

# The **5** Steps to Success

AS THE OWNER OF AN INTERNET MARKETING AGENCY

**Corporate Headquarters:**

SearchMarketMe, LLC  
1000 2nd Ave #4000  
Seattle, WA, USA 98104  
206-201-2110

REVISED MAY 2012

*IMPORTANT: This overview is intended purely as a starting point to assist prospective buyers in evaluating the desirability of the SearchMarketMe business opportunity. Any statements are theoretical in nature and do not represent a guarantee of income. No income claims are being made in this document, or in any other company literature or statements. This document is solely for the purpose of examining a potential affiliation with SearchMarketMe, LLC. It is acknowledged by reader that information furnished in this overview is in all respects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of same by reader may cause serious harm or damage to SearchMarketMe, LLC.*

## INTRODUCTION

SINCE OUR OPENING IN 2007, WE HAVE HELPED MORE THAN 110 ENTREPRENEURS open and operate internet marketing agencies. Most of these entrepreneurs opened their agencies via our start-up program, some already owned “traditional” marketing agencies but needed to add internet marketing capabilities, and others still were already operating internet marketing agencies but wanted the structure, strategy and collaborative opportunities that we provide.

The combined experience and wisdom of these Agency Owners can be immediately applied to your benefit so that you can achieve greater success with your agency than you could by working alone.

Through careful study and analysis of our 110+ member agencies, and other agencies past and present, we have identified five key steps that lead to success in operating an internet marketing agency. These five steps are the foundation of the SearchMarketMe Agency Owner program, and we are happy to share them with you now.



## THE 5 STEPS TO SUCCESS

Whether you are starting an agency or are already operating an agency, these five steps will get you started properly and/or provide valuable correction and direction for you:

- ① **Specialize** by Playing your Strengths
- ② **Differentiate Yourself in Categories or Channels** That You Can Dominate
- ③ **Receive Customized Training** for Your Category or Channel(s)
- ④ **Connect** with Specific People in our Network Who can Help You Succeed
- ⑤ **Create a Plan**, Work the Plan

## THE “MATCHME” PROCESS

We will help prepare you for success via our “MatchMe” process. The MatchMe process is a series of classes and conversations that will help you identify your areas of strength, expertise and interests and match them with the specialties, categories, channels, people and goals that will combine to give you the greatest likelihood for success and enjoyment in your business.

Throughout your investigation of this program, we will maintain a “MatchMe” worksheet that identifies you, your specialty, your category or channel(s), the customized training you need, the people in our Network to connect with, and your goals for your business.

**MATCHME Form**

**SEARCHMARKETME**  
1000 2<sup>nd</sup> Ave. #4000  
Seattle, WA, USA 98104  
(206) 445-0535  
Boyd@SearchMarketMe.com

**Agency Owner Name:**

**Specialization**

**Finder**

**Giant Killer category:**

**Doer**

**Sweet Spot channels:**

- Search Engine Optimization (SEO)
- Pay-Per-Click Marketing (PPC)
- Website Design & Development
- Content Creation & Revision
- Social Media Marketing
- Email Marketing
- SMS / Text-Message Marketing

**Special Emphasis in Training Program:**

**Specific Agency Owners for Collaboration**

**Name:** \_\_\_\_\_ **Specialty:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Growth Goals:**

**Income:** \_\_\_\_\_ **Milestone:** \_\_\_\_\_ **Personal:** \_\_\_\_\_

# 1 Specialize by Playing your Strengths

## Increase Money-making Capacity via the “Money U”

Which is easier for you? Finding work or doing work?

