

# WHO IS MAKING MONEY AND WHY

Critical findings from the April 2012 survey of the  
SearchMarketMe Agency Owner Network

SEARCHMARKETME

# ABOUT SEARCHMARKETME

We assist entrepreneurs in opening and operating internet marketing agencies.

Our “Money U” business model provides critical, collaborative support during business infancy and provides a framework for sustainable growth.

This is not just an opportunity to “own a job,” but to build a business that can operate without you and be attractive to a future buyer.

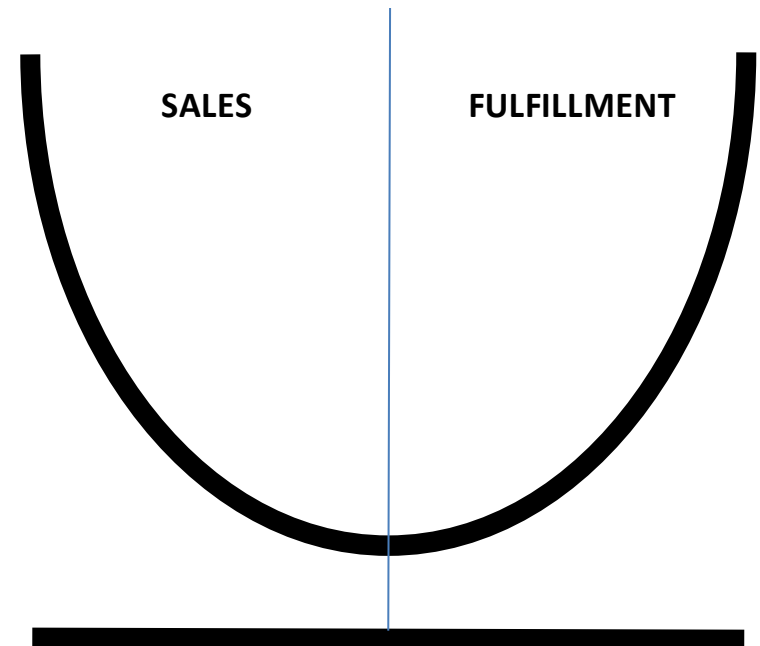
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# THE MONEY U

“Solopreneurs” struggle to find proper balance between finding work and doing work.

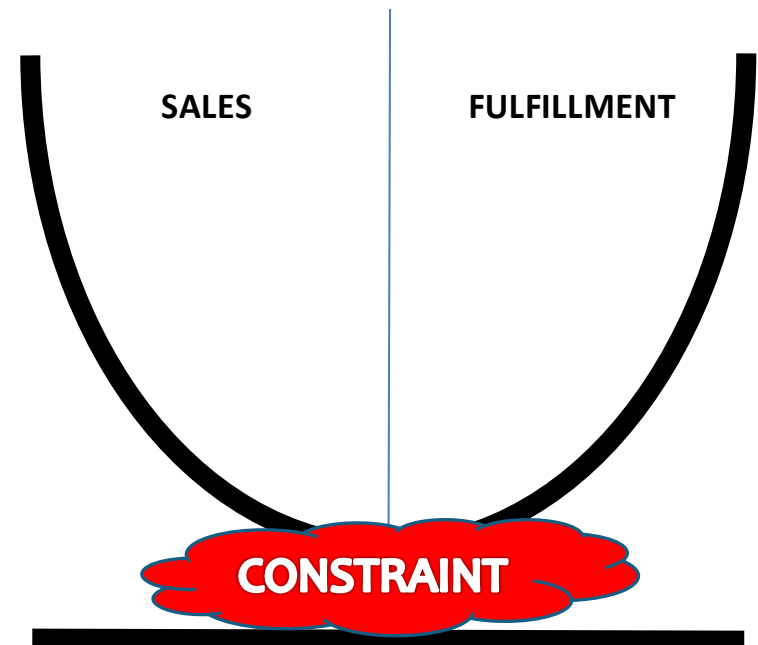
Trying to do everything by yourself limits your ability to earn money.



