

How to

Build and run a 6 Figure Facebook Ads Agency

that Operates without You



Do you run or want to run a Facebook Advertising Agency?

Right now, there's a huge market out there for Facebook Advertisers. In 2020, it was reported that **8 million active advertisers were using Facebook** to promote their products and services. Those business owners know their customers are on Facebook and spending a lot of time there. That means there is a market for your services and now is the time to get started on building and running your 6-figure Facebook Advertising Agency.

Is that what you see for yourself? Then read on.

What Is Stopping You?

There's a number of reasons why Facebook Advertising Agencies fail. The biggest reason being that they work **IN** their agency rather than **ON** it. To service a large number of clients who love what you do and keep running back to give you more, then you've got to have the infrastructure ready to cope with that success.

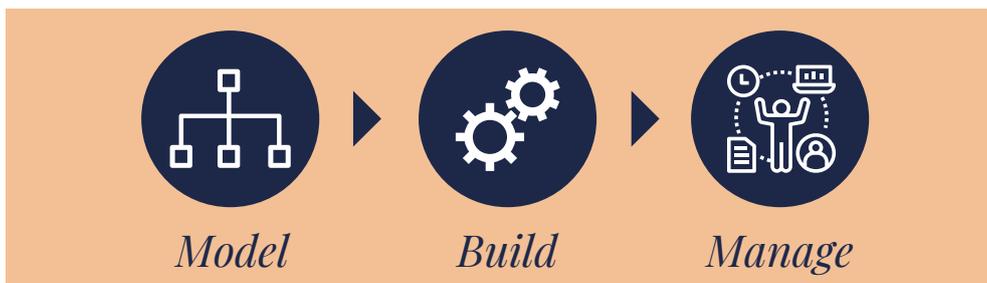
What does success look like?

It looks like this:

- Delivering **exceptional results** for their clients, always
- Converting **high value sales** predictably
- Consistently generating **highly qualified leads**

How do you become successful?

With a plan. Successful agencies have these 3 key steps in place:



Are you ready to bring in that 6-figure income in your agency? On the next few pages, you will get the detail on each of these steps and how to put them in place in your own agency.

1 MODEL

A Sustainable Agency

From the get go, your processes, funnels and campaigns need documenting. It is easy to do if you know how and doesn't have to be a ball ache because there are simple ways to do it. Having documentation ready is important when a new member joins your team.

Why document?

When working on your tasks, you will be certain that your team carry out the work to the standards set by you. It also removes the need for you to micro-manage those tasks on a daily basis. Now that you're not doing the work yourself or micromanaging, you can focus on growing your agency. You'll be delegating and getting results with no input from you at all. How does that feel?

First Things First...

You need to make sure that what you're asking them to do is the right thing to do. Your processes, funnels and campaigns need proving and don't expect them to be perfect first time. You will need to run and refine them on a continual basis in an easy-to-update format. Then your team will use the latest, most refined version of your process.

Now you have the team working to a standard that you set and documentation that will regularly be updated as and when changes happen. Maintaining those standards and continually improving them.



2 BUILD

Busting a myth...

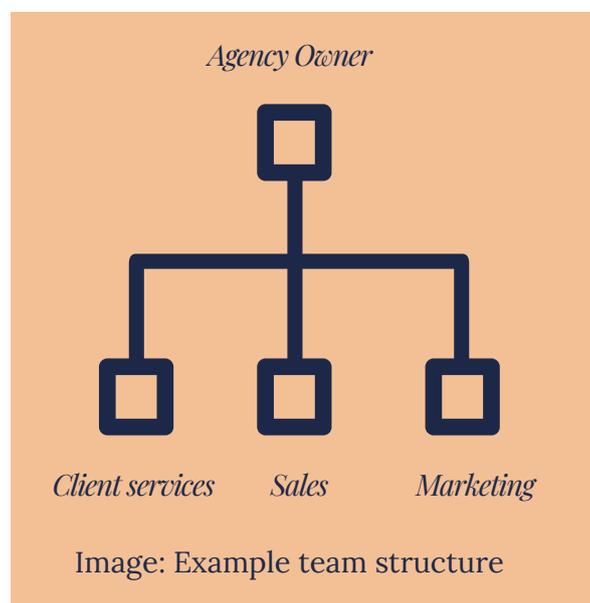
You can't do everything on your own! Although as business owners we do like to think we can. Success doesn't happen if you work in this way and it will only lead to burn out. Putting a stop to any growth you want or see.

