



**BECOME THE  
AGENCY OWNER.**

# COURSE OVERVIEW

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This is the most important decision you will make... Are you going to work for someone and sit at a desk for the rest of your life? Or do you want to have the freedom that a business owner has. The difference between someone who wants to learn how to code and someone who takes my course is that the person who is going to take my course is going to hire the person who's going to code, pay them a percentage of what the company makes, and have the liberty to hire and fire them at the snap of a finger.



# WHY ARE YOU LOOKING FOR A JOB WHEN YOU CAN OWN THE COMPANY?

**THAT'S A GREAT QUESTION**

We are always taught that we need to get a job, sit at a desk, wake up and do it all over and over and over.



# **Become a Digital Marketing Agency Owner.**

THEN WHAT?



# THE BENEFITS

## THE OWNER MINDSET

In the book "Rich Dad Poor Dad", the author illustrates 4 different roles that the average person will be during their lifetime. An employee, specialist, business owner or investor. This course will teach you how the employees and specialists work together and how you can manage them and run your agency successfully.

# HOW IT WORKS.

No matter what size business or company is out there, they all have one thing in common. They are all marketing themselves. Unless they have an in-house team, they are outsourcing their marketing to a person or group of people. Someone has sold them the value of what they offer and that person is either making or breaking the company. The bottom line is this, they all need marketing. With a simple means of communication, an agency owner can have a business contract their agency for a small project or monthly retainer and the owner will not have to do the 'heavy lifting'.



# The duties of an agency owner.

## ● BRINGS IN CLIENTS

There is a process I teach that will show you how to sell value instead of websites, logos, etc.

## ● KEEP CLIENTS HAPPY

The main focus is customer service so that you can keep the client for the long haul,

## ● HIRES THE TEAM

There are people out there who will put the puzzle pieces together for your agency. You do what you are best at, and they'll do the same. Not everyone plays the same role in an agency.

## ● FOCUS ON THE IMPORTANCE

You shouldn't have to wear so many hats. If you do, it will slow your workflow and sales.

# WHO DO I HIRE?

THIS PART IS NOT AS DIFFICULT AS YOU MAY THINK. I CAN INTRODUCE DOZENS OF EXPERTS THAT CODE, DESIGN, RUN ADS, SERVERS, STRATEGIZE THAT I HAVE PERSONALLY WORKED WITH AND VETTED MYSELF. THE GUN IS ALREADY LOADED, YOU JUST HAVE TO FIND THE TARGET.

## WHO WILL MY CLIENTS BE?

You are surrounded by dozens, if not hundreds of small to large businesses who are looking for an agency to handle their marketing. They can pay anything from \$200 to \$20,000 a month and sometimes more if you get the right one.

