7 FIGURE AGENCY MINDSET A-Z

KOT ENTERPRISES
limited liability company (LLC)
REIMAGINING TECHNOLOGY

VOLUNTEER FORCE PAKISTAN

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THE UNIVERSITY OF LAHORE

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7 FIGURE AGENCY MASTERCLASS

ROADMAP TO GET HIGH TICKET AGENCY CLIENTS

WORKSHEET

LEZ. UI . UX & Web Development Company

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CO BUILD

PEAK SOLUTIONS© COLLEGE

Kreative Bugs

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ROADMAP TO GET HIGH TICKET AGENCY CLIENTS



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CO-FOUNDER THE COLLECTIVE, THE BIG BAD BROWN BATCH, & ALI XEESHAN THEATRE STUDIO

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PART 1

KNOW YOURSELF AS A LEADER

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Self-Reflection Questions

1. WHAT IS THE ONE THING I EXCEL AT, BOTH PERSONALLY AND PROFESSIONALLY?

2. WHAT LEGACY DO I WANT TO LEAVE BEHIND THROUGH MY AGENCY OR BUSINESS?

KNOW YOURSELF
AS A LEADER

3. WHAT MINDSET SHIFTS DO I NEED TO MAKE TO WORK WITH HIGH-TICKET CLIENTS?

4. HOW DO I TYPICALLY APPROACH CHALLENGES: WITH A GROWTH MINDSET OR A FIXED MINDSET?

KNOW YOURSELF AS A LEADER

5. AM I MORE FOCUSED ON SHORT-TERM WINS OR LONG-TERM GROWTH? WHY?

6. WHAT LEADERSHIP TRAITS DO I EMBODY, AND WHICH TRAITS DO I NEED TO DEVELOP FURTHER?

PERSONALITY AND APTITUDE ASSESSMENT

7

DO I ALIGN MORE WITH STRATEGIC THINKING OR OPERATIONAL EXECUTION?

8

DO I PREFER LEADING BY EXAMPLE OR DELEGATING RESPONSIBILITIES TO A TEAM?

9

WHAT EXPERIENCES (PERSONAL OR PROFESSIONAL) HAVE PREPARED ME TO WORK WITH PREMIUM CLIENTS?

OUTCOME:

BASED ON THE ABOVE, SUMMARIZE YOUR STRENGTHS AND AREAS FOR IMPROVEMENT. HOW WILL THESE ALIGN WITH YOUR GOALS OF ATTRACTING HIGH-TICKET CLIENTS?

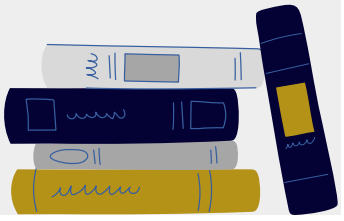
PART 2

DEFINE YOUR PREMIUM BRAND

DEFINE YOUR PREMIUM BRAND

Question

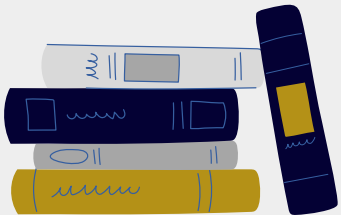
1. WHAT NICHE ALIGNS BEST WITH MY SKILLS AND EXPERTISE, AND WHY?
2. WHAT UNIQUE VALUE DO I PROVIDE THAT SETS ME APART FROM COMPETITORS?
3. HOW WILL I POSITION MY AGENCY AS A PREMIUM BRAND IN THE MARKET?



DEFINE YOUR PREMIUM BRAND

Question

4. WHAT IS MY STRATEGY FOR SHOWCASING THOUGHT LEADERSHIP (E.G., BLOGS, VIDEOS, PR)?
5. HOW WILL I BUILD A PROFESSIONAL ONLINE PRESENCE (E.G., GMB PROFILE, WEBSITE, SOCIAL PROOF)?



PART 3

TARGET MARKET AND CLIENT SELECTION

TARGET MARKET EVALUATION

1

WHICH INDUSTRIES OR NICHES HAVE THE HIGHEST DEMAND FOR MY SERVICES?

2

WHAT IS MY IDEAL CLIENT PROFILE (REVENUE, INDUSTRY, PAIN POINTS)?

3

HOW WILL I ADAPT MY SERVICES TO CATER TO INTERNATIONAL MARKETS (E.G., TIME ZONE DIFFERENCES, LEGAL COMPLIANCE)?

CLIENT QUALIFICATION QUESTIONS

4

HOW WILL I EVALUATE WHETHER A CLIENT IS A GOOD FIT FOR HIGH-TICKET SERVICES?

5

WHAT CRITERIA WILL I USE TO PRIORITIZE POTENTIAL CLIENTS?

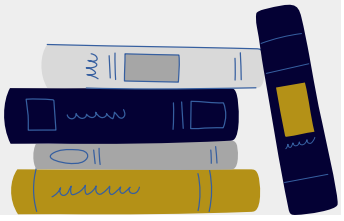
PART 4

HIGH-TICKET LEAD GENERATION

HIGH-TICKET LEAD GENERATION

Lead Generation Channels

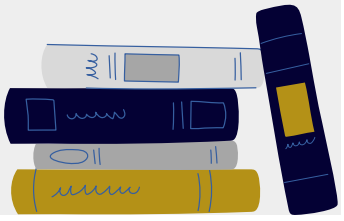
1. WHAT INBOUND STRATEGIES (SEO, CONTENT MARKETING, PPC) WILL I USE TO ATTRACT PREMIUM CLIENTS?
2. WHAT OUTBOUND STRATEGIES (LINKEDIN OUTREACH, COLD EMAILS) WILL I PRIORITIZE?
3. HOW WILL I ALLOCATE MY BUDGET ACROSS DIFFERENT LEAD GENERATION CHANNELS?