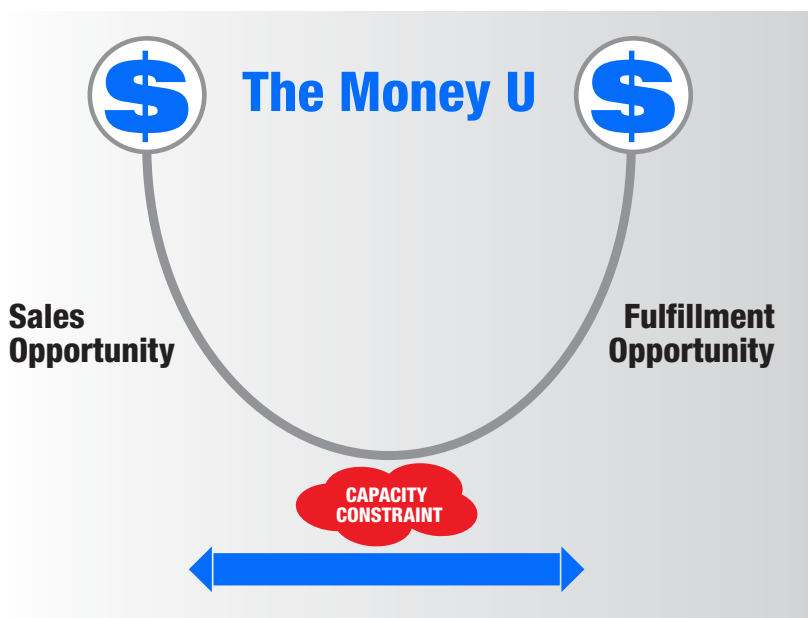
The first conversation we’ll have with you is intended to identify whether you are a “Finder” or a “Doer” by nature.

Why?

Because trying to find client work *and* complete that work, at the same time, can severely restrict your ability to earn money. It’s simply a capacity issue. Ask anyone trying to “do it all themselves” if they are achieving their income goals (our survey data shows that they are not).

But if you play to your strengths, focus on what you do best, and work collaboratively with others in the SearchMarketMe Agency

Owner Network, you can get their specialized, complementary assistance in completing work and/or finding work, and *you can enjoy much greater earning power.*



**Earning power increases with specialization**

**AN IN-NETWORK SURVEY CONDUCTED IN APRIL 2012 SHOWS THAT 78% OF AGENCY OWNERS WHO SPECIALIZE AS EITHER FINDERS OR DOERS ARE “VERY SATISFIED” OR “EXTREMELY SATISFIED” WITH THEIR INCOME. ONLY 35% OF THOSE TRYING TO DO IT ALL THEMSELVES ARE SATISFIED WITH THEIR INCOME.**

For example, if *you are a Sales-minded individual (a “Finder”)*, don’t slow yourself down by personally completing the projects and services you sell to your clients. Great finders are rarely also great doers. As a Finder, the best use of your time is to send your client work to *Fulfillment-minded Agency Owners (“Doers”)*, in our network and keep on selling!

The Doers focus their efforts on completing client projects and will provide high-quality work for you, at prices that work for both of you. They will be able to do the work for you faster and better than if you did it yourself.

If you’re a Finder, you can spend more time doing what you do best: selling! If you’re a Doer, you can spend more time doing what you do best: fulfilling internet marketing projects!

The Money U makes it possible for you to play to your strengths and increase your earning capacity.

## 2 Differentiate Yourself in Categories or Channels That You Can Dominate



### “Finders” Read This:

When selling marketing services, the more specific you can be in the type of business you work with, or the type of client you work with, the greater your opportunity. Targeting “small and medium-sized businesses” in your local area is usually not a winning strategy. The key

to success as a Finder is to identify a category of business or specific clientele that needs what only you can do for them.

In a special webinar class for Finders (MGMT 102 - “How to Be a Giant Killer”) we will explain many of the “unique strategic positions” of our most successful Agency Owners that allow them to operate with little or no competition – and we can begin to uncover what your unique strategic position can be with your internet marketing agency.

### “Doers” Read This:

Our internal data clearly shows that the “sweet spot” for income satisfaction is found in providing two channels of internet marketing fulfillment services. In fact, 100% of the “Doers” in our program who focus on two specific channels tell us that they are ‘pretty satisfied’ to ‘extremely satisfied’ with their income.