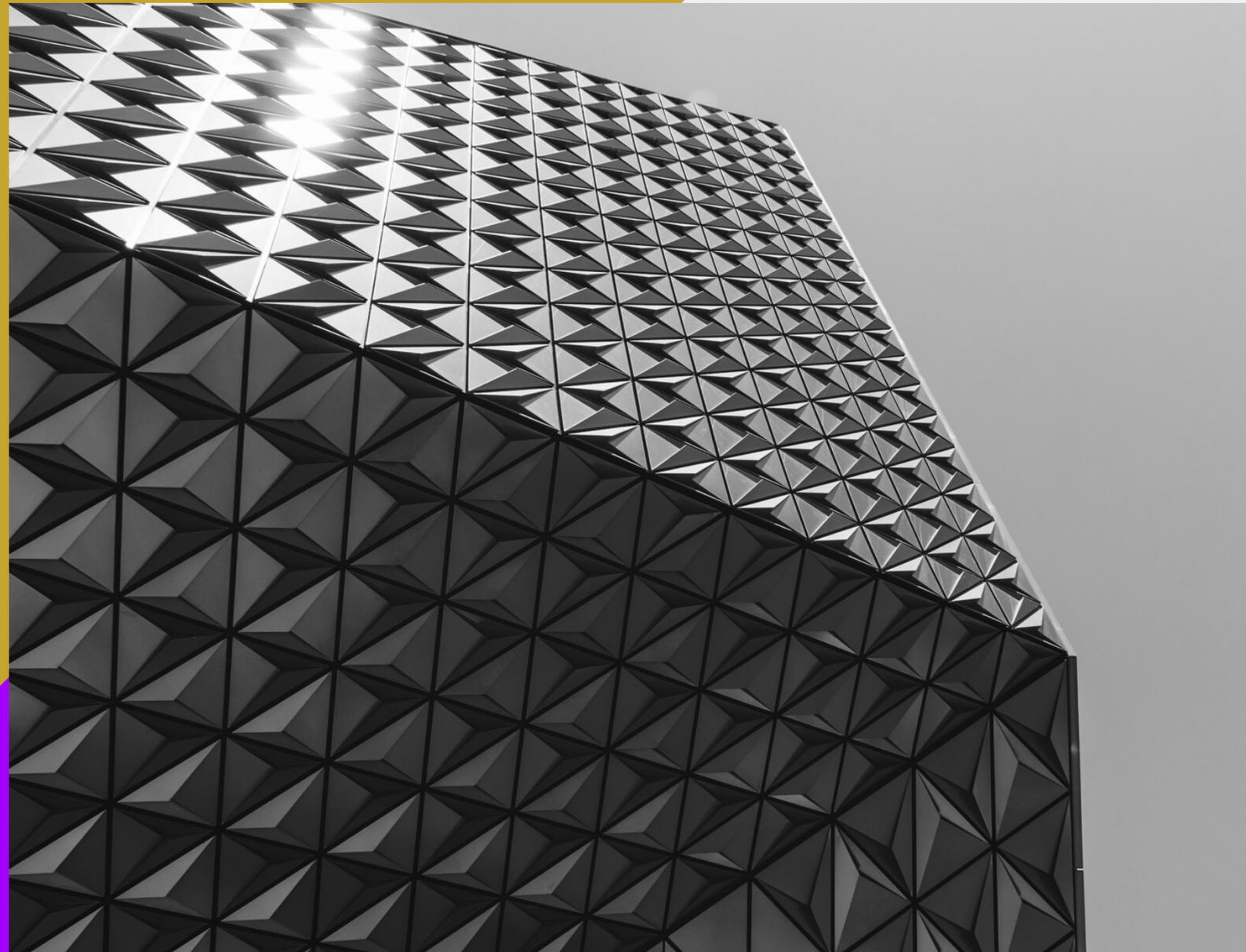
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## HOW DO I FIND THEM?

There are a few ways to find them. Once you find them, you will get better at finding them, then you'll choose only the ones you want to work with.

# HOW DO I KNOW IF MY AGENCY WILL BE SUCCESSFUL?

FIRSTLY, YOU 'LL NEED TO HAVE A WINNING MINDSET. IF YOU ARE READY TO MAKE MONEY AND YOU HAVE A POSITIVE OUTLOOK, IT WILL SHOW IN EVERYTHING YOU DO. SECONDLY, YOU WILL HAVE TO TRY. THIRDLY, YOU WILL HAVE TO FACE FEAR, REJECTION AND UNDERSTAND THAT THIS IS NECESSARY TO GETTING CLOSER TO YOUR "YES".



You are not going to become a salesman or saleswoman. Let's be clear here. You can always hire someone to do this work for you and you can just nurture the client. In my course, I teach you how you will be operating the agency and do sales if you want, but there are so many ways to hire salespeople for cheap or on commission. Even if you get rejected 8 times out of 10 in one day, you may land a \$10,000 client the next day. In my experience, this happens all the time. I actually get excited when I hear a 'no' because I know my 'yes' is right around the corner!

# VERY LITTLE OVERHEAD

WHAT DOES THIS MEAN? LET ME EXPLAIN.

# WE ARE IN 2022

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## YOU DON'T NEED AN OFFICE ANYMORE.

