# Twitter Thread by TY FRANKEL



**TY FRANKEL**
@THETYFRANKEL

## 8 FUCK UPS that will destroy your agency.

## (you gotta avoid these)

## A thread.

Bit about me:

Went from 0 to $50K/month music agency in 3 years

8 employees, 60 artist roster

we created the best modern music for TV/movies/video games

Super Bowl, Mercedes ads, Fortnite etc

Our biggest clients: Warner, Sony, and other Fortune 500s

I fucked up SO MUCH along the way

Tons of mini-failures

Eventually turned into Big success

LEARN FROM ME

DON'T MAKE THE SAME MISTAKES I DID

Here are 8 Terrible mistakes I made when building my agency

Keep reading & take notes ■■

#1 - BEING A “FULL-SERVICE” SOLUTION

so many agencies

do EVERYTHING

Marketing agency?

"Oh, we do Google Ads, content creation, personal branding, branding, graphics, copywriting, and sales consulting"

NO

#1 PT 2

start with ONE

just one service

get Clients

KILL IT for them

MASTER THE SKILL

only THEN you can add something new

#2 - NOT NICHE ENOUGH

pick one SINGLE niche

Get specific

"Skincare E-Com brands that make between $50K and $500K a month"

or

"Dental clinics in Houston with at least 10 employees and $1.5M yearly revenue"

ONE VERY SPECIFIC NICHE

QUICK PAUSE: FREE VALUE

Reply to this thread’s top tweet with any emoji

I'll DM you a list of 191 rare niches I created

#3 - HORRIBLE HIRING

Hiring the WRONG person is 10x worse than not hiring anyone at all

You spend time:
hiring
training
bringing them up to speed
introducing to team members

Hire the Wrong person?

You're set back 1-2 months

#3 PT 2

This is why hiring processes are SO IMPORTANT

Steal my Hiring Gameplan below ■■

https://t.co/oS4Jt5snK0

> **Building Your Dream Team**
>
> >> How to Hire Your First 5 Employees
>
> Steal my Hiring Gameplan & Scale to the Moon \U0001f680
>
> \U0001f447\U0001f447
>
> // THREAD //
>
> — TY FRANKEL (@THETYFRANKEL) January 20, 2021

#4 - SHIT SYSTEMS

You NEED systems & automation

Get Notion & Zapier subscriptions

Set up CLEAR CUT, EASY TO UNDERSTAND SYSTEMS

#4 PT 2

Every system has:

- What, when, why description
- Step-by-step process
- Video run-through
- Resources

I had over 300 systems in my Music agency

New employees came in and said "wow, this is the most systemized company I've ever seen, so organized"

THAT is what u want

#4 PT 3

READ & TAKE NOTES on my Systems thread below

https://t.co/OrZzPvHvbE

> **THREAD**
>
> HOW TO BUILD AN IDIOT-PROOF PROCESS
>
> Quick masterclass on how to build the foundation of any company
>
> Keep Reading \U0001f447\U0001f3fc\U0001f447\U0001f3fc
>
> — TY FRANKEL (@THETYFRANKEL) December 4, 2020

#5 - LACKLUSTER LEAD FLOW

you NEED to get leads. Obviously

HERE ARE 5 WAYS TO DO IT

1) Cold outreach (LinkedIn, email, outbound calls)

2) Paid ads (FB, Google, LinkedIn, YouTube)

3) Personal brand (demonstrate authority, build a brand, leads will flow in effortlessly)

#5 PT 2

4) Partnerships (partner /w someone who has large organic traffic catering to your ideal clients)

5) Referrals (kill it for clients, ask them to refer u, give them a 10-20% recurring cut in perpetuity)

Best client-getters I know:

@NickAbraham12
@DONVESH
@THETYFRANKEL
@ImSamThompson
@shanta_adhi

@zachmachuca
@SEOKeval
@sean0to10k

Follow them ■

#6 - NO FEMININE ENERGY

I bet you're thinking... "what? what is he talking about?"

YES

at one time in my Agency

We had 5 employees

ALL MALE

"Something's off", I thought

it was

you NEED Feminine Energy

at least 1-2 women should be on your team MINIMUM

#7 - NO COMPETITIVE ADVANTAGES

you need Competitive Advantages

at least 4 or 5

things that set you apart from your Competition

This is called a "moat"

ALL successful agencies have a powerful moat

#7 (PT 2)

Examples of Competitive Advantages

- Horizantal growth (scale your service /w ur existing clients)
- great systems/automation
- great client relationships
- high-level partnerships
- big/powerful network
- branding/marketing

- great leadership
- work ethic
- UI/UX

#8 - SHIT EMPLOYEE BENEFITS

when I started my Agency

I paid hourly, didn't pay bonuses, didn't care about employee self-improvement

and employees couldn't get promoted

NOT GOOD

After 6 months of employees leaving every 2-3 weeks

I developed systems for THESE 3 THINGS BELOW

#8 PT 2

1) proper incentivization

bonuses, profit sharing

incentivize employees to work harder, smarter, stay longer, & care more

2) skills dev opportunities

put aside 2-5 PAID hrs/wk for each employee

to learn new skills

helps both u and employee

3) upward mobility

#8 PT 3

make SURE

if an employee is killing it

you can promote them

Again & again

It's ON YOU as Founder to create these opportunities for your employees

Join 5,000 other business geniuses on your path to Success

Sign up to my email newsletter

You get:

- my free niche master list
- tips/tricks to grow your biz TOO GOOD for Twitter
- lots more

https://t.co/CP4zyKzGLT

BONUS

my favorite follows

follow, learn and grow your business

@DONVESH
@linkedin_king
@THETYFRANKEL
@blackhatwizardd
@ecomchasedimond
@OneJKMolina

Ty, OUT ✌■