

10 AGENCY

Growth

SECRETS





HI, I'M

Nicole

IF YOUR AIM IS TO SCALE UP YOUR AGENCY, YOU'RE IN THE RIGHT PLACE WITH WUNDERSTARS.

It's story time.

Since last summer I've been on a mission to uncover the growth secrets of thriving digital agencies across the globe.

Embracing the time difference with the help of a lot of coffee, I held interviews with nearly 30 inspirational digital agency owners from across 4 continents.

And what I uncovered is truly inspiring.

Read on to discover encouraging advice from successful agency owners to help you build your business.

Nicole Osborne

Marketing Coach for Digital Agency Owners, Wunderstars



#1 IDENTIFY WHAT REALLY DRIVES YOU. WHAT YOUR VERSION OF SUCCESS LOOKS LIKE. BUILD AN AGENCY AROUND THE TYPE OF LIFE YOU WANT.

EVERYONE HAS TO START SOMEWHERE.

It's all too easy to compare yourself to others and to question whether you've got what it takes.

But what does your version of success look like?

Most of the agency owners I interviewed worked for years on honing their skills and their version of success varies widely:

Jason Resnick, renowned business builder and e-marketing expert wanted a business that'd allow him to work from home so that he could spend more time with his young children.

Andrew Davis, a world-class marketing speaker and former agency owner wanted to create the best agency and work on the most exciting projects whilst being cash-positive from day 1.

Don't compare yourself to people 100 steps ahead of you.

Give yourself permission to get started and build a business that makes YOU happy!



#2 STEP UP YOUR STANDARDS: CREATE PROCESSES, REMOVE YOURSELF FROM OPERATIONAL PROCESSES EARLY ON. OUTSOURCE. HIRE THE RIGHT PEOPLE.

IF YOU NEED CONVINCING TO START HIRING OR OUTSOURCING...

Even though you may not be ready yet, you can learn from Abby and Noah's stories.

Noah Britton owner of Thrive Design hesitated to increase his prices beyond \$4000 in case projects didn't work out. When a life event changed his outlook: he immersed himself in personal and business training. He transformed his mindset and agency.

Reinventing himself as a business owner and transforming his agency by creating better processes and hiring the right people. It's paid off: over the last 3 years Noah increased his average prices for brochure sites from \$3500 to \$25000.



Abby Wood, founder of popular content agency The Content Lab wished she had recruited sooner. When you hear that Abby has doubled her financial turnover every year since she started her agency, you'd probably be surprised to hear that her first hire went wrong. But she kept going.

Abby reviewed her hiring, onboarding, and working processes. And it worked for Abby: her business is booming.

Where are you on your growth journey?

If you can't afford to outsource or delegate yet, you can build your foundations for growth by creating standardized processes to set yourself, your team, and your clients up for success.

#3 PEOPLE WANT TO WORK WITH PEOPLE THEY FIND INTERESTING. BE YOU AND BUILD YOUR PERSONAL BRAND.

NO ONE WAKES UP THINKING ABOUT BUILDING A PERSONAL BRAND.

But time and time again this is what agency owners would have liked to start doing sooner.

Chantal Edouard-Betsy, an inspirational serial-entrepreneur and web agency owner, transformed her business model and processes to attract higher value clients.

The moment she stepped out with a carefully-crafted personal brand, and was highly visible on her website, everything changed for her agency. Within days she had bookings from her ideal clients.

When people find her online, they say: “You speak my language, you know what I need”.

Isn't it time you tapped into this powerful tool to differentiate your offering?

Check out my YouTube playlist for more inspirational personal brand examples from the agency world.

[VIEW PLAYLIST](#)



#4 EMBRACE WHAT MAKES YOU, YOU. IT'S ONLY HARD WORK WHEN YOU'RE NOT BEING AUTHENTIC.

MARTIN SANDHU, FOUNDER OF NUOM, IS ON A FASCINATING JOURNEY...

He generated £1m recurring revenue and now aims to get to £5m.

When asked what he wished he'd started doing sooner to grow his business, his top choices were vlogging and building his personal brand.

“Personal branding works. I wish I had figured this out sooner. You’re never going to get it right the first time. So just start doing it. Record something. Keep it raw. It doesn’t need to be perfect. Somebody is going to find your content interesting and useful.

I thought I had nothing interesting to say. That was my excuse for not getting started sooner. But people reach out to me all the time now and tell me they find my journey helpful. Give it a go. It'll become easier. People want to work with people they find interesting.”

We all think we've nothing interesting to say. Give yourself permission to ditch this self-limiting belief.



