Twitter Thread by Chase Dimond | Email Marketing Nerd ■

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The 15 Commandments of Agencies

15 lessons I've learned from building a 7 figure agency from scratch and making over $50 million for our clients.

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1) Good clients are everything.

I've worked with all sorts of clients and always come to the same conclusion:

Make sure you vibe with every single one of them.

Even if they pay well, one bad client spoils the bunch.

Not worth it.

2) Hire well

You're not a freelancer.

Don't do everything on your own.

Instead, focus on hiring the best and letting them work.

Great team members are expensive but worth it.

3) It's the little things.

Write down in your calendar:

-Birthdays
-Date they joined your team
-Special events

And let your team know that you care about them.

-Gift cards
-Food
-A message to the company congratulating them

It's the little things that make them loyal to you.

4) Build systems.

Real talk,

A lot of the work you do right now could be split in half if you had a proper system in place.

Document. Everything. You. Do.

The more you document, the easier it is to delegate, the more time you have.

Simple.

5) It should run without you.

Agencies should not be dependent on the owner.

The more an agency depends on the founder, the harder it is for the rest of the team to develop.

Which leads us to Commandment 6:

6) Build to Sell

Your agency should be built to sell at any moment (even if you don't want to)

Why?

Because then you won't have to worry about it depending on you.

The more systems you have in place, the easier it's to run.

The easier it is to run, the more peace you'll have

7) Niche down hard

"Can you do ads?"

No.

"Can you do copy?"

No.

Can you do SEO?"

No.

Lots of people asked us to do lots of stuff.

We said no to everyone and focused exclusively on ecommerce email marketing.

Results?

Over $50 million in email attributable revenue.

8) Outsource More

You know,

The things you hate to do?

Outsource them.

Record yourself doing it with Loom.

Pay someone to do it.

Boom.

You just have one more hour a day to do whatever you want.

9) They need you at the steering wheel

It's tempting to do the day-to-day tasks.

You're probably even the best at it.

But it's not worth it.

Focus on delegating and then focus on leading the company.

Your crew needs their captain at the steering wheel.

10) Don't dilute too much.

A company with 6 partners is probably going to fail.

Why?

Because you don't need them.

2-3 partners is good to start and make actual good decisions.

Nothing gets done when a lot of people have to make decisions at the same time.

11) Don't put all your eggs in one person

If one person does

-Outreach
-Onboarding
-Sales
-Fulfillment
-And optimizing

What happens when that person gets sick or even quits?

Distribute processes along your agency or you lose.

12) Company culture is everything

Do you want to be the place where people "get" to work,

Or the place where people "have" to work?

Read books from Hsieh, Sinek and Horowitz.

Great company culture leads to great agencies.

13) Touch base often.

So many people hire and then forget,

Or just ask people to work without thanking them for it.

Not you.

Set weekly or bi-weekly reminders to call your employees and genuinely ask them how they're doing.

Again,

It's the little things.

14) Offer incentives (if applicable)

If a certain piece of content performed well, reward them.

If a certain letter they wrote sells at a certain level, reward them.

Your team is WAY more likely to perform if they have something to gain from it.

This is THE performance hack.

15) Earn your employees' love

I can't stress this enough.

>Pay them at or above market
>Treat them well
>Make sure they have opportunities to learn and grow
>Allow them to express their ideas, opinions, and insights in a safe manner
>Have their back
>Listen to them

Earn it.

Thank you for reading!

If you enjoyed this thread, please retweet it below to help a fellow agency owner.

And follow me to make sure you keep learning how to manage a successful agency.

Love,

Chase.

Thank you to everyone who read this!

If you want to learn how to

-Get clients
-Get paid to do email marketing
-See the exact campaigns and techniques I use in my agency
-And so much more

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https://t.co/Z8XyvsUahf

For those who need to hear this: https://t.co/AQSukXtrnN

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>
> -Clients choose you
> -Tedious tasks
> -Exhausting work
>
> Established agency:
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> -You choose clients
> -Outsource tedious tasks
> -Systems that work for you
>
> I don't know who needs to hear this, but trust me:
>
> It gets better.
>
> — Chase Dimond | Email Marketing Nerd \U0001f4e7 (@ecomchasedimond) March 6, 2021