



Beginner Agency Blueprint

Quick Start Guide

Getting Started Fast...

This guide helps you hit the ground running with a practical start-up outreach strategy to land your first local business client quickly.

Be sure to see the other resources and training included in the main and pro course member's pages.

STEP 1 – PICK YOUR NICHE AND OFFER

Focus is everything. Choose:

- Target Niche: e.g., dentists, roofers, med spas, law firms
- Local Area: e.g., Charlotte NC, within 20 miles
- Service Bundle: Choose 1–2 to start
 - Basic Website Cleanup
 - Google Business Profile Optimization
 - Lead Capture + Automation Setup
 - Local SEO Tune-Up
 - Social Media Management

Your pitch becomes:

“I help [niche] in [location] get more leads using simple marketing and automation systems.”

STEP 2 – PREP YOUR ASSETS

Minimum required:

1. Simple Website or Landing Page (included with Pro package)
 - Clear headline, benefits, and CTA
 - Link to book a call or demo
2. Lead Magnet (included with Pro package)
 - PDF guide: “5 Ways [Niche] Can Use AI to Save 10 Hours a Week”
 - Or: checklist, cheat sheet, local SEO scan offer
3. Booking Tool
 - Use Calendly or similar to let prospects schedule calls
4. Email Template & Follow-Ups
 - One cold email
 - One bump/follow-up
 - One warm handoff for referrals or DMs

STEP 3 – OUTREACH CHANNELS

Choose 1 – 2 to start, then expand:

1. Cold Email

- Build a list of 50–100 businesses using Google Maps, Yelp, Facebook
- Use hunter.io or similar to find emails
- Send 1 cold email per day with simple message and CTA to chat

2. Facebook + LinkedIn DM

- Join local business groups
- Look for posts asking questions about marketing
- Reply with value, DM afterward with a direct offer

3. Walk-In or Local Networking

- Visit 5 businesses a week
- Introduce yourself, leave a card or flyer
- Offer free review or scan and book follow-up on the spot

4. Referral Outreach

- Ask 3 people you know if they'll introduce you to one business owner
- Offer a commission or gift if a deal closes

STEP 4 – SAMPLE COLD EMAIL

Subject: Quick idea for [Business Name]

Hi [First Name],

I live nearby and work with local businesses like yours to fix one big problem—getting more leads without spending more on ads.

I just put together a short guide showing how [Niche] owners are saving hours and booking more calls with a few quick marketing fixes.

Want me to send it over?

Best,

[Your Name]

[Your Phone]

[Link to book a call]

STEP 5 – DAILY ACTION PLAN

- **Send** 3 emails or DMs
- **Comment** on 2 group posts
- **Follow** up with 1 past contact
- **Add** 5 new contacts to your list
- **Share** 1 short piece of value content (LinkedIn/Facebook)

STEP 6 – TRACK AND IMPROVE

Track these each week:

- Emails/DMs sent
- Replies received
- Calls booked
- Clients closed

Adjust your message or list if you're not getting replies.

Stick to it for 30 days before changing the offer.

STEP 7 – OPTIONAL AUTOMATION

Once this is rolling, consider adding:

- CRM to manage contacts (Free: Notion, Airtable, Streak)
- Email sender like Instantly or Smartlead
- AI tools to write and follow up faster

EXECUTE → REFINE → SCALE

1. Start small, get 1–2 clients, then refine your offer.
2. Build repeatable habits.
3. Keep your direct first contact human.
4. Automate once you have traction.