Build this to make $10,000/mo as a student

10 hours
5 weeks
2 hours /week

WARNING - By the end of this course, you WILL have a full-fledged agency that can make you $10,000/mo. This is only for ambitious people who want to spend 10 hours actually doing the thing.

Week 1 - Positioning

This week is more discussion-based and less hands-on than the rest of the course. We will do intros of everyone and I'll set the stage for how the course will go down.

Before jumping into actually building an agency, students will need to understand what agency they're building and how to position it. That is what this week will be about.

- Discussion: Intros
    - Zach gives intro on himself, his experience, and his agencies
    - Everyone in the class does a quick intro on themself, what they're hoping to take away from the course and why they took this course.
- Slides: Why build an agency?
    - Minimal risk, extremely high upside.
    - Defining arbitrage.
        - How it applies to what we're going to build.
    - This is the perfect business model to acquire every skill you could ever need.
        - You will wear every hat.
    - This is a great stepping stone to whatever you want to build.
    - High profit at low MRR.
    - Great lifestyle business if you build it well.
- Slides: Mindset of an entrepreneur
    - Key belief pillars
        - If you don't quit, you can absolutely make this work.
        -
    - Become a reader
        - Recommended reads
            - Psycho Cybernetics
            - Scientific Advertising
            - Ogilvy on Advertising
            - Reality Transurfing
- Slides: Picking your service
    - The importance of picking the right service.

- How to choose a service.
    - Do you have any current skills that can be turned into a service?
        - Possible services:
            - Ghostwriting
            - Graphic design
            - Video editing
            - Content creation
            - Media buying
            - Web design
            - Social media management
            - Email marketing
            - SEO
            - PR
    - Discussion: Speaking with students on what their strengths and weaknesses are
        - How to use previous experience as a competitive advantage
- Discussion: Talk about services w/ students.
    - Based on your current skills, what service do you think you'd be the best at delivering?
- Slides: Picking a niche
    - The importance of niching down.
    - How to determine your niche.
        - Using your location, past experience and current skills to give you an advantage.
            - Think small and out of the box.
            - What niche do you already know super well? Anything from golf to anime to NFTs can work.
- Discussion: Talking about niches w/ students.
    - Based on where you live and your areas of knowledge, what niches do you think would fit you best?
- Slides: Examples of successful agencies
    - Going through agencies of all levels, from $10k/mo to $2m/mo.
- Slides: Softwares you'll need
    - Figma
    - Slack
    - Simple Invoices
    - Calendly
    - Framer
    - Google Workspace
    - *other softwares will be depending upon your service
- Discussion: W1 Closing Thoughts
    - The way I'm teaching this course is that your role is to build an agency - not to be a freelancer. The difference is that freelancers deliver the service themself, whereas your role is going to be to drive growth, acquire new clients and hire a rockstar team that can service them.

By the end of W1, students will:
- Have a good understanding of an agency and why it's such a great business model
- Understand their strengths and how to use them to successfully start an agency
- Have picked a niche they want to build an agency for
- Have picked a service they're going to offer
- Know how to differentiate themselves amongst other agencies within their niche

Week 2 - Branding

At this point, students should know exactly what niche they're building for and what they're offering to that niche.

This week will be very hands-on, as the students work with me to create a brand for their agency. That includes coming up with a name, logo and most importantly a website.

- Discussion: All students present their niche/service combination
    - Speak with each student and have them share their chosen niche and service with myself and the class. I + students provide feedback. Finalize their choices.
- Discussion: Importance of brand
    - Before someone hires you, they will absolutely do research on your company. You need to make sure everything they find moves them closer to becoming a customer and doesn't throw them off.
        - You do not want your agency to feel like something you just spun up after taking a Berkeley course. It should feel like there's a team of 2-5 highly competent individuals running it.
- Hands-on: Coming up with a name, Zach providing recommendations.
- Hands-on: Finding a domain
- Hands-on: Creating a logo
- Hands-on: Coming up with a colorway
- Hands-on: Website
    - Design in Figma
        - Zach to provide some template(s)
    - Development
        - Choosing between which software to host your site on
            - Finding a developer who can make your website
            - Vetting developers
- Hands-on: Rebranding your socials
    - LinkedIn
        - Making your LinkedIn look professional

- Creating LinkedIn company page

By the end of W2, students will:
- Have finalized their niche and service
- Chosen a name, logo and brand for their agency
- Designed their website in Figma
    - Or know how to find someone who can design it
- Found a developer who can build their website
- Have created a LinkedIn Company page and rebranded their socials
- Have a website that attracts customers in their niche
- Look like they have a legit company

Week 3 - Servicing / Hiring

At this point students should have their niche, service, brand and a working website and are now ready to build out the service they're offering.

This week will be a mix of hands-on and discussionary, as the students learn how to find the right contractor, interview them, hire them, and then integrate them into their agency.

