THE FAAS PLAYBOOK

EVERYTHING YOU NEED TO BUILD & RUN
A SUCCESSFUL FUNNEL AGENCY

Hi, I'm Mikael Dia, and I help digital marketers shift their mindset from selling individual marketing services to creating scalable funnel marketing agencies.

I have built three 7-figure businesses in three vastly different niches, including my Funnels as a Service (FaaS) Agency, White Coat Digital.

That's why I know that in the early days of building a FaaS Agency, you will try anything to get clients. Most FaaS Agency owners come from a background of selling individual digital marketing services and are more worried about how they are going to pay the bills than they are systemizing their agency and ensuring that their clients will come back month-over-month.

I'm here to tell you that if you want to build a sustainable marketing agency that sells Funnels as a Service – or anything else, for that matter – you have to think about more than your bottom line.

Your life is going to be a lot easier and a lot less stressful if you systemize your FaaS Agency from the start, which will not only allow you to grow and scale more rapidly, it will also let you remove yourself as the bottleneck in your business and stop working crazy hours trying to keep your clients happy.

This brief playbook is designed to help you with that.
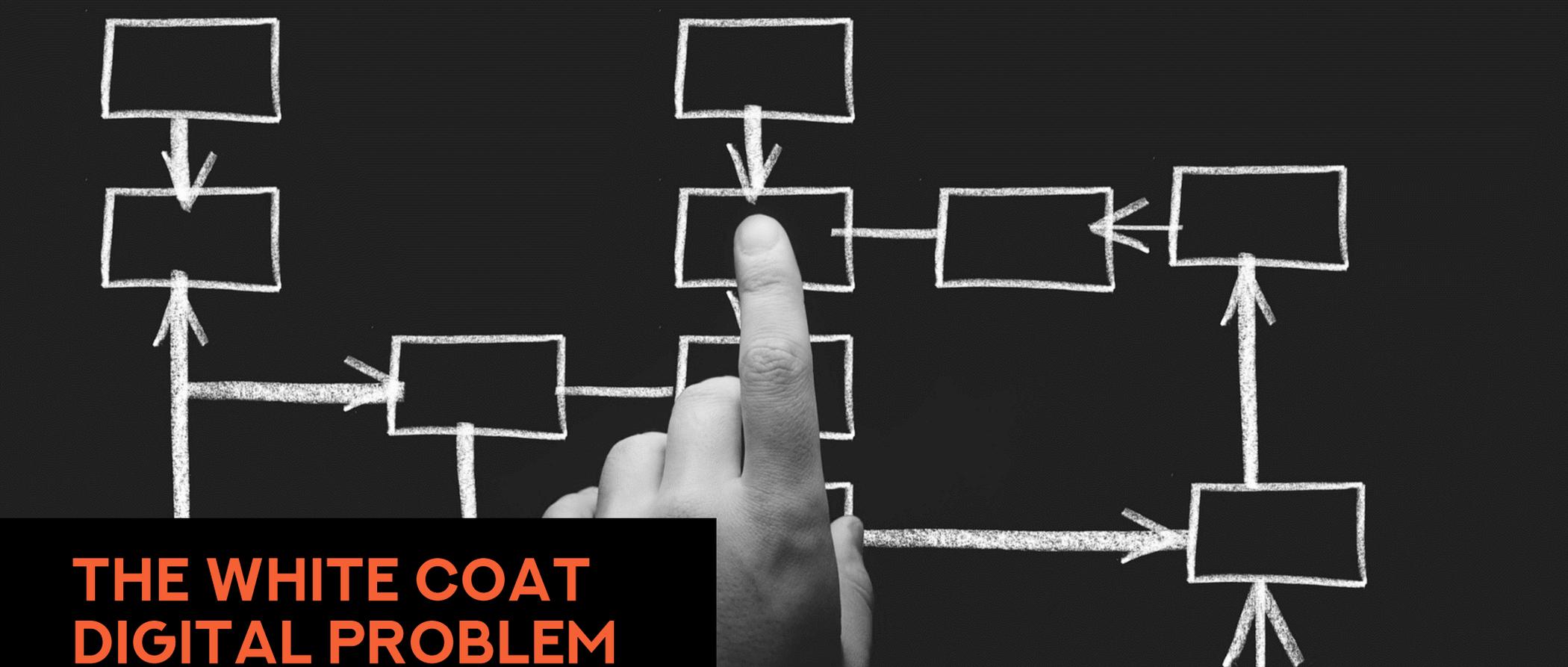
THE WHITE COAT DIGITAL PROBLEM