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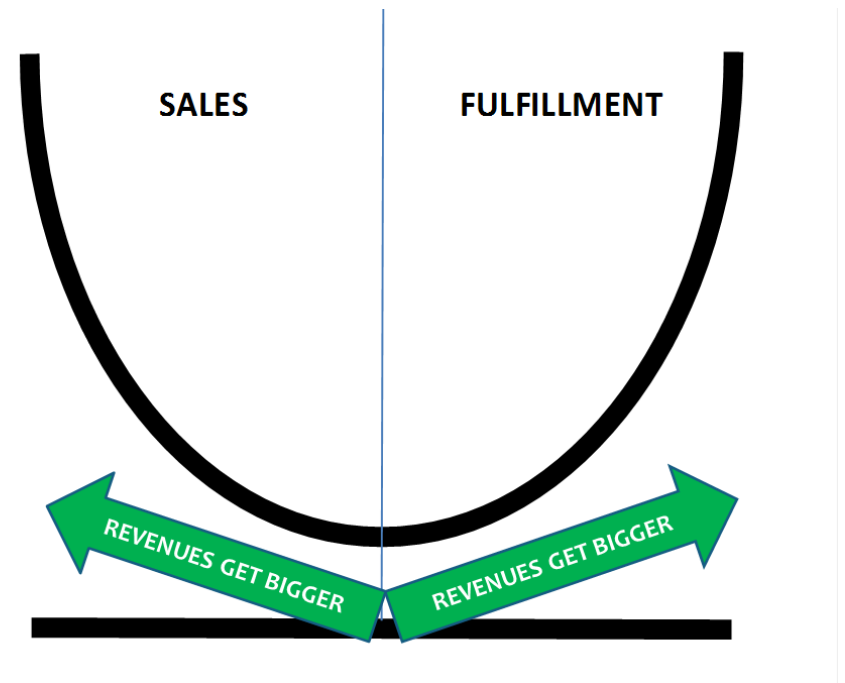
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# THE MONEY U

Single Operators seeking capacity and revenue growth (without adding overhead) should get on one side or the other of the Money U.

“Finders” in our Network send work to “Doers” in our Network.



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Single Operators seeking capacity and revenue growth (without adding overhead) should get on one side or the other of the Money U.

You maximize your ability to earn money by focusing on your strengths and letting others in the Network “round you out.”



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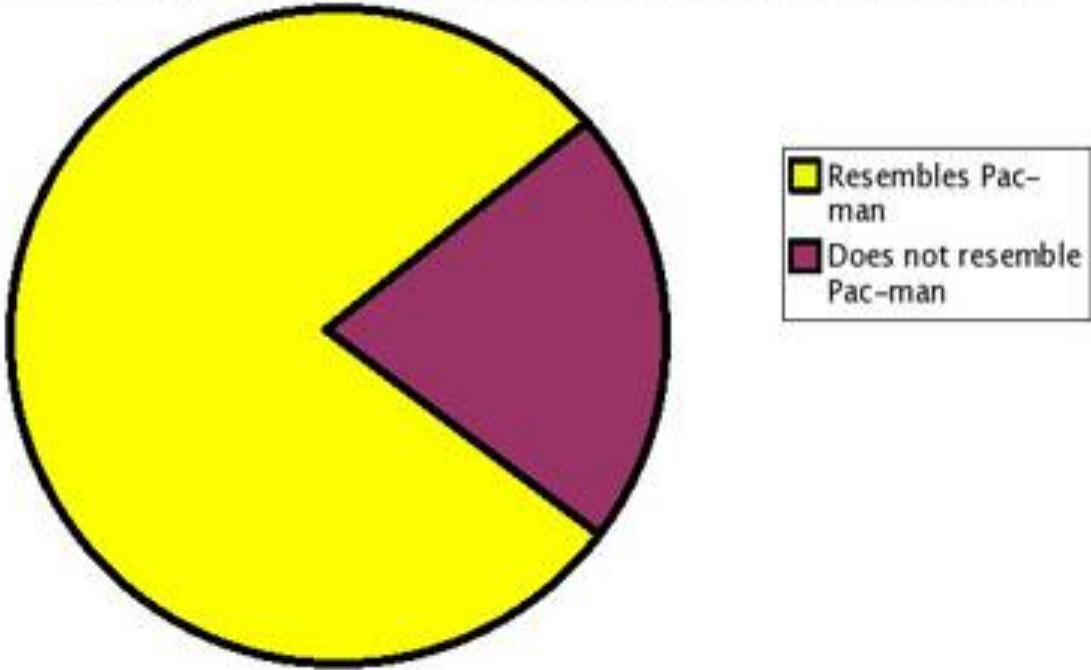