- Discussion: Presentation of all students brand + websites
    - Speak with each student and have them share their final name, brand and website with myself and the class. I + students provide feedback. Finalize.
- Slides: Revisit the concept of arbitrage and how we'll use it here.
- Slides: Whether to deliver the service yourself or whether to outsource.
- Hands-on: Hiring
    - Finding somebody to hire to deliver your service
        - Where to look
            - Discussion: overseas vs onshore
            - How to poach on LinkedIn
            - How to hire on Upwork
            - How to hire on Contra
    - What to say to get them interested
        - Message templates for poaching, Upwork and Contra
    - What to ask in an interview
        - Answers you need to get from them
            - How much time do they have weekly to dedicate to this?
            - What experience do they have in this niche?
            - Ask them for case studies or examples of companies they've worked with.
                - Speak to references if they offer that.
            - How much money do they normally charge for a job like this?
        - How to gauge their skill level

- In order to gauge their skill level, you must have an understanding of what makes people who deliver your service great.
- Slides: Contract (Zach to share a template contract)
- Discussion: Compensation
    - How much you can afford to pay your contractor depends on the niche you've chosen and the service you're offering.
        - Zach to share the different deals he's cut with various contractors over the years.
- Slides: Onboarding new team members
    - Creating new emails
    - Adding into Slack

By the end of W3, students will:
- Have found contractors in their niche to interview
- Know how to interview contractors and what to ask
- Be ready to actually deliver a service to clients
- Have a talented contractor that's ready to work on clients

Week 4 - Selling

At this point students should have their niche, service, brand, working website and a contractor on standby that will be able to help deliver the service they're going to be selling.

This week will be very hands-on, as the students learn how to sell the agency they've built. I will show them how to generate leads, book sales calls, and close deals.

- Discussion: Presentation of all student's contractors.
    - Speak with each student and have them share their contractor with myself and the class. I + students provide feedback. Finalize.
        - They need to have already gotten on a call with this contractor and have the contractor agree to work together.
- Slides: The importance of sales.
    - Keeping a consistent pipeline.
    - What it takes to be a good salesman.
- Hands-on: Finding leads
    - Using Instagram to find leads.
    - Using LinkedIn to find leads.
    - How to identify good leads from bad leads.
- Hands-on: Using Google Sheets to store all leads.
    - Why I prefer Google Sheets
    - Building a spreadsheet together to track leads and outreach.
- Slides: Lead generation

- Going through the various ways to acquire leads.
    - LinkedIn
        - Zach's Proprietary LinkedIn Outreach System
    - Twitter
        - Applying it to Twitter.
    - Door knocking
        - Depending upon your niche, going in-person to meet owners/managers.
    - Organic content
        - Putting your service on display through your LinkedIn and Twitter.
    - Networking
        - Finding events.
- Discussion: How to write words that sell.
- Hands-on: Applying it
    - Writing LinkedIn outreach that sells.
    - Writing emails that sell.
- Slides: Sales calls
    - High level overview
        - I ask questions, understand the problem they're trying to solve and then tell them how to solve it on the call. Nine times out of ten they can't solve it themself and I can - so I just sell them the solution.
    - The flow of a sales call -
        - *Deeply understand the product, how they position it and how they separate it from competitors.*
        - *Deeply understand their target audience.*
        - *Deeply understand what their problem is and why they got on this call with you.*
            - *Why is this problem occurring?*
            - *What have they done to solve it?*
            - *What is happening because this problem exists?*
        - *How have they tried to solve this problem before?*
            - *What happened from those attempts?*
        - *What are their current capabilities?*
        - *What are their goals*
            - *What does success look like to them?*
                - *How do we gauge success? Is there a way to quantify it? (x amount of followers gained.. Website complete within 14 days.. 3:1 CAC to LTV.. etc)*
        - *What is their timeline?*
        - *What is their budget?*
        - *Pitch next step…*
    - What is the next step?
        - Depends on the service, but you usually want it to be a low friction step closer to converting. Or you can just go straight to the close. Examples.
- Closing deals (after a call)
    - Onboarding steps.
        - Will be specific to the service you're offering.

- Signing contracts
- Sending invoices
- Receiving needed account access.

By the end of W4, students will:
- Know how to find prospects in their niche
- Know how to differentiate between good and bad prospects
- Know how to generate interested leads in their niche
- Practice doing writing outreach messages
- Practice creating content that'll interest clients
- Know how to write messages that sell.
- Know how to get prospects on calls and how to sell.

Week 5 - Clients

At this point students should have their niche, service, brand, working website, a contractor on standby that will be able to help deliver the service, and be in the process of winning over their first client.

- Discussion: Presentation of all outreach students have been doing.
    - Speak with each student and have them share their messages, strategy and ideally responses from prospects. I + students provide feedback. Finalize.
- Slides: Contracts
    - Walkthrough of Zach's template contract for media buying.
- Slides: Possible deal structures
    - Will speak primarily to whatever services most people are building agencies around.
- Slides: What should you charge?
    - Crunching numbers on what your contractor is charging you and what your niche will pay for that service.
- Slides: How to invoice your clients
    - Setting up Simple Invoices
    - Tracking client terms in a spreadsheet or Notion.
- Slides: Tips to retain clients
    - Scheduling bi-weekly/weekly calls with the client
    - Reporting templates
    - Overcommunicate
    - Overdeliver
    - * more to come
- Review: Each student presenting their agency top to bottom to the class. Any final feedback.
- Q&A: On anything.

By the end of W5, students will:
- Have everything they need to build an agency to $10,000/mo.