But which two channels should you focus on? In a special webinar class for Doers (MGMT 103 – “How to Find the Sweet Spot”) we can help you identify the two specific channels to focus on that will be the best fit for you as a person, and be most enjoyable for you. Whether you’re a “Datahead,” a designer, a developer, a writer, or something else entirely, we can help match you to the channels that come most naturally and will be most enjoyable for you.

### The Six Channels of Online Marketing



### 3 Receive Customized Training for Your Category or Channel(s)



#### SearchMarketMe will provide you with specialized training in:

1. How to perform the six channels of internet marketing
2. How to find clients and sell internet marketing services to them
3. How to manage your agency so that it can grow to where it can operate without you and become attractive to a future buyer

#### Your training begins with:

***Accelerated Business Start-up Training Event*** – Benefit from the condensed, supercharged and most valuable insights derived from our most successful Agency Owners. This information reveals competitive pricing and suggested margins on outsourced work, outlines strategic positioning for dominating industry markets, and describes sales & strategy techniques that have been proven to be successful for our Agency Owners. This two-day live training is provided remotely via web conferencing (to avoid travel costs and to maximize learning time).

***The Agency Owner Training Portal*** – This always-available and self-paced online training portal contains over 300 training assets prepared by SearchMarketMe staff and our most successful Agency Owners. The Training Portal is comprised of our primary training curriculum as well as constantly updated training materials, sample contractual agreements, media training presentations, scripts, suggested pricing for services, and a directory of other SearchMarketMe Agency Owners. Our Director of Education will work closely with you to customize your training according to your needs and specialization.



## Personalized Support, Every Step of the Way

We continuously update and create new training resources based on trends, research, new strategies, and new business development insights. These new resources will help keep you up-to-date on the latest changes in the online marketing industry, and to keep your business growing. Ongoing support to you comes in the form of:

- On-demand assistance via telephone or email
- Weekly conference calls on fulfillment, sales and business management topics
- Live webinar presentations on sales and fulfillment techniques, new developments in the industry, and business management insights (all materials are saved and posted in our Training Portal for future reference)
- Regional, national and international conferences that deliver enhanced curriculum and provide excellent opportunities to build and improve relationships with other Agency Owners (additional event fees may apply)
- Private communications forum (Agency Owner Facebook Group) where you can communicate and collaborate seamlessly with other Agency Owners on sales, fulfillment and technical questions and collaboration opportunities

**We are committed to providing the most comprehensive training and best ongoing support in the industry.**

## 4 Connect with Specific People in our Network Who can Help You Succeed



If you are a Finder, you need to know which Doers can deliver quality, cost-effective solutions for the projects services you sell.

If you are a Doer, you need to know who the Finders are that can provide a steady stream of profitable projects to you.

We will provide you with a customized list of the particular Agency Owners we recommend you collaborate with, and we will personally introduce you to the collaborators who will benefit you most.

**IF YOU ARE A Finder, YOU NEED TO KNOW WHICH DOERS CAN FULFILL THE PROJECTS SERVICES YOU WILL SELL.**

**IF YOU ARE A Doer, YOU NEED TO KNOW WHO THE FINDERS ARE THAT CAN SEND CLIENT WORK TO YOU, BASED ON YOUR SPECIALTIES.**

It is important to keep in mind that these collaborators are fellow Owners, like you. It has been our experience that “no one cares like an Owner.” You can rely on these fellow Agency Owners to work with you fairly and professionally. They value their membership in the Network, and place high value on their reputation and standing within it.

*Additionally, your interaction with any and all other Agency Owners in the Network will benefit you immediately.* These experienced peers can act as a virtual Board of Directors for you, and provide you with valuable insight and guidance that will:

- Help you avoid common money-losing mistakes
- Give you access to proven practices and techniques
- Get you to a successful level faster than if you had to learn everything yourself through costly trial-and-error

Your fellow Agency Owners are what makes it possible for you to specialize and increase your ability to earn money. We will specifically connect you with those that can help you the most.

