half of what digital agencies strengths are is simply having operations and processes to effectively and efficiently implement marketing strategies. Dentists, doctors, and real estate agents do not have the time to post on Facebook three times a day – you and your agency do.

DAY FIVE / STEP ONE

The most crucial part of running a successful digital agency is your sales ability. A good salesperson will never be low on funds since they can sell anything to anybody. Your goal is to convince prospects that they need your services at the premium prices you're offering them and get them to sign on the dotted line so you can enjoy your monthly retainers while providing great service.



DAY FIVE / STEP ONE

PROSPECT

Prospecting is the first step and the top of your funnel. You'll be ensuring that you're in the right rooms and in front of the right people by attending meetups and cold calling those in your vertical. This first step ensures you're not spinning your wheels on people that can't afford your services nor have no need for them.

You can do this by prequalifying people before you even set up calls or meetings. Do your due diligence on their history and their company. Do they have marketing now? Are they working with any agencies at the moment? What's the size of their company and their annual revenue?

DAY FIVE / STEP TWO

GENERATING LEADS



Everyone will be a lead at first, the trick is filtering out the leads that have no business hiring your agency. The last thing you want to do is waste time taking anyone and everyone out for coffee only to find out they don't know anyone who can use your services and that they don't have the budget for your services. There's nothing wrong with being slightly altruistic but at the end of the day you're running a business and you need revenue.

Email every contact that you acquire and briefly mention your business and the services you provide. They'll express interest or disinterest fairly quickly and you can defer further contact with them until they can afford you.

DAY FIVE / STEP THREE

MEETINGS



You want to get in as many meetings as possible. One of the worst uses of your time is not being in meetings and contacting other potential clients. Set up all the phone calls and coffee dates you can with people you feel might be a good fit. They'll appreciate your eagerness to do work with them.

Being especially eager brings us to our next step.

DAY FIVE / STEP FOUR

FOLLOW UP

Never feel like you're following up too aggressively. Again, entrepreneurs appreciate other hungry business professionals. They'll more likely to do business with someone that is constantly in their inbox and leaving voicemails.

The trick here is that if someone isn't ready to do business just yet but might be six months from now, you want to be in their head in that six months so they can give you a call. If you fall off and neglect to keep in touch with these people they'll move on to the next thing that shows up in front of them at that time.

You have to make it easy for people to do business with you if you want anyone to do business with you.

DAY FIVE / STEP FIVE

PROPOSALS

Now that you have them on your hook and they've expressed interest in your services and understand your pricing, you can hit them with a proposal. Never leave anyone hanging without following up after the proposal is sent and always walk them through the proposal so they're not caught off guard.

Listening to your clients and ensuring that your proposal is exactly what they're expecting is what is going to separate you from the competition. Prospects will love that you gave them a fully bespoke proposal exactly for what they need and what they asked for.

CONCLUSION

I hope you enjoyed the short-but-sweet course on starting your digital agency as quickly as possible. We only skimmed the surface of what is needed and what can come of the tactics that we discussed. Keep a lookout for future tips, tricks, and content revolving around the same principles and business skills we talked about this week.

THANK YOU — NICK CALABRO

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