HIGH-TICKET LEAD GENERATION

Lead Conversion Metrics

1. HOW MANY INTERACTIONS OR TOUCHPOINTS ARE NEEDED TO SECURE ONE HIGH-TICKET CLIENT?
2. WHAT IS MY EXPECTED COST PER LEAD AND COST PER CONVERSION?
3. HOW MANY LEADS DO I NEED MONTHLY TO ACHIEVE MY REVENUE GOALS?



PART 5

PRICING AND SERVICE MIX

PRICING AND SERVICE MIX

1

LIST ALL THE SERVICES I WILL OFFER (FIXED-COST AND RETAINER-BASED).

2

WHAT IS THE PRICING STRATEGY FOR EACH SERVICE?

FIXED-COST SERVICES:

RETAINER-BASED SERVICES:

PRICING AND SERVICE MIX

3. WHAT RATIO OF RETAINERS TO FIXED-COST PROJECTS WILL HELP ME ACHIEVE $83K/MONTH?

EXAMPLE CALCULATION

- TOTAL MONTHLY REVENUE GOAL: $83,000
- RETAINERS: 70% ($58,100)
- FIXED-COST PROJECTS: 30% ($24,900)
- NUMBER OF CLIENTS NEEDED FOR EACH CATEGORY: _____

PART 6

SCALING TO 7 FIGURES

SCALING TO 7 FIGURES

1

WHAT OPERATIONAL SYSTEMS DO I NEED TO SCALE FROM 1 TO 100+ EMPLOYEES?

2

WHAT ROLES WILL I NEED TO HIRE (E.G., SALES, PROJECT MANAGERS, DEVELOPERS)?

3

HOW WILL I STRUCTURE MY TEAM TO ENSURE EFFICIENCY AND SCALABILITY?

EOS IMPLEMENTATION QUESTIONS

4

HAVE I DOCUMENTED PROCESSES FOR EACH DEPARTMENT?

5

HOW WILL I MEASURE KPIS AND HOLD MY TEAM ACCOUNTABLE?

PART 7

LEGAL AND COMPLIANCE

LEGAL AND COMPLIANCE

1

WHAT LEGAL STRUCTURE WILL I USE TO OPERATE INTERNATIONALLY?

2

HOW WILL I ENSURE TAX COMPLIANCE AND PROTECT INTELLECTUAL PROPERTY (E.G., TRADEMARKS, NDAS)?

3

WHAT STEPS WILL I TAKE TO ONBOARD CLIENTS AND EMPLOYEES TRANSPARENTLY (E.G., CONTRACTS)?

PART 8

SOCIAL PROOF AND REPUTATION

SOCIAL PROOF AND REPUTATION

1

HOW MANY CLIENT REVIEWS/TESTIMONIALS WILL I AIM TO COLLECT MONTHLY?

2

WHICH PLATFORMS WILL I USE TO SHOWCASE SOCIAL PROOF (E.G., GMB, CLUTCH)?

3

WHAT IS MY STRATEGY FOR LEVERAGING PR AND AWARDS TO BOOST CREDIBILITY?

PART 8

PERSONAL AND AGENCY ROADMAP

PERSONAL AND AGENCY ROADMAP

1

WHAT ARE MY TOP THREE PERSONAL DEVELOPMENT GOALS FOR THE NEXT 12 MONTHS?

2

WHAT ARE MY TOP THREE AGENCY GOALS FOR THE NEXT 12 MONTHS?

3

HOW WILL I MEASURE SUCCESS AND PROGRESS TOWARD THESE GOALS?

PART 8

ACTION PLAN FOR HIGH-TICKET SUCCESS

ACTION PLAN FOR HIGH-TICKET SUCCESS

1

WHAT IMMEDIATE STEPS WILL I TAKE TO POSITION MY AGENCY FOR PREMIUM CLIENTS?

2

WHAT TOOLS OR SOFTWARE WILL I INVEST IN TO STREAMLINE OPERATIONS?

3

WHAT IS MY 90-DAY PLAN FOR GENERATING HIGH-TICKET LEADS?

SAMPLE CALCULATION EXERCISE

MATH TO REACH $1M ANNUAL REVENUE:

- MONTHLY REVENUE GOAL: $83,000
- RETAINERS: $58,100 (E.G., 8 CLIENTS @ $7,262/MONTH)
- FIXED-COST PROJECTS: $24,900 (E.G., 5 PROJECTS @ $4,980/PROJECT)
- LEAD GENERATION COSTS: $10,000/MONTH
- TOTAL SALES NEEDED: 13 CLIENTS

SAMPLE CALCULATION EXERCISE

MATH TO REACH $1M ANNUAL REVENUE:

7-FIGURE AGENCY MINDSET A-Z

A Comprehensive Blueprint for Establishing and Scaling from Zero to Over **$1Million** and Beyond.



- *SELECTING THE RIGHT AGENCY*
- *NICHE, SKILLS, AND PLATFORM SELECTION*
- *BRANDING STRATEGIES*
- *PRICING MODELS*
- *EFFECTIVE LEAD GENERATION CHANNELS AND FUNNELS*
- *IMPLEMENTING ROBUST SYSTEMS*
- *SCALING YOUR TEAM FROM 1 TO 100+ EMPLOYEES*
- *REVENUE SCALING TO SEVEN FIGURES AND BEYOND*
- *DEVELOPING LEADERSHIP QUALITIES*
- *AND MUCH MORE!*

CLAIM YOUR BLUEPRINT FOR SUCCESS!

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