

THE **NO BS** BLUEPRINT TO \$30K MONTHS

**FOR 1-2 PERSON
BRANDING AGENCIES**



LET'S CUT TO THE CHASE:



You're here because your small

agency is FULL of **BS** *All the crap you HAVE to do, that you don't want to do, that takes up all your time, doesn't add value for your clients, nor for your own business, yet you can't seem to get rid of it.

AGENCY BS:

- ~~* Free Proposals~~
- ~~* Endless Revisions~~
- ~~* Projects that just. Won't. End.~~
- ~~* Scope Creep~~
- ~~* Back to back networking coffee dates~~
- ~~* Chasing Payments~~
- ~~* Discounting Your Expertise~~
- ~~* The constant hunt for new clients~~
- ~~* The 24/7 hustle: no weekends, no free time~~

We ALL deal with this stuff.

Why? Because we *think* we have to.

We think it's just the "cost of doing business" if we want to work for ourselves doing the creative work that we love. I know this well, because when my husband Steve and I first started our small branding agency back in 2011, my life had ALL the B.S. on that list.

I thought it was just "*part of the job.*"

After all, every other small agency owner I met was doing the *same* thing...



- We were all pitching for work,
- wasting hours on unpaid proposals,
- following up with prospects who would often ghost us,
- dealing with cheap clients who didn't understand our value,
- dealing with projects that took months longer to finished
- *(because of the clients of course)
- including, but not limited to the client's inability
- to get us the content or feedback we needed,
- and then there's the dreaded...
- "my brother-in-law is a graphic designer and thinks...."
- followed by 3 more rounds of revision that are wildly out of scope,
- but for some reason are incredibly hard to charge for,
- and still stuck waiting around for final payment
- when we have our own bills to pay...

The Default Agency “Model”





I thought that was just “*how it was*”

UNTIL THE CLIENT-PLEASING LANDED ME IN DEBT.

That’s right. 3 years into our business, I had a typical entrepreneurial experience known as a “kitchen table moment,” where you sob over your eggs (your last Benedict) about how royally screwed you are, how your friends were right, and being your own boss was a ridiculous idea, and you’re forced to admit failure in the form of a job because you couldn’t make it happen.

Only I couldn’t even bring myself to fry up an egg... I couldn’t even be a person and sit on a chair... I collapsed in dramatic despair right there on the floor! Sobbing on the linoleum to punctuate my point. I was \$40,000 in debt with every one of our many credit cards maxed out, our bank accounts empty, no sign of life from the many proposals I had out, and “insufficient funds” notices and late charges filling up my inbox.

I had nowhere to turn, and no idea what I was going to do in 2 weeks when my next round of bills came due. Backed into a corner, it was time to do something drastic.

And that is when we threw the entire “default” agency model out the window. It wasn’t working anyway, and I had grown to hate it. Since we had nothing to lose we decided to take a fresh look at EVERYTHING, and build a new agency on our terms.

THAT’S WHEN WE CONCEIVED THE NO BS AGENCY MODEL.

The No BS Agency Model is designed to eliminate what I have found to be the 3 main things that keep all small agency owners overworked and underpaid: *lack of ideal clients, scope-creeping projects, and being an overlooked expert.*

Any plight of the small agency owner can be traced back to one of these 3 culprits.

When these agency issues flaunt their menacing head - they kill our creativity and enthusiasm while watering down the work such that the client ends up with something we would be embarrassed to show on our website - and then nobody wins.

THE NO MORE BS MODEL



Instead, with the No BS Agency Model, we went from broke + exhausted, to loving life & doing whatever we wanted *all the time!*

We started only working 2 weeks a month with clients, until we raised our prices so much we cut back to only working 3 months a year with clients.

We started taking vacations and extended travel...



Trips like a month in Maui, a month in Italy, another in Spain, and a ton of week-long getaways to our favorite “local” spots to visit friends and family like Tulum, PR, Florida, Denver, Portland, Boston, Houston, Virginia Beach, Nantucket...

Then I took 6 months OFF to write my book, “Badass Your Brand”

After taking another 6 months OFF to build our first online course!

Plus Steve, a fine artist, started painting again.

And not just here and there but for entire *days* every single week! Something that was impossible to do when we were struggling to just make enough money to live when his time was always needed for client work.

We eventually moved into a penthouse apartment with sunset views of the NYC skyline from our big-ass terrace, an apartment nicer than I ever would have let myself dream of.

And then we had a kid.

I never thought a kid was in the cards for us because we never had enough time or money. Now we have a beautiful toddler and all the time in the world to spend with him.



ENJOY THE FRUITS OF YOUR LABOR WITH A NO BS AGENCY

That's what I want for you!

That's why I'm sharing my 3-Part Blueprint to \$30K months for 1-2 person branding agencies...

