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U should always be leveraging more & more

Here's your process

- 1) work for free**
- 2) get 5-10 \$1-5K/month retainers**
- 3) get rev share + potential equity deals only**

Eventually ur agency should be a cash cow

High margins &/or a turn into a holding company if you're getting equity

most "Agency advice" will have you build some shitty company that's competing on bottom tier prices and is barely differentiated from your competition

there is almost Zero emphasis on positioning it correctly for High-Ticket Rates from the get-go and fulfilling like an Expert

— LegacyFuel (@LegacyFuel4Ever) [July 16, 2021](#)

It's a process. takes time

Work for free

fail, learn, fail, succeed, now start charging low/mid-tier retainers

Learn more, become great at your craft, build great systems & team

then if possible do rev share deals only. Bring in lots of rev. take equity /w startups if u can

You CANNOT SELL an agency doing \$1-5K retainers

U just can't

Unless it's for a .5-1x multiple

Why the Retainer model is just training for the big leagues (rev share on big \$\$ & equity w startups)

Graduate from retainers & get into rev share/equity ASAP

also to get rev share on big \$\$ and/or equity

Your offer needs to be more than just "lead gen"

No one is gonna give u Equity for "lead gen"...

Manage a startup's sales process from start to finish & train their sales team to have huge success?

Different story

If i started a new agency today my goal would eventually be to turn into holding company

with:

- an offer SO damn good it DESERVES Equity
- my hand in dozens of promising startups

Equity vested via specific KPIs

Bring 20 clients, get 1% equity, 20 more clients, 1% more & so on