

STANDOUT

OR DIE

WORKBOOK

Exercises to make your **DIGITAL MARKETING AGENCY** more visible, desirable and valuable.

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PRINCIPLE #1 RESET — MASTER YOUR MINDSET

EXERCISE

Take a piece of paper and give yourself 30 minutes in a quiet space. Write the following 3 headings at the top of the page.

1. Where am I now?
2. Where do I want to be?
3. What is holding me back?

Now jot down as many things that come into your head under each heading. Keep it related to your agency and business, or expand it out to life, in general, it's your choice.

What do you learn from the exercise?

What can you change today that will help you overcome what is holding you back?

What mindset can you adopt to make those changes easier?

EXERCISE

Answer the following questions. If you have a business partner(s), ask them to do the same exercise without you, then meet to compare notes.

- Do you want a Lifestyle or Growth agency?
- What does this mean for you?
- How much money do you want to earn?
- How many people do you want to employ?
- What will it take to get you from where you are now to achieve your ambition?
- Does your business partner(s) agree and share your vision?
- Has your ambition changed over the last 12 months?

EXERCISE

Answer the following questions:

- What services do you say you provide for clients?
- Which ones are your true areas of expertise?
- Which ones make the biggest difference for clients?
- Which ones are you famous for?
- Which do you personally like or enjoy the most?
- What is your specialism?

EXERCISE

Answer the following questions:

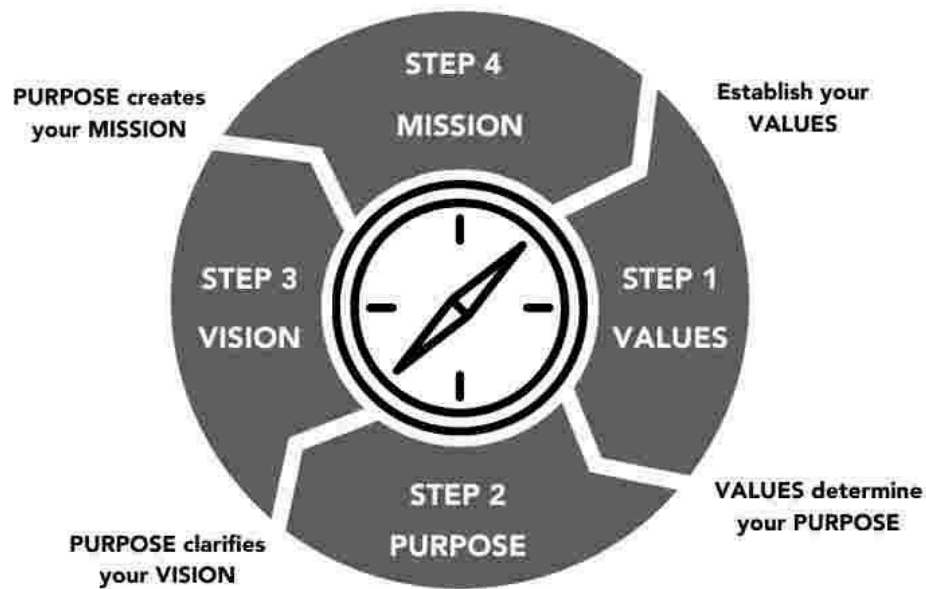
- What claims do you make about your agency?
- Are they unique?
- Are they differentiating?
- Are they distinctive?

EXERCISE

Answer the following questions:

- Do you enjoy running the agency?
- Money aside, what would make your working life better?
- What would make you happier and enjoy getting up on Monday mornings?
- What things that you have to do now do you NOT enjoy? Can these be delegated to somebody else? Can they be eliminated completely?

PRINCIPLE #2 OBJECTIVE — POWER YOUR PURPOSE



EXERCISE

List out your personal values. If you have a business partner(s), get them to do the same.

Compare your lists. They will not be the same, but hopefully there are some similarities. What values do you share? Where do you differ?

Can you combine them comfortably into a list of shared values?

Create a list of between three and six agency values using the shared personal values you have identified.

Will these resonate with your colleagues and clients?