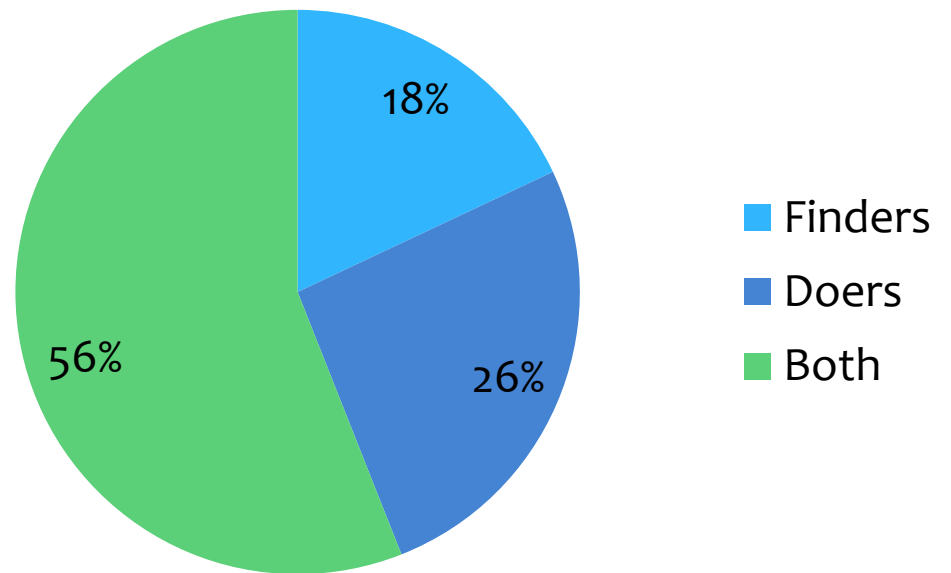
# SURVEY FINDINGS

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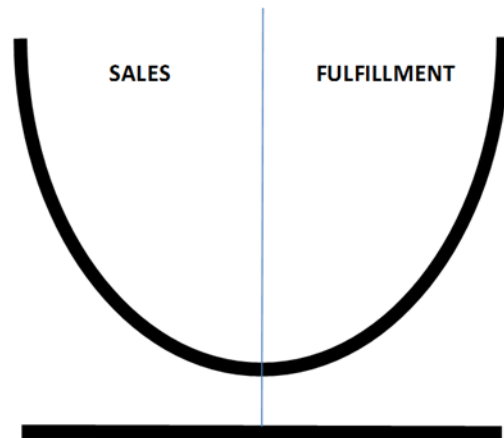
# Percentage of Chart Which Resembles Pac-man



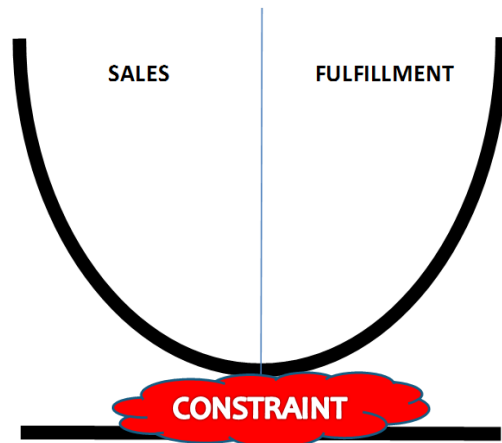
# SURVEY FINDING #1: Breakout of AO's by type