#5 DON'T STAY THE WORLD'S BEST SECRET. DO SOMETHING BRILLIANTLY, THEN LET THE RIGHT PEOPLE KNOW ABOUT YOUR EXPERTISE.

LEARNING HOW TO TOOT YOUR OWN HORN CAN BE CHALLENGING.

But it will be a game changer for your agency's growth.

To attract more of your ideal clients, figure out what you do brilliantly and show off your expertise across your digital channels. Demonstrate to your leads what a great job you can do for their business by doing it for your own agency's marketing.

This is exactly what the impressive Knowlton brothers Dan and Lloyd did. Their specialist video and social media marketing agency started life in a spare bedroom. Fast forward and they're now an award-winning agency with over 10 staff members .

Like many agencies they started off offering a wide range of services. When they generated great results from their humorous marketing videos promoting their own agency they knew they were onto something special.

They really leaned into this as their expertise and they made sure that the right people got to hear about that expertise. Dan and Lloyd launched an industry-leading marketing podcast, super popular newsletter, and now they regularly speak at industry events.



#6 PICK THE RIGHT SOCIAL MEDIA CHANNEL FOR YOUR AUDIENCE AND BE BRILLIANT AT IT.

ARE YOUR PEERS HANGING OUT ON FACEBOOK OR TWITTER?

But where do your ideal clients hang out?

Get noticed by the people who'll pay you to do amazing work by creating a stand out profile. Manage it yourself or get your team involved.

There're so many bland agency social media accounts out there, you can do better! All you have to do is get to grips with one channel. Commit to learning like Cheryl and Dan have:

Cheryl Laidlaw thrives on Instagram. How does she do it? By immersing herself in the platform. By showing up consistently and by letting people into her world. She's definitely worth a follow!

Dan from Knowlton smashes it on LinkedIn with thought-provoking and entertaining posts and videos. This is where his target market of corporate marketers hangs out so he honed his skills to be brilliant at LinkedIn.

Pick your one platform. Stop trying to do them all. You can master social media.

Here are 10 LinkedIn ideas you can easily implement today to get you started!

[VIEW NOW!](#)



#7 TREAT YOURSELF LIKE A CLIENT TO MOVE YOUR AGENCY FORWARD.

YOU'RE IN DEMAND (YAY!) BUT DO YOUR OWN PROJECTS FALL TO THE BOTTOM OF THE TO-DO LIST EVERY WEEK?

Agency owners who are happy with their leads pipeline usually have one thing in common: they treat working on their business like a real client project.

They apply the same creative processes.

They divide projects into individual tasks and schedule non-negotiable time slots for them in their diaries.

Look at Corey Dodd's amazingly unforgettable websites.

This is exactly how he got there. The result? By the time prospects get in touch with Corey, they already believe that he is the expert they want to work with.



#8 NICHE DOWN TO GET NOTICED FASTER. PROVIDE MORE VALUE.

DO YOU HOLD OFF COMMITTING TO A NICHE BECAUSE YOU BELIEVE YOU'LL MISS OUT ON OTHER OPPORTUNITIES?

For example, if you work with architects, does that mean you'll have to turn down a juicy project from an accountant?

Let me reassure you. You never have to turn down juicy opportunities because they fall outside your niche. Niching starts when you purposely channel all your marketing and sales efforts into attracting a certain type of client faster.

Take Corey Dodd, he really enjoys working with land developers because he's creating a vision for something that doesn't exist yet. On his agency homepage the case studies from these types of clients have the most dominant position. But as you can see Corey and his team also work on a wide variety of other interesting projects.

Finding your niche will take time, simply make the decision to get started.

Look at Stephanie Hudson, multiple popular podcast host and serial entrepreneur.

One of her areas of expertise is working with brewery clients. Her advice: if you've 3 of anything then you can pursue opportunities with those types of clients. Go all in. Don't overthink it. Attend their events, become visible.

Niching can be fun, give it a go.



#9 SPEAK AT EVENTS, IT'S ONE OF THE BEST LEAD GENERATION OPPORTUNITIES.

OVER HALF OF ALL THE AGENCY OWNERS I INTERVIEWED REVEALED THEY WISHED THEY HAD STARTED DOING THIS SOONER...

Because speaking at events is the best way for them to get leads.

No one is born a confident stage speaker. Public speaking is not easy, but it can be done. You know enough. If you're not ready to speak at events, publish blogs or appear on podcasts instead. Attend local networking events. Say yes to opportunities.

Drew Davis discovered the power of being an events speaker when he was asked to present a workshop at an hour's notice. He never looked back.