PART 1

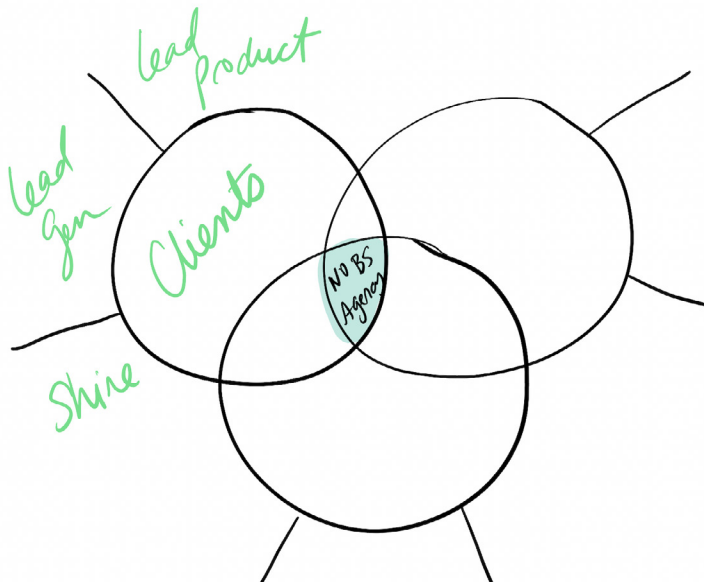
CLIENTS



PART 1



TO ATTRACT **NO BS CLIENTS** YOU MUST SHINE, RISE + DELIVER



I couldn't stand the thought of chugging another caffeinated beverage across the table from a financial advisor, smiling and trying to impress him with my explanation of branding enough to introduce me to his boss for some lame-ass trade show banner design project.

Never again did I want to slave over another beautiful proposal for a prospect who couldn't even give me the respect of letting me down easy. And since I learned these 2 keys, I haven't done either of those things since.

SHINE [To Ideal Prospects]

To be the shining north star to your ideal clients, you need to learn how to speak their language, and offer the ONE thing they are desperately looking for. One of the biggest reasons agencies struggle with time-sucking clients, and THINK the problem is that they can't FIND ideal clients, is because they disappearing into the sea of sameness. So it doesn't matter if you're speaking directly to an ideal client, they still won't hire you.

LEAD GEN [A Rinse & Repeat Process to Generate Hot Leads Daily]

Do you sit back and wait for word-of-mouth and referrals to fill your pipeline with prospects? If so, you are relying on OTHER PEOPLE to think of you and take action in order to feed your family! Instead, you need a clear and reliable action that you take every single day to ensure you are getting in front of new hot prospects so that the fate of your business, and income, lies squarely in your hands.

LEAD PRODUCT [Sell A Solution, Not a Free Proposal]

Pitching work can be a huge time-wasting activity. Cut the BS and instead offer a LEAD PRODUCT that eliminates the need for proposals, quotes, and gets prospects asking to pay you to pitch them in 15 minutes or less. A LEAD PRODUCT will change your business when you make it irresistible to your ideal clients.

PART 2

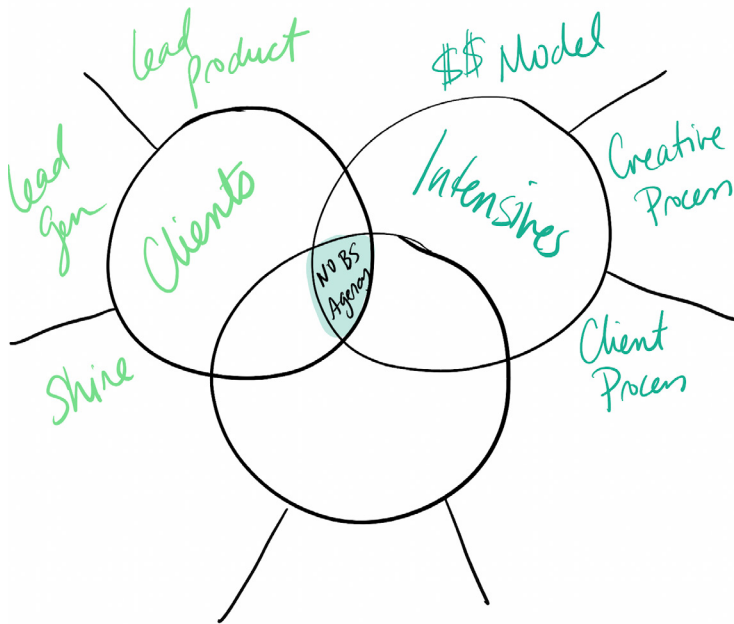
INTENSIVES



PART 2



THE PROFITABLE AGENCY MODEL IS BUILT THROUGH INTENSIVES



Gone are the days of 6 month branding projects with endless revisions. If you want to make profit, i.e. make more money in less time, the only way is by implementing the intensive model.