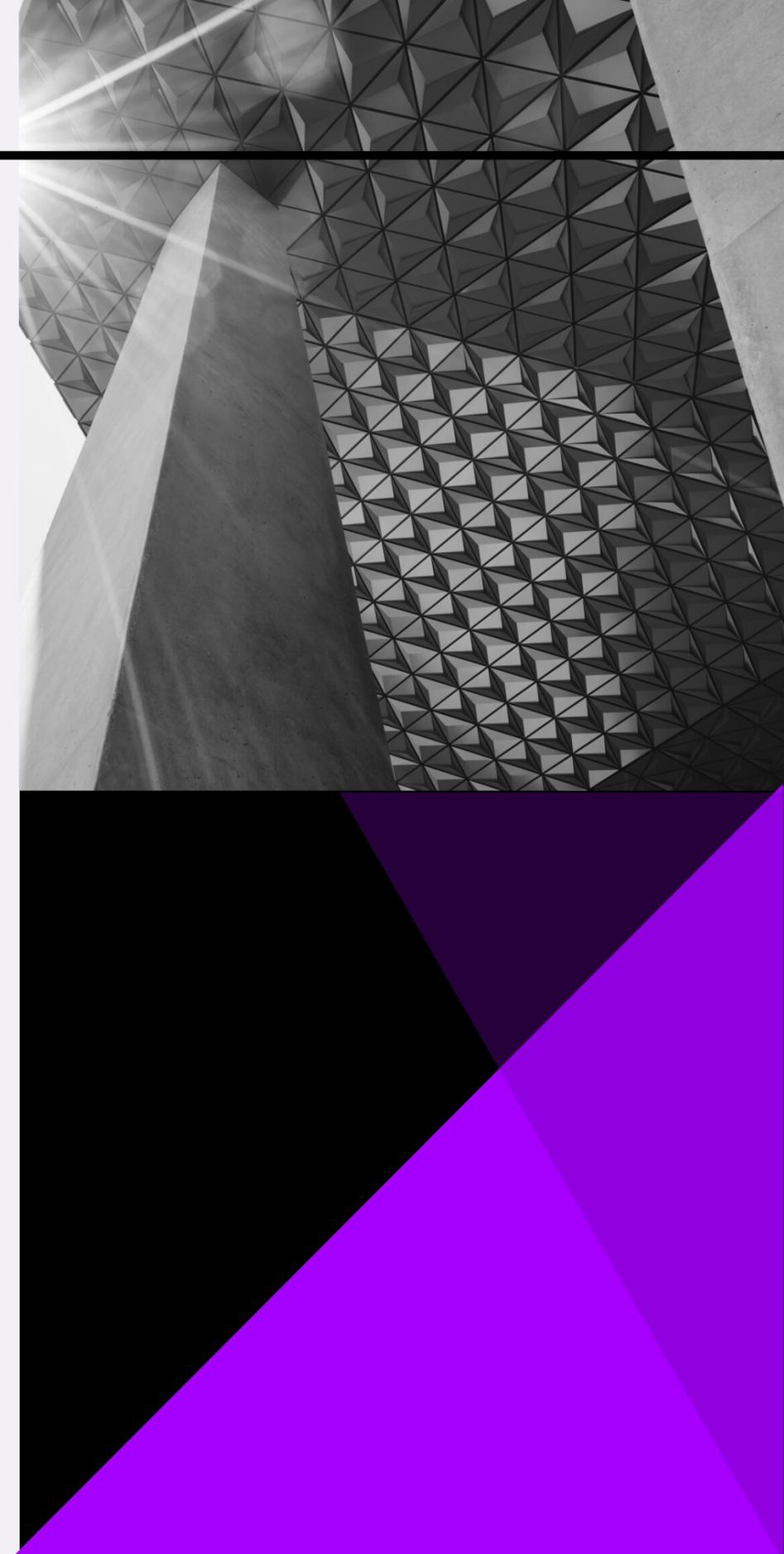
Work from home. Work from anywhere. Just take your phone with you and I'll teach you how to work out the rest.

## CONTRACTORS

Unlike employees, you can find contractors who you don't have to hire on salary. This within itself will save you another large chunk of money.

## THE INTERNET AGE

Running an agency will require you to have some tools. Other than a phone and laptop, the softwares you will need are extremely affordable.



# RESIDUAL INCOME

## MONTHLY RETAINERS

Businesses of all sizes are ready to pay an agency to help take them to the next level. I will teach you how you can do this with ease. Your agency will grow, you will get better at what you do and you'll be able to keep clients for years to come.

## MONTHLY SUBSCRIPTIONS

I will teach you how to setup your payments so that the money just flows in without you having to manually send an invoice, send a reminder, call a client to remind them, etc.

# Work from your phone.

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## CLOUD

You can run your agency through your phone. All of your apps, emails, messages, contacts will be synced from the cloud to your phone so you won't ever need to tell a client or contractor "I need to get to my computer". I'll show you how to do it seamlessly.

## BUSINESS PHONE

You can get a business phone number for pennies on the dollar. Literally. I will teach you where to get 800 numbers, or use a really cool app you and your assistants can download to all use the same phone number, voicemails, text messaging for dirt cheap.