EXERCISE

Don't start with why, start with YOU. Think about why YOU set up an agency. There may be a number of reasons including making money, using skills you have acquired, etc.

What is it about the agency business that attracted you?

What do you enjoy most about running your agency?

What frustrates or even annoys you about other agencies (and makes you determined to do things differently)?

EXERCISE

Fast forward in your mind to a point in the future ...

You're sitting in your agency, in, say, 10 years' time and you've achieved everything you want.

How would the world around you have changed?*

How would people's lives be different?

What difference would you have made to them?

*Think about your clients and employees, not about the world at large. Unless of course you have Elon Musk-like plans for global or even interplanetary domination!

EXERCISE

Think about the Vision you've outlined above. If you have a Vision for what you want to become or achieve, how will you do it? What's your Mission?

EXERCISE

List your agency values.

Which one of the five categories above do your values best fit?

PRINCIPLE #3 AUTHORITY — SELL YOUR SPECIALISM

EXERCISE

What is your agency BEST at?

What do you LOVE doing?

What do your clients really NEED?

EXERCISE

Look at the homepage of your agency's website. Imagine you are a potential client.

Write down what you would say your agency's specialist skill is from the information on the homepage.

What would an outsider say you are experts or an authority in?

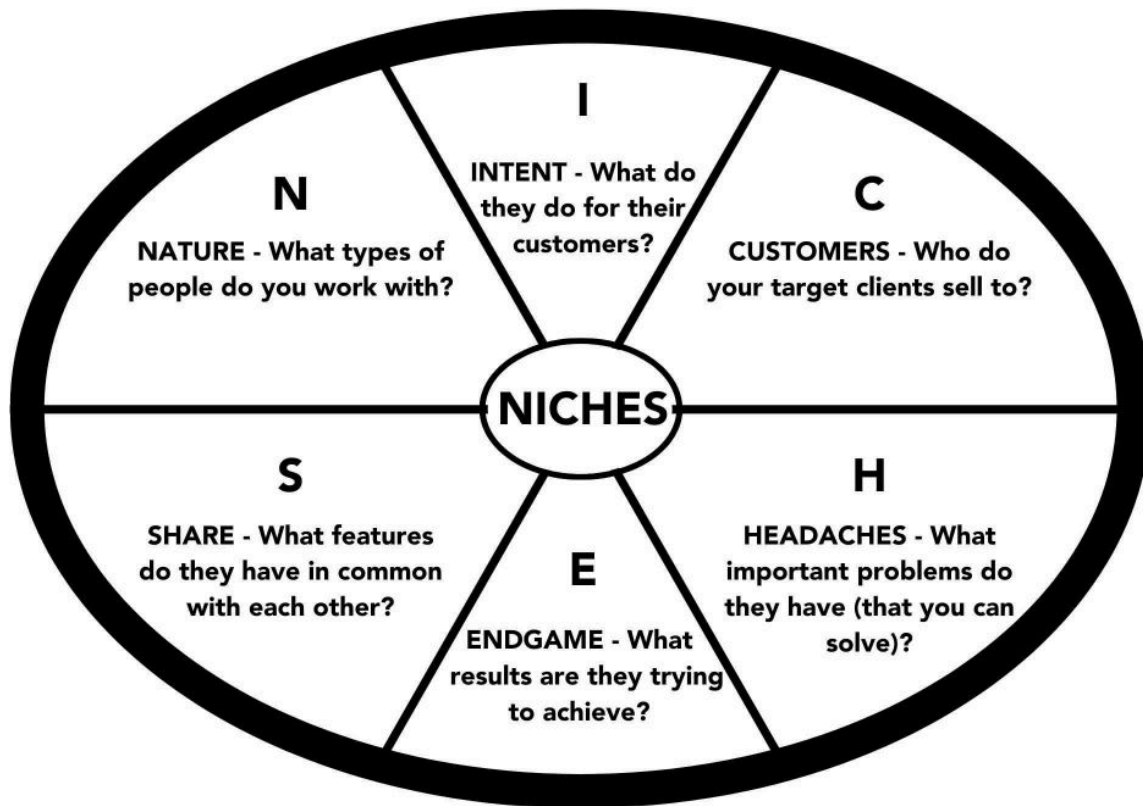
Is it single-minded? Is it easy to understand? Does it convey authority?

