

Twitter Thread by DONVESH ■



DONVESH ■

[@DONVESH](#)



How to build a real agency business instead of working as a freelancer

Thread:

Everyone here is all about getting clients and getting clients.

But why will those clients stick with you if you are not able to get the results?

YOU NEED TO FOCUS ON ONE THING:

AND THAT IS

■ GETTING RESULTS FOR YOUR CURRENT CLIENTS.

I didn't take any client for 5 weeks after I got my first client.

WHY?

Because I had to get results for them.

Now the obvious question:

> How to get results for my clients without grinding for 12 hours a day?

You need 2 things for this:

■ Skills

■ Systems

First, let's talk about skills:

You should have worked for free or on a performance basis for at least 3-9 months before you start charging real money.

This training period will make you confident about your ability to get results and charge large amounts of money.

Next, you will understand everything about that business so

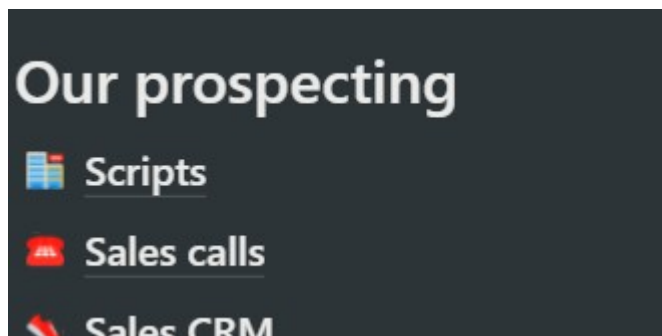
- You can layout super-detailed systems and processes for each step your team needs to take to get the required results.
- Instructions about payments for each employee.
- Processes about invoicing clients.
- Your own outreach script.
- Have specific KPIs and OKRs.

If your agency is all about you and your \$8/hr VA...

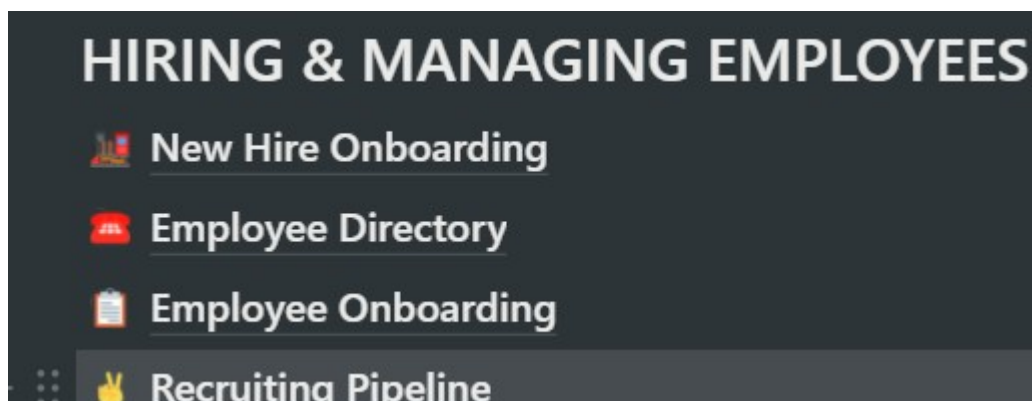
You are a freelancer, not an agency.

- Make templates and processes for hiring new employees.
 - FOCUS ON BUILDING A REAL BUSINESS WHICH CAN GROW AND SUSTAIN EVEN WITHOUT YOU.
- WITHOUT YOU.

- Have separate systems and processes for your outreach.

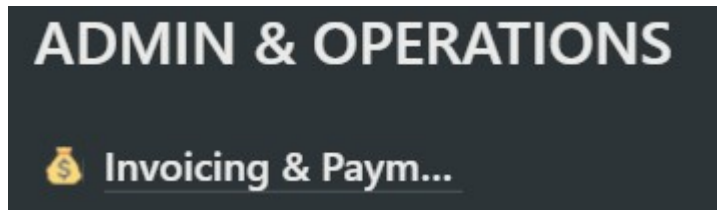


- Setup everything for managing all your freelancers and employees.

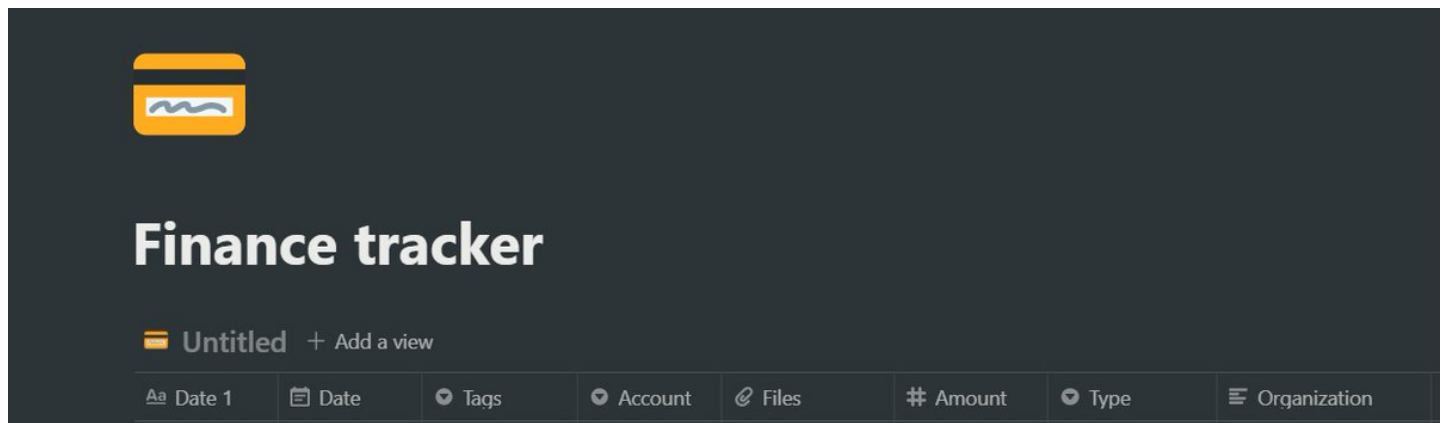


■ You don't want to lose sleep thinking whether your clients #6 will pay you on time or not

You don't want to lose sleep trying to calculate your fees for a performance-based service.



■ Have a finance tracker where your VA writes about all the saas, employees and other expenses of running an agency.



This is just the tip of the iceberg.

You need to document every single thing you are doing that can get you results for your clients.

This will get you paid while you sleep.

Automate your

- Onboarding
- Invoicing
- Weekly reporting
- Fulfilment
- Prospecting

EVERY SINGLE THING BEFORE YOU START SPENDING LESS THAN 2 HOURS A DAY ON YOUR AGENCY.

You really don't have to reinvent the wheel.

You only have to put together the pieces of the puzzle.