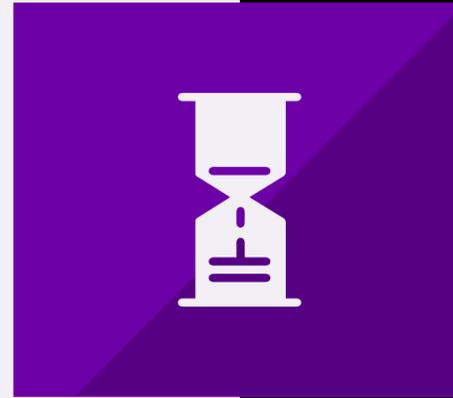
# Easily explained lessons.

## LEARN FROM A SEASONED EXPERT

The lessons I teach are not yappy or lengthy by any means. They get right to the point. Suppose you talk to 2 general contractors who are bidding on building your house. John, the first guy is talking to you for 2 hours trying to explain things that you don't understand and things and don't care about and when you ask him for the total, he says that he'll get back to you next week. The second guy Zack explains everything and gives you the total price in just 15 minutes. When we are ready to do something, we don't need lengthy discussions or lessons. Our brain will retain the most important information to take the next step. My courses are all focused on my computer screen so that you aren't distracted by my face. This is a method I use so that you can focus on the big picture and nothing else. My course is just like the work I give my clients, quick, creative and effective.

# THINGS YOU WILL LOVE ABOUT THE COURSE

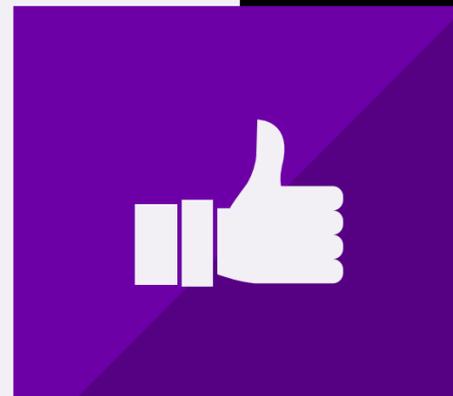
The Agency School | 2022



This is a quick course, currently at 60+/- lessons that are going to increase and improve with time.



This course is so personal that it feels like a one-on-one class. I also include a personal one-on-one after you are finished.



I make it so simple to learn that you can just go back and watch the quick videos or you can personally get in touch with me.

## PHONE OR COMPUTER

These courses are 100% online and can be accessed from anywhere.

## SHORT LESSONS

The lessons are fairly short, getting right into the meat and potatoes. You can move pretty quickly if you wanted to. There is a student that finished the course in under 24 hours.

## 24/7 SUPPORT

If you feel confused about anything, just contact me and I will explain it to you so that you aren't left in the dark. My assistant or myself can answer any and all questions.

# STUDY AT YOUR OWN PACE.

# THE MONEY

AN AGENCY OWNER MAKES AN AVERAGE OF \$119,000/YEAR ACCORDING TO SALARY.COM

KEEP IN MIND THIS IS JUST AN AVERAGE. I DON'T PROMISE YOU THAT YOU WILL BE MAKING THIS, BUT THERE IS ALSO POTENTIAL FOR YOU TO MAKE MORE.

ON AVERAGE, A WEBSITE CAN COST BETWEEN \$500 TO \$1,000,000. YOU SEE WHAT I MEAN? I HAD MY TEAM BUILD AN APP THAT WAS A TOTAL OF \$100,000 AND THAT WAS JUST ONE CLIENT OF MANY OTHER CLIENTS I HAD IN 2021.

# YOUR DUTIES, SIMPLIFIED.



GET THE CLIENT  
TO WORK WITH  
YOU SO THAT  
YOU CAN BRING  
VALUE TO THEIR  
BUSINESS.

GET YOUR TEAM  
TO WORK ON  
THE PROJECT  
AND FINISH IT IN  
A REASONABLE  
AMOUNT OF  
TIME.

MAKE SURE  
BOTH PARTIES  
ARE 100%  
SATISFIED SO  
YOU CAN  
CONTINUE TO  
GET BETTER.