PRINCIPLE #4 DOMAIN — CHOOSE YOUR CLIENTS

EXERCISE

Who is your agency's target client?

How tightly can you define them?



EXERCISE

Spend some time thinking about each of the six ingredients above. Work with your business partner(s) or senior team to brainstorm what are options for your agency in each of the six ingredients.

If you need further help, visit the resources page at www.gareth.healey.com/resources

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PRINCIPLE #5 METHODOLOGY — PRODUCTISE YOUR PROCESSES

EXERCISE

How well do you know how your agency delivers? If you were asked to write out an end-to-end process for how you produce client work, could you do this (in detail)?

PRINCIPLE #6 ADVANTAGE — DEMONSTRATE YOUR DIFFERENCE

EXERCISE

Grab your phone and find the voice recorder app. Now give yourself about 30 seconds as a time limit and answer the STANDOUT Question: *'Why would I work with your agency over somebody else?'*

Listen to the recording playback. How do you feel about your answer?

Is it clear and compelling? Does it give a genuine point of difference over other agencies? Is the reason a tangible client benefit or something that you just like to think is good about your agency?

Is it a STANDSTILL or a STANDOUT answer?

EXERCISE

Grab a sheet of paper and a pen and list 100 problems your clients have. Yes you read that right, 100 problems!

At first it sounds impossible, but if you give it some time and thought, I bet you'll surpass that number easily.

Remember your clients are people first and businesses second. Include all the problems your clients have as people as a result of their businesses.

Now look at the list and prioritise them. Look for any bigger themes that might occur and cover more than one problem. Which are the most important? Which are the most pressing? Which have the most commercial value to be gained by solving them?

Identify the top three major problems from your list (that you can have influence over).

NB: Problems can also be opportunities. What one client may describe as a problem with conversion on a page of their website, another may describe as a desire to sell more from that particular page.

EXERCISE

Now you have the top three problems, you can identify the benefits of solving them.

What results will they get from solving their issues? How will their business be better? How will their lives be better as individuals? What will be the emotional impact they experience from solving these problems? Will they be less stressed? Less busy? Even busier?

PRINCIPLE #7 PROFILE — BUILD YOUR BRAND

EXERCISE

What brands exist within your agency?

Take a moment to list out the three types of brands you need.

What is your agency brand(s)?

Who is your personal brand?

What are your product brands?

Give your agency a mark out of 10 for each type of brand. Where do you need to improve?

Where do you need to invest more? What action do you need to prioritise?

THE POWER OF FOCUS

EXERCISE

You're probably performing all three of the roles described here to some extent. Do you know where your focus is though? Do you know where you spend most of your time?

Chances are that as an agency owner you don't complete timesheets anymore (even if your team does). Try completing them on a daily basis for a couple of weeks. It's not as painful as you might think. And you might be surprised what a summary of the hours and activities you personally complete during a week reveals. I guarantee you will learn something and have some actions you can take.

THE POWER OF PLANNING

	NOW	YEAR 1	YEAR 2	YEAR 3
PERFORMANCE (£)				
PROCESSES				
PEOPLE				
POSITIONING & STRATEGY				
PIPELINE				
PORTFOLIO				
PRODUCTS & SERVICES				

EXERCISE

Create a framework three-year plan for your agency using the approach outlined.

You can use a whiteboard, spreadsheet, Kanban board, or whatever you prefer to create your plan. As unsophisticated as it sounds, a stack of Post-it® notes and a blank wall are still my go to option (particularly if you're doing this in a room with other people and you want to capture all the ideas and move things around easily).

THE POWER OF EXECUTION

EXERCISE

The first step to creating a balanced approach to leading your agency is to know and understand your own strengths and weaknesses. Personality profiles can be a useful reference point. Accurate profiling requires expertise and guidance, but there are many free versions available online to get you started.

Here's a couple to have a look at:

<https://www.crystalknows.com/disc-personality-test>

<https://www.16personalities.com/free-personality-test>

What did you learn about yourself?

Could you ask a business partner to complete the same test and compare notes?