What can you do instead?

This is where you need to automate with apps and tools as well as delegate to the most appropriate staff. Any tasks that you can automate will run without needing you at all. Think about that, sales whilst you sleep! With the rest, delegate to a team with the knowledge and skills for that job. They will get it done faster and with better results. Wouldn't you prefer to give your clients the service they deserve?

Your role as Agency Owner

Now your agency has the supporting tech and team in place this means that you no longer need to work IN it but can work ON it. Would you prefer to focus your time and energy on agency growth? With your time as agency owner, you can now develop growth strategies and nurture client relationships. All whilst knowing that even with a break in the chain, the repair will be fast and agency operations continue without delays.



3 MANAGE

Taking your agency to market

With the workflows, tech and team in place, your agency is now ready to attract clients that will love what you do. With the success of your agency, you won't have time to manage the team and give your clients the service they deserve.

Wouldn't it be great to have a Virtual Business Manager by your side that can run this operation like a well-oiled machine for you?

The Virtual Business Manager

They will do the Operations Management for you. Leaving you to focus on getting those clients and maintaining the strong relationship you have with them. Always have peace of mind that someone is by your side 24/7 with a supportive team beneath them to deliver on the promise to your clients.

Keeping the machine moving

With the right Virtual Business Manager supporting your agency operations, everything will run like a well-oiled machine without needing you in the agency to manage it yourself. What about scaling your agency? Not a problem, your Virtual Business Manager will proactively identify where there are opportunities you could be leaving on the table. Making more of the client relationships you already have, optimising the funnels already in action and adding to the team as needed. You needn't worry about any of this or the follow-up action as it'll be reported to you regularly for your final decision.

This is the final step in building and growing a 6-figure Facebook Advertising Agency. Do you want this level of support for your own agency? Yes! Then keep on reading.



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hen hiring a Virtual Business Manager you want someone that you are confident can fulfil the role and take your agency to the next level.



Most importantly is their experience.

How would this level of experience sound to you?

- Managed or managing a Facebook Advertising Agency for 3+ years
- Growing the agency income from 0 to 6 figures
- Building a team from 1 to 7 members including CEO (Agency Owner), Finance Manager, Operations Manager, Sales Manager, Marketing Executive, Facebook Media Buyer and Virtual Assistant.

How would it feel to have this person by your side running your agency for you? Would you prefer to focus on winning new business, maintaining excellent client relationships and servicing them well?