# An agency owner in a nutshell

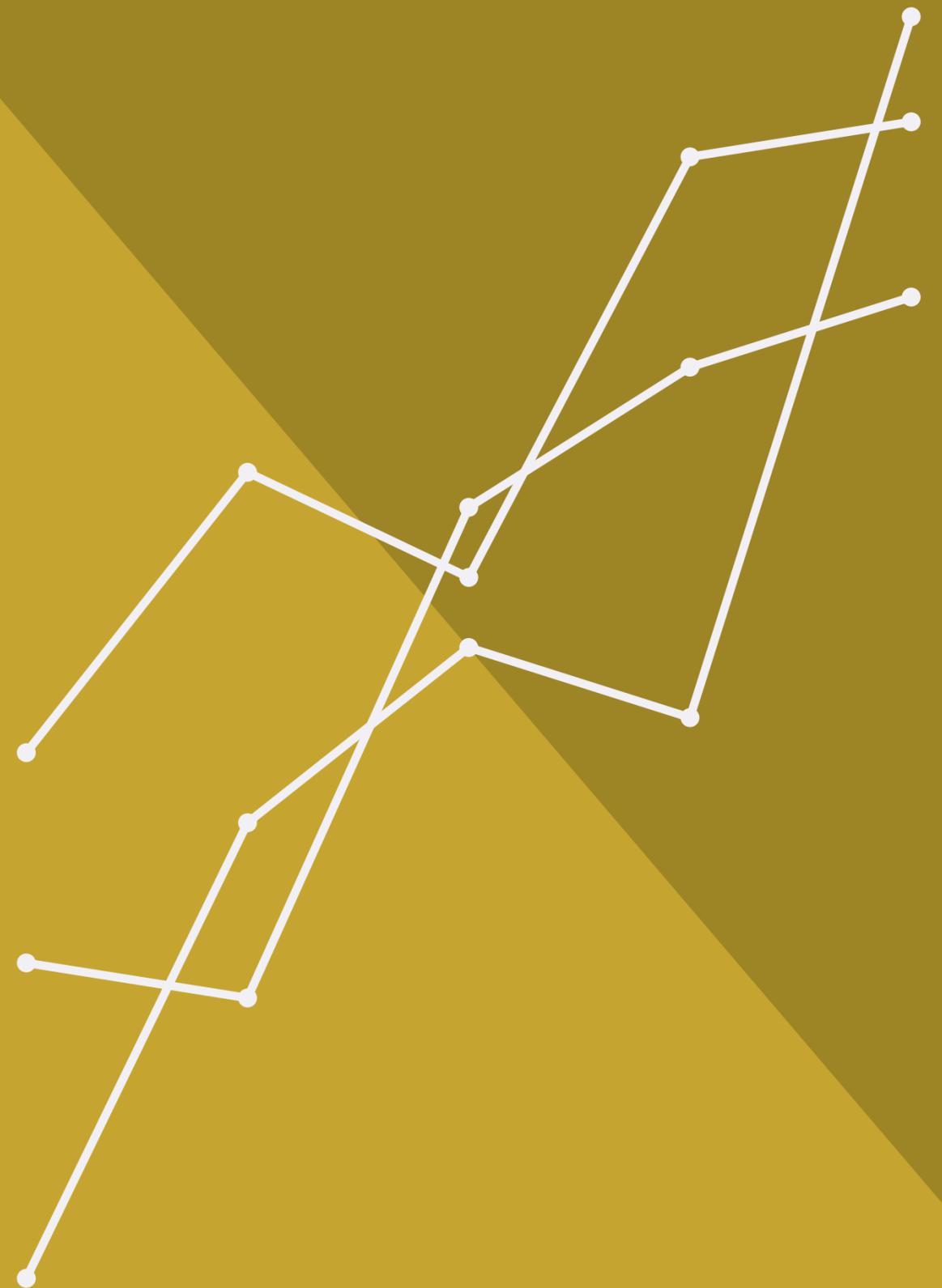
As an agency owner, you will be getting paid to oversee the project until eventually you have to do less and less work. At first you will be the mediator between your team and the client and later you will oversee your assistant or manager who will be taking care of your duties so that you can have more freedom.

My course will show you how all of this works so you don't have to stress about the little things but make sure everything is running smoothly and everyone is being taken care of.

# EXPONENTIAL GROWTH

As technology gets better, as you refine your skills and lock in a solid team, your agency will make more money throughout the years.

Everyday I research how to make more money and work less. That is the information that you will learn when you buy this course. You are going to learn how to become a successful agency owner and you're going to be great at it!



# PRESENTED BY:



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# Follow The Agency School



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# GET A FREE CONSULTATION

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