Mickey from Green Mellen made expertise sharing a core value at his agency. What a brilliant way to stand-out - and it's really boosted their lead generation.

What one step can you take today to position yourself as an expert? Watch this vlog for some ideas and more examples.

WATCH VLOG



#10 EXPAND YOUR NETWORK BE VISIBLE WHERE YOU CAN MEET YOUR IDEAL CLIENTS.

WHAT CAN YOU DO TO EXPAND YOUR NETWORK BEYOND YOUR PEERS AND TO GET NOTICED BY PEOPLE YOU WANT TO WORK WITH?

Jan reached out to coaches who work with his ideal clients. He built genuine relationships with them.

When they recommended him to their clients Jan worked with the coaches and their digital frameworks to deliver outstanding results for the clients.

What can you do to expand your network beyond your peers and to get noticed by people you want to work with?

Chantal participates in the Facebook groups her ideal clients hang out. She shares value and helps which keeps her top of mind.

It's not easy to put yourself out there. But working on this skill makes solid business sense.



WHAT'S NEXT

in your

GROWTH

JOURNEY?

WHAT'S BEEN SO **INSPIRATIONAL ABOUT TALKING TO ALL THESE PEOPLE, IS THAT SUCCESS IS NOT THAT FAR AWAY AS YOU MIGHT THINK.**

Some are introverts or suffering with imposter syndrome, but they keep going.

They all made changes in their business/marketing that took their agencies to the next level. It's about being brave, putting yourself out there, getting the support you need to do that. There's only a thin line between a struggling agency and a successful one. If you were to just be 1% braver every week, or every month, then over time that would compound into enormous results.

My good friend Lee Jackson always says, small achievable actions lead to big change. And my interviews have shown me that they really do. Some of these things you might have already known, and that's great.

Success isn't about knowing what to do, it's about taking action, and finding the support to do that.

BONUS

Insights:

OVER 90% OF THE SUCCESSFUL AGENCY OWNERS THAT I INTERVIEWED HAD ONE OR MORE COACHES THAT THEY HIRED TO GUIDE THEM. FURTHERMORE, LARGE CREDIT WAS DUE TO HAVING A COACH AND WORKING ON THEMSELVES.

Coaches are there to guide, encourage, challenge and support.

As an agency owner it can often be tough to balance all the different aspects of managing a business and having someone to run ideas by, get feedback and be challenged on, goes a long way towards driving success.

If you currently don't have a coach, then now is the time to hire one. As you've just seen, all successful agencies have coaches. It's no coincidence.

If you'd like to work with the coach with the #1 marketing YouTube channel for agency owners (as voted for by the WordPress community at the WordPress Awards), don't wait.

Book a no obligation chat below

BOOK NOW

We'll talk about your business goals, and you'll get some clarity on what the next steps are. I can't wait to hear from you! Bring some coffee.

PS. My interviews continue and I'll be sending you more agency growth tips by email, watch out!

PSPS. Discover more agency growth tips on my YouTube channel.

WHAT DO MY WUNDERSTARS CLIENTS SAY?

...my content and my confidence has gone sky high

"Nicole's Wunderstars coaching is fantastic. Since we've been working together, my content and my confidence has gone sky high. I've actually been producing lots of engaging content because I have a plan of action. Nicole really fires me up to be the best I can be and to get myself out there so I can help more people with the WIF. If you're on the fence about working with Nicole 1-on-1, it's fantastic. I go away buzzing from our sessions. I have a plan. Most importantly, I don't feel on my own. She's really in my corner. She is your best champion."

**Imogen Allen, Founder
The WIF and Digital Umbrella**

"I've always had a bit of an aversion to sharing personal stories, fearing people would not be interested. How wrong I was! Nicole told me the huge importance of storytelling and shining my own unique light on social media. It's made a big difference to my business and I actually now love finding opportunities to do it. Nicole makes everything fun and not a chore. I highly recommend Wunderstars coaching"

**Dave Foy
Online Entrepreneur & Course Creator, Teach the Tech**

After just a few months working with Nicole I secured a project that was over 15x my usual project value

"Nicole's been holding me accountable for my monthly tasks which has really helped me to focus on what's important. She's worked with me at my own pace without me feeling too overwhelmed. After just a few months working with Nicole I secured a project that was over 15x my usual project value following Nicole's Wunderstars 1-on-1 coaching."

**Thomas Amos
Design Box**



EMAIL ME



BOOK A ZOOM CHAT



WATCH ON YOUTUBE

For more about Wunderstars Coaching

wunderstars.com