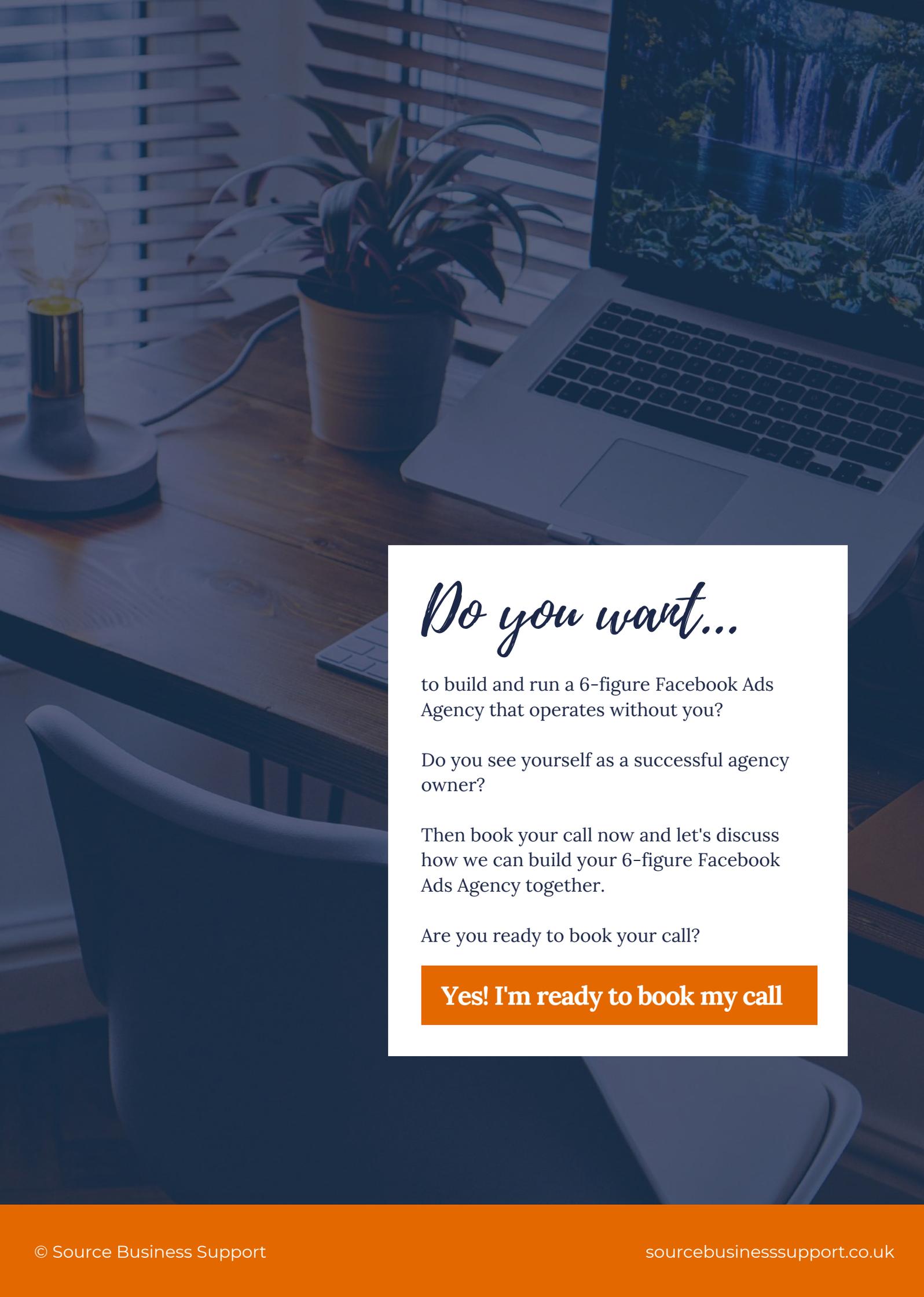
This is precisely what I've been doing for the last 3 years with Hitesh Mistry, L2W Digital. I specialise in operations and love the day-to-day stuff. Leave the management to me and you focus on the agency and client strategies.

I can build a solid foundation in your agency and manage a strong team that delivers exceptional results.

Here's some words from my client, Hitesh.

“I've worked with Elaine since the very beginning, when we only had a couple of clients. Since then, there has been lots of testing and learning with regards to how we operate. The transition from freelancer to Agency Owner was a challenging one as, when starting out as business owners, we are so used to doing everything ourselves. The key is to ask “what can I delegate?” before getting started on the task. 3 years on, L2W Digital has grown from strength to strength. I leave the onboarding of new clients and management of my team to Elaine so that I can focus on strategy, customer acquisition and adding value to my audience.”

Like what you're reading? Great! Then go to the next page to see how I can help you get started with your agency growth.

A photograph of a desk setup with a laptop, a potted plant, and a lamp, overlaid with a dark blue semi-transparent filter. The laptop screen shows a waterfall scene. The desk is wooden, and there are window blinds in the background.

Do you want...

to build and run a 6-figure Facebook Ads Agency that operates without you?

Do you see yourself as a successful agency owner?

Then book your call now and let's discuss how we can build your 6-figure Facebook Ads Agency together.

Are you ready to book your call?

Yes! I'm ready to book my call