



Beginner Agency Blueprint

Weekly Consulting Guide

Land Your First Client In 6 Weeks

This guide is meant for complete beginners who have a day job and only want to work a few hours a week...

If you're already an agency owner or want to dive-in *full speed ahead*, you can easily **double** the time and get it done in just 3 weeks.

I generally advise taking your time, going slow, and learning; this way everything sticks.

Landing your first/next client is a great accomplishment; however, the experience and its impact on your growth will be worth more than any one client.

Note: This guide does not replace the main training course. Be sure to watch it!

Let's Get Real for a Second

This isn't some "crush it in 7 days" fantasy.

If you've got a full-time job, maybe a family, and only a handful of hours to spare each week, this plan is built for you.

We're not sprinting...

We're getting you across the finish line, calm and confident.

Could you do it faster? Sure. But you'll get more value by doing it right.

Week 1: Learn Before You Leap

This is your study week.

No pitching. No pressure. Just soak it all in.

Watch every video, every upgrade, every bonus.

Take notes. Ask questions. The goal here isn't to memorize.

Your purpose is to understand the landscape.

You'll move faster in the future if you take the time now.

Week 2: Build the Machine

Now we set the table.

You'll go through your included agency package, pick your service, and zero in on a niche that feels like a fit.

Want to keep it simple?

Partner with a white-label company and let them handle delivery.

You're not stuck with these choices forever ...you can always change later.

Week 3: Find Your People

This week is all about prospecting ...aka building your hit list.

Choose your target areas.

Use a few AI and Google tricks to pull together a solid list.

Then, trim it down to your top 30 prospects.

These are real businesses that might actually need what you're offering. No spray-and-pray here.

Week 4: Send the Signal

Time to get in front of people.

Review the sales training, then write outreach messages that sound like a human (you'll get help with that).

Start sending proposals. Yes, it'll feel weird at first. That's normal. Keep going.

Week 5: Deal Time

Now we're turning interest into income.

Keep sending proposals ...but now start using automation to increase your reach.

Sort through the replies.

Some people will be curious, some will be sold, some won't answer.

That's fine. Use the reply templates, handle objections, and close your first deal.

Week 6: Deliver the Goods

Client landed? Beautiful.

Now you serve them well.

Use the delivery guides and other training in the course.

Lean on your outsourcers if you've got them.

A good experience here can mean referrals, testimonials, or even ongoing work.

Wrap Up: It's Not Just About the Client

Yes, landing that first client feels amazing.

But the real win? You've just built a system you can use again and again.

You now know how to learn, pick a niche, find leads, start conversations, and close deals.

And you did it without quitting your day job. That's power.