## **SURVEY FINDING #2: Trying to “do it all yourself” leads to income dissatisfaction**

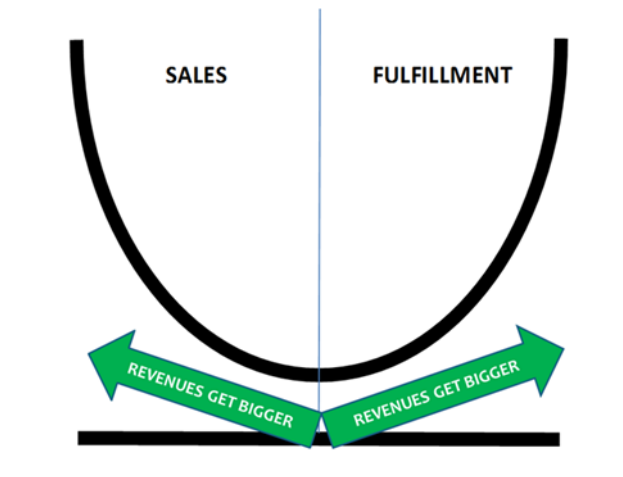


## SURVEY FINDING #2: Trying to “do it all yourself” leads to income dissatisfaction

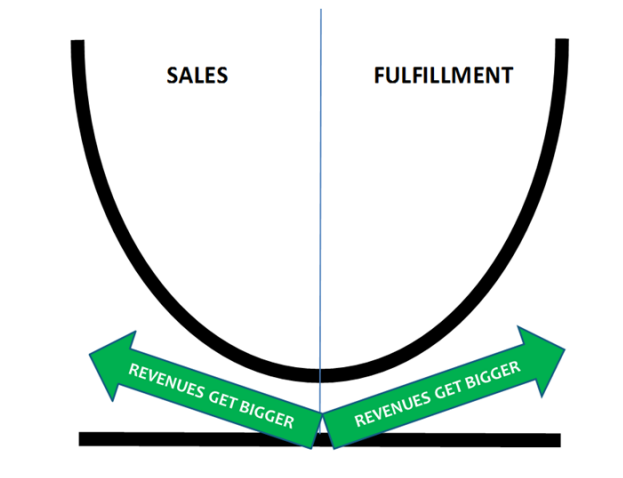


*Only 35% of single-operators who try to find work/do work at the same time **are satisfied with their income.***

# SURVEY FINDING #3: Specialists make more money than generalists



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*78% of single-operators who specialize in finding OR doing are “pretty satisfied” to “extremely satisfied” with their income*

# **SURVEY FINDING #4: Sales specialists do better when they own a category**





**SURVEY FINDING #5:**  
**Fulfillment specialists do best when**  
**they focus on two channels**



## **SURVEY FINDING #5:** **Fulfillment specialists do best when** **they focus on two channels**



*100% of those focusing on two particular channels are “pretty satisfied” to “extremely satisfied” with their income*



**SURVEY FINDING #6:  
Fulfillment channels in order of  
largest margins:**



**SURVEY FINDING #6:  
Fulfillment channels in order of  
largest margins:**

- 1. Producing Web sites*
- 2. SEO management*
- 3. Content/Social Media*
- 3. Permission (Email & SMS)*
- 5. PPC*

# SUMMARY:

1. Doing it all yourself limits income
2. Make more money by specializing as a Finder or Doer
3. “Finders” win by owning a category
4. “Doers” win by focusing on two fulfillment channels



# CONCLUSION:

Single Operator success comes from:

1. Specialization (Finder or Doer)
2. Differentiation (USP/Giant Killers)

**Industry specialty:** Providing all services but only to independent hotels in the Bahamas

**Client specialty:** Serving "aging Boomers" who need hand-holding

**Operating specialty:** Working on Pay-for-Performance compensation models



## IN OTHER WORDS:

The Agency Owners that follow the concepts taught in “The Money U” and “How to Be a Giant Killer” courses enjoy greater financial success than those who do not.

**This proves that the structure we provide and the strategies we teach lead to greater financial success.**



# The next New Agency Owner Training Event will be held in mid-May.

The Accelerated Start-up Training Event provides additional insights and secrets of success from our highest-performing Agency Owners.

Let's talk about your timing.

**SMM**





## ADDITIONAL INFO:

1. **SMM Opportunity Overview (PDF)**
2. **MGMT 101 – “The Money U”**
3. **MGMT 102 – “Giant Killers”**
4. **Personal Walk-through Webinar**
5. **Speak with Agency Owners**



THANK YOU!

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