

WHAT TO SELL  
IN YOUR  
*DIGITAL*  
*MARKETING*  
*AGENCY?*



# Client/Agency SEO & Digital Marketing: Part 2

# You've Got The Foundation Of Your Agency... Now What?

Last week we talked about the bare minimum you would need, your basic day structure and why you should start an agency.

Today we will finish preparation so we can stop getting started and get started.

A warning sign featuring a black background with a central yellow rectangular area. The yellow area is framed by two horizontal bands of diagonal black and yellow stripes. The word "WARNING" is printed in large, bold, black, sans-serif capital letters across the center of the yellow area.

**WARNING**



# What This Is Not

- The only way to go about an agency
- A training on SEO implementation
- A static thing... each person and agency's situation is different and some parts may not apply to you.
- A fully in depth dive into every part of everything we will talk about.
- The only services/freelancers that are good at these things
- A stream where free pizza will be provided

# Figuring Out What You Are Going To Sell

Not every agency is the same, you need to figure out your core offer and what you want to do based on your skills, desires, and required income level.

Some options are:

- Organic SEO
- Local SEO
- Web Design/Dev.
- PPC/Ads Management
- Social Media Marketing/Management

# Figuring Out What You Are Going To Sell

Some things to consider are:

- How much of the fulfillment you want to do yourself vs. outsourcing
- What you really want to do... if you don't like something, don't do it.
- How simple you want to keep it Broad vs. Deep
- Your niche... not every niche needs every service.
- Income (example), profit you are comfortable with etc...

# Defining Your Offer

Now that you know what you are going to sell you need to define the offer.

Example: “Organic SEO meaning I will take your site from the bad neighborhood it is in now (page X) and move it to a great neighborhood with lots of foot traffic (page #1). This will expose your business to many more ideal customers. You should see some improvement right away but it could take 3-6 months for us to achieve our goals.

You will get a monthly report from me with our current and previous rankings as well as any thoughts I have, and you can book 1 1 hour call with me every 30 days to discuss anything you’d like to discuss.

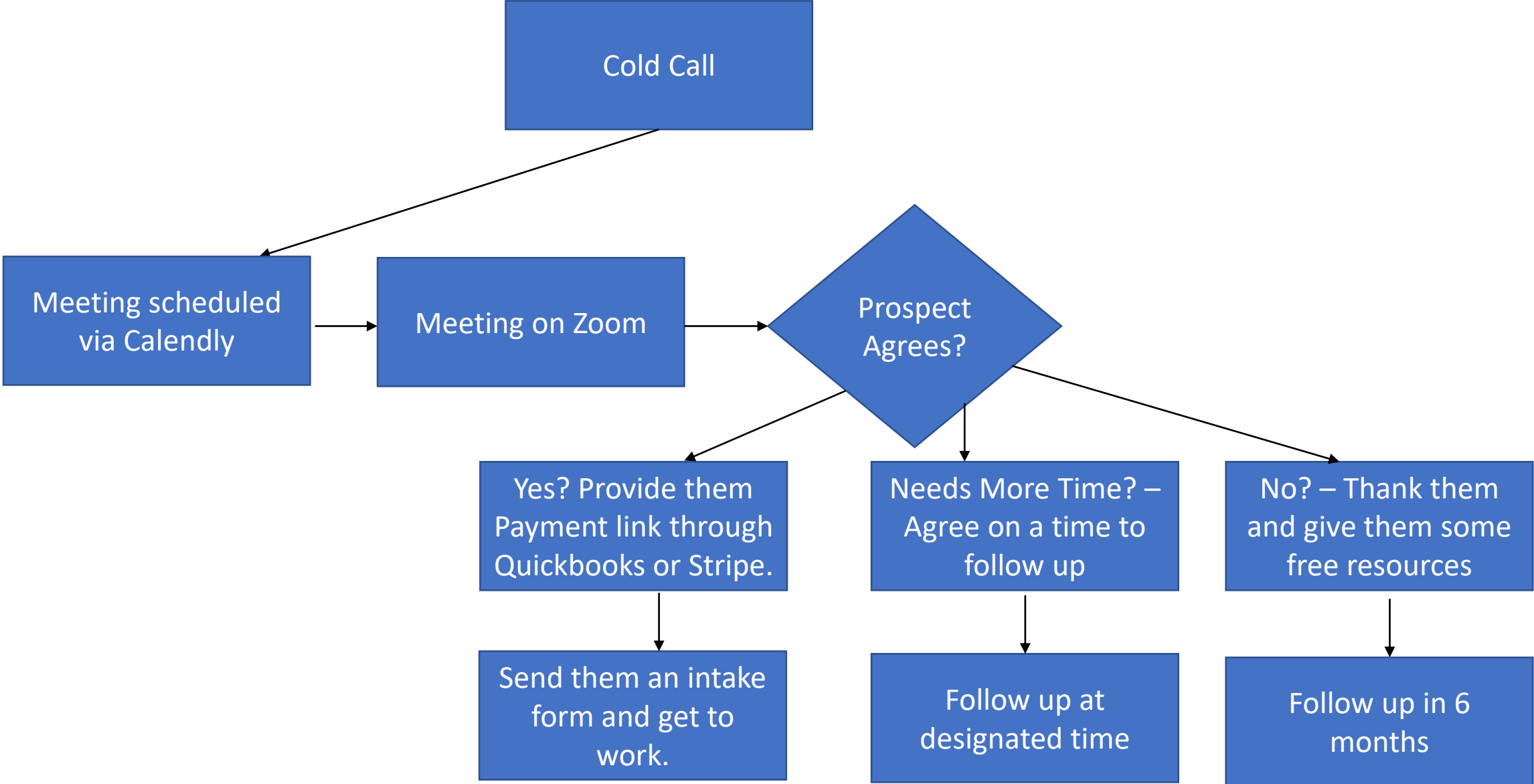
Payment for each month is due at the beginning of that month, and we begin work upon receipt. “



# Creating Your Customer Avatar

- Name – Mike Thompson
- Industry – Roofing
- Business Name – Mike's Top Roofs
- Age - 36
- Marital Status – Married
- Children – 2
- Personal Income – \$75,000/year
- Business Revenue - \$400,000/year
- Years in Business – 4
- Pain Points – Wants to hire more people
- Obstacles – Needs another 120k in revenue to hire another 2 people and start to replace himself from the day-to-day

# Figuring Out Your Sales Process



# Prospecting List

This will be covered in depth in a future module but for now we want to create an outline of a prospecting list so we can start filling it with prospects.

Example

# Homework

- Figure out what service(s) you are going to sell
- Use the revenue calculator to figure out how many clients you need to make the money you want
- Define your offer statement
- Create a customer avatar
- Layout your sales process
- Create a prospecting template

Resources – Try Free 7 Days



<https://www.superstarseo.expert/>

# Free Group For SEO Agencies/Sales



<https://superstarseo.com/sales>

Questions?