We build entire brands in 1-3 day intensives called the Brandup Method™ and get paid \$35k-\$50k to do it (for 2 people, with no other contractors!)

Here's what you need:

PROFITABLE MODEL [A Business Set Up For Success]

Most people want to generate \$10k, \$20k, \$30k+ a month, but currently they are maxed out on time and aren't making nearly that much. Why? Because their business model couldn't make that much money if it tried because it's not set up profitably. The first step to making more money? Is making sure the numbers work. You can't hustle your way to 3x-ing your income, you need to 3x your profitability.

CREATIVE PROCESS [Master of Your Creativity]

Do you operate on a "as long as it takes, genius can't be rushed" mentality? Managing your time behind the scenes doesn't have to come at a cost to creativity or the end results, you just need a process you trust can get you the results without requiring all your available working hours (and more).

CLIENT PROCESS [Guarantee When a Project Will End]

Most people think it's the clients that make project take longer than they should. I hate to break it to you, but it's actually YOU. If clients take things out of scope, don't get you the content you need when you need it, and require more revisions than you agreed to, it's not because they are difficult people, it's because you don't have a reliable process to keep the project in check AND keep the clients happy.

PART 3

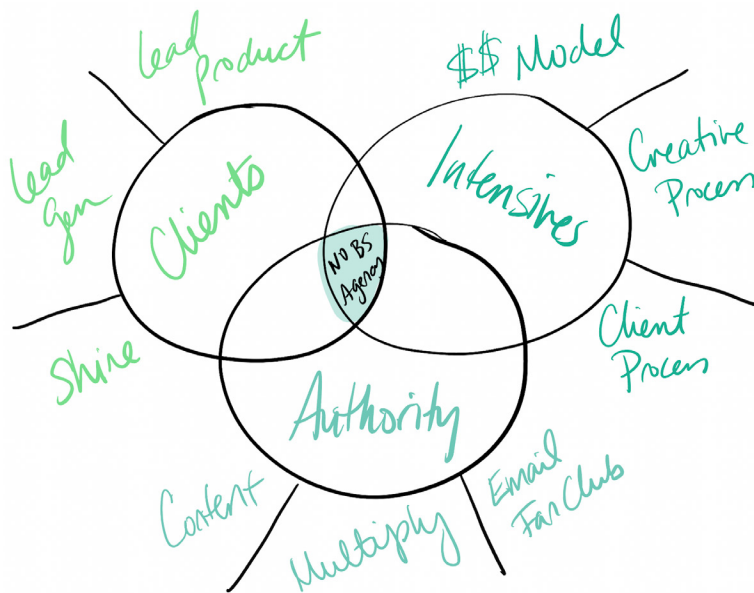
AUTHORITY



PART 3



ELIMINATE THE PRICE CEILING, WITH EARNED **AUTHORITY**



Want cold prospects to view you as an expert *before* you even speak?

They have to get to know you, like you and trust you somehow.

Building authority is the only way to get away from the time-sucking game of networking while eliminating the ceiling on the price you can charge.

Here's our way of doing it:

CONTENT [Build Your Authority Online As An Expert]

It isn't enough to regurgitate the same trite ideas that have been repeated over and over on blogs for years. Pulling out *your* ideas, the ones that live in your gut (not your analytical brain) and communicating them in a powerfully unique way will not only set you apart, but it will make you the only expert in town to your fans.

MULTIPLY [Your Message By Multiplying Your Content]

Learn to multiply your content so you can stay in front of prospects consistently without having to show up and post on any platform, ever, and nurture those posts activity and comments into a steady stream of leads, followers, and fans.

EMAIL FAN CLUB [Grow Your List, Grow Your Authority]

Start an email list fan club to generate steady clients for years to come, and which you will be able to tap into at any time in the future with special offers to make money whenever you want.

IN CLOSING...



BS is the #1 cause of small agency death.



It's the reason you spend 80% of your time doing stuff that drives you batty, and only 20% of your time doing the actual **WORK** that got you into this business in the first place. Sure you "work for yourself" and "don't have a boss" but do you really?

You're a slave to your business and until you start to move in the direction of cutting out the BS that is holding you back, and building a No BS Agency, you're going to stay stuck there. Because I **PROMISE** working harder and harder will not get you off that hamster wheel. Working smarter will, and it starts by cutting out the BS that is holding you back.

Feel exhausted and overwhelmed by the idea of running the business you have right now for the next 5-10 years? Want to start cutting the BS from your small agency?

Make sure to join our **NO BS AGENCY OWNERS FB GROUP** * *Click Here*
Where we share a free program on the first steps to building the No BS Agency you want so you can finally start showing your business who's boss!

facebook.com/groups/nobsagencyowners * *or Here*

NO
BS