

Agencies

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Key takeaways

- Agencies are lead-getting service businesses: you pay them to run ads, do outreach, or package and distribute content.
- Typical agency lifecycle often delivers initial strong results (senior rep), then declines when a junior rep takes over, followed by temporary senior intervention and eventual cancellation.
- Use agencies primarily when you have money and need to learn a new method, placement, or platform—agencies accelerate learning and reduce the risk of costly trial-and-error.
- Agencies are often good at doing current, working tactics but not structured to teach; explicitly asking them to teach and paying for that teaching can produce very high ROI.
- Set clear expectations up front about the agency's role as a teacher/partner and offer premium pay for explanations and decision rationales.
- If you have no budget, do it yourself; agencies are only recommended when you can afford to pay for accelerated learning.

Checklist

1. Decide whether to DIY or hire an agency
 - If you have no money, commit to learning and doing it yourself.
 - If you have budget, plan to hire an agency specifically to shorten the learning curve and reduce risk when doing something new.
 - Why: The transcript says agencies are worth it when you can pay for faster, less risky adoption of new platforms/methods; if you can't pay, DIY is the only viable path.
2. Choose an agency with the intent to learn, not just outsource
 - Tell the agency up front you want them to show you how they do the work and teach you the process rather than a purely done-for-you relationship.
 - Why: The speaker used agencies as teachers and had much better long-term ROI by learning the skill than by remaining dependent on the agency.
3. Use the six-month "teach with me" engagement model (use the provided script)
 - Say something like: "I want to do what you do in my business, but I don't know how. I'd like to work with you for six months so I can learn how you do it. Plus, I'll pay extra for you to break down why you make the decisions you do and the steps you take to make them. Then, after I get a good idea of how it all works, I'll start training my team on it. Once they can do it well enough, I'd like to change to a lower-cost consulting agreement so you can help us if we run into problems. Are you opposed to doing this?"

- Why: The transcript shows that setting this expectation and offering premium pay for teaching convinces agencies to accept this inconvenient but valuable role.
4. Pay a premium for hands-on teaching/time
 - Offer higher hourly or monthly pay for the inconvenient teaching format (example given: \$750/hour paid to get hands-on guidance).
 - Why: Agencies are more likely to accept the request to teach if compensated for the inconvenience; the speaker's \$750/hour arrangement led to a skill that produced much higher returns.
 5. Require the senior/owner to be hands-on in the early sessions
 - Ask for the senior person to demonstrate and explain decisions during onboarding and early weeks; insist they "look over your shoulder" while you use the mouse and ask questions.
 - Why: The transcript describes initial onboarding with the senior person as the key learning moment; later juniors often reduce quality, so front-loading senior involvement teaches you faster.
 6. Record sessions, take notes, and do the homework
 - Record calls, take detailed notes, and complete assigned tasks between sessions to accelerate learning (the speaker recorded weekly calls and did homework).
 - Why: Active participation and review helped the speaker reach competency by week six and stop needing the agency.
 7. Plan a clear transition to internalize the skill
 - After you reach competence, start training your team on the learned methods and shift the agency role to lower-cost consulting/support.
 - Why: This reduces ongoing agency cost while retaining backup help; the speaker used this exact transition to move off full agency dependency.
 8. Expect and defend against the common agency churn cycle
 - Be aware of the common pattern: good onboarding (senior), decline (junior), bandaid (senior returns briefly), cancellation. Use your teaching-based contract to avoid staying dependent during the churn.
 - Why: Knowing this pattern helps you structure the engagement to avoid being left with poor results when personnel shifts occur.

Examples:

- Paid \$750/hour to an agency owner to show how to run ads; after ~6–8 weekly sessions, the speaker learned enough to stop using the agency and later made millions with the skill.

Notes:

- If you can't afford to pay an agency for teaching, learn and execute yourself—agencies are recommended only when you can pay for accelerated, lower-risk adoption of new tactics.