



QuickMail.io

Scaling your agency to \$100k in profit



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3 key areas allow you to grow:

1. Remove as much client friction as possible.
 2. Invest in your team without compromise.
 3. Take care of yourself.
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Actively avoid client friction

- Friction grinds any agency to a halt
- Weak results → client sees no ROI
- No reporting → client sees no progress
- Bad comms → client drifts away

Most friction is caused by weak or no communication.

Clients will tolerate weak results as long as you communicate and show that there's a plan in place.

Communication rules

- All comms happen in a centralized place
- Every client gets a weekly Loom report
- Reporting is centralized, automated
- Frame everything as a benefit to them

Clients will adapt to your way of doing things as long as you frame it as something that benefits them.

"That's to give you the best service possible."

Invest in your team

- Your team makes your agency
- Genuinely bond with your team
- Agency turnover rate is brutal
- Be very picky about who you hire
- Once hired, give them 0 reason to leave

Filter your hires ruthlessly so you know they're motivated to work with you specifically.

Give them what they want so you never have to scramble for a replacement.



Setting up your lead gen

- Relying on 1 channel is dangerous
- Have many lead sources at all times
- Automate/outsource your outbound
- All should funnel to a demo call

Maintain multiple lead gen channels to have incoming leads at all times.

Automate and outsource as much as you can to unblock yourself.

Taking care of your team

- Low self care → low business results
- +1% in self care → +10X performance
- Don't neglect personal improvement
- These aren't expenses but investments

Personal well-being directly impacts performance and results.

Invest in your team so they're on top of their game. That includes you.

The best of Q&A

— How do you sign your first client without having prior work to show?

— Instead of doing free work, offer a refund if the client is unhappy. They'll keep their money if they aren't happy, but you'll get paid if they are.

— What's the #1 thing to focus on early on? Say, the initial 6 months.

— The only two things you should be doing in the first 6 months are 80% outreach and 20% fulfillment. Doesn't matter if you work 2 hours or 12 hours per day.

— One quick tip about closing the clients on the calls?

— 80% of their mind is made before the call. For it to work, they need to believe in the service you provide, and it has to be the right time for them to see the value. Framing and offer are far more important than the sales call itself.

— Is Facebook Ads still worth doing?

— Absolutely depends on the niche (how saturated it is) and market (where in the world they are). If the audience has seen everything there is to see in that niche for years, it won't work. The thing that burns your money in the US can work elsewhere because it's novel there.



Watch the full event recording. For free.

This is just a summary of the talk.

In the full 1-hour recording Iman covers all of this in more detail, PLUS:

- his ruthless approach to hiring
- lessons on signing and retaining clients
- rules for running a lean agency

Click the button below to get it.

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