## 5 Create a Plan, Work the Plan

Your goal of business ownership should be to reach the point, as soon as is reasonable, in which you shift your focus from working in the business, to working *on* the business. Your ultimate product is not SEO or Social Media marketing. Your product is your business.

*We will assist you in customizing your business plan*, and help you set goals for growing beyond a single-person agency, and help you scale sensibly, so that you can build a self-sustaining business that can operate successfully without you.

Your Training & Support Agreement with SearchMarketMe will include provisions for training at least four future sales and/or fulfillment employees. This will allow you to build a foundation of employees that are professionally-trained by SearchMarketMe, and build a self-sufficient business that can operate without requiring your day-to-day involvement in selling or fulfilling work. If you wish to eventually train a Manager to replace you, that individual can receive the same comprehensive Agency Owner training that you will have received, at a discounted fee.

We do not want to sell you “a job” in internet marketing. We are here to help you live the dream of business ownership. We will help you build a business that can take you where you want to go. The satisfaction and feeling of success achieved in building your own business is indescribably wonderful. We'll help you get it!



## Next Steps

As you evaluate SearchMarketMe as a way to reach your business ownership goals, we strongly encourage you to take the following steps:

**1** Join us for the first class, “The Money U” in which we will help you identify your initial specialty, and begin filling out the “MatchMe” form. These classes are held each week. For a current schedule of classes visit [www.searchmarketme.com/the-money-u](http://www.searchmarketme.com/the-money-u) or email us at [moneyu@searchmarketme.com](mailto:moneyu@searchmarketme.com) or call our Director of Education, Will Rak, at 206-201-2110.

**2** *“Finders” can attend the next class*, “How to Be a Giant Killer,” which will help you identify how to operate with little or no competition for your services. *“Doers” can attend the class*, “How to Find Your Sweet Spot” in which we help you identify the channels to specialize in that fit you best and are most likely to provide the highest satisfaction and income for you.

**3** Attend a *Personal Walk-through Webinar* to see the program from top-to-bottom and gain an understanding of how you can make money as an Agency Owner, and complete your MatchMe worksheet, including personalizing your training , and identifying collaboration partners. These are personal tours scheduled just for you with our Director of Education, Will Rak, or our President, Boyd Karren. They will provide you with a top-to-bottom understanding of the program and provide you with every opportunity to get your remaining questions answered.

**4** *Speak with actual SearchMarketMe Agency Owners.* We can’t overemphasize how crucial and enlightening this is for you and you should commit to taking your investigation at least this far. Speaking with real Agency Owners about their successes and experiences in the Agency Owner program will provide you with a true picture about how SearchMarketMe can help you achieve greater personal and financial success. You’ll have the opportunity to ask them whatever you want to about their experiences,

challenges and successes with their agencies. In turn, they will want to get acquainted with you, too. They will be evaluating your potential as a collaborative partner in the Network, and you will need to be approved by at least three Agency Owners to be invited into the program.

**5** *Prepare your plan!* By this point you should be able to connect your business plan and model to what you want to get out of your business ownership experience, be it personally, financially or something else. You'll have a specialty, differentiated categories or channels, customized training, a supportive peer network, and a plan for growing and eventually exiting your business. You will have a clearly identified purpose for your online marketing business, which will drive your success.

When these steps are completed, it's time to act! Request and review the Training and Support Agreement with our President, Boyd Karren. He can answer any remaining questions you have about the program and carefully walk you through the agreement and each of the pricing and financing options.

**We are here to answer any and all questions you may have and to help you build a solid, purpose-driven plan for agency ownership success!**



*Boyd Karren, President & CEO*  
*boyd@searchmarketme.com*  
*206-445-0535*



*Will Rak, Director of Education*  
*will@searchmarketme.com*  
*206-201-2110*