WHEN I FIRST LAUNCHED MY FAAS AGENCY, WHITE COAT DIGITAL, I HAD NO IDEA WHAT I WAS GETTING MYSELF IN TO.

Yes, I knew how to build successful funnels that converted like crazy. Yes, I had a ton of ideas and a few prospects to get us started. But I didn't know that I needed to create systems from the start that would allow my agency to grow and scale successfully.

At the beginning we struggled to get clients. I was on Upwork, I was cold emailing people and messaging potential clients on Linkedin – honestly, I tried everything to get clients in the door, and nothing was working.

After a year and a half of struggling, the "ah ha!" moment came when I figured out the Agency Ignite Funnel… and suddenly the agency just took off. We went from months where our income was literally zero to consistently selling funnels for as much as $50,000 per funnel. We were on top of the world.

But scaling leads and sales so quickly had a major downside that I didn't know how to avoid at the time…

I was selling tons of funnels, but every single one of them was different. I'd sell a local leads funnel to a dentist, a webinar funnel to a business consultant, a VSL to someone else.

And I was struggling to keep up. I was miserable, my team was miserable, we were all stressed to the max... and worst of all, my clients were unhappy.

It all came to a head in early 2017. My wife and I went to San Diego with our baby girl. It was our very first trip together as a family and was supposed to be a peaceful vacation for us all.

Unfortunately, the exact opposite was true. For the entire ten days we were in San Diego, my wife and daughter hung out by themselves, walking the beach, enjoying the sunshine, while I was stuck in my hotel room talking to my team and putting out fires.

My business was doing well from a financial standpoint, but everything else was a total mess. I had built a successful FaaS Agency and had systemized the process of getting leads... but had failed to systemize what type of clients we were getting and what kind of funnels we were building.

I had to make some major changes to make things easier for my team... and to remove myself as the bottleneck in the business. That was the only way we were going to be able to continue to grow and keep our clients happy at the same time.

That's when I developed the 4-Step Faas Framework and built the 3 Pillars that any agency needs to be able to take it to the next level. That's also when I transitioned from selling whatever funnel might work to whoever could afford it to running my agency as an assembly line.

I might be getting a little ahead of myself here, though. Before we get into all of that, let's talk about selling Funnels as a Service (FaaS).

LET'S TALK ABOUT FAAS

AS SOMEONE WHO HAS BEEN IN THE DIGITAL MARKETING SPACE FOR OVER TEN YEARS NOW, I CAN SAY THIS WITH AUTHORITY…

The age of selling individual digital marketing services is over.

Generic digital marketing has become a commodity. Just about anyone can learn enough about selling SEO, or social media management, or whatever, to be able to call themselves a "digital marketer". The market is saturated. It's as easy to find a generic digital marketer as it is to buy bread at the corner store.

If you want to stand out from the crowd, if you want to grow and scale a successful marketing agency, it's time to do something different.

It's time to start selling Funnels as a Service.

On the surface, selling Funnels as a Service is pretty simple. If you package up all the generic digital marketing services you offer and turn them into a system that helps specific business owners turn strangers into customers, you've started selling Funnels as a Service.

In practice… well, it's not so easy.

Because if you sell whatever to whoever, you're setting yourself up for a lot of work, a lot of stress, and a lot of misery.

But if you do it right, if you package your services in a way that is easy to duplicate, then sell the same funnel over and over again to the same kind of client…

You will be able to grow and scale your Funnel Marketing Agency in a consistent, predictable, relatively stress-free way.

And to do that, you need to start by implementing the 4-Step FaaS Framework at the core of your business.

THE 4-STEP FAAS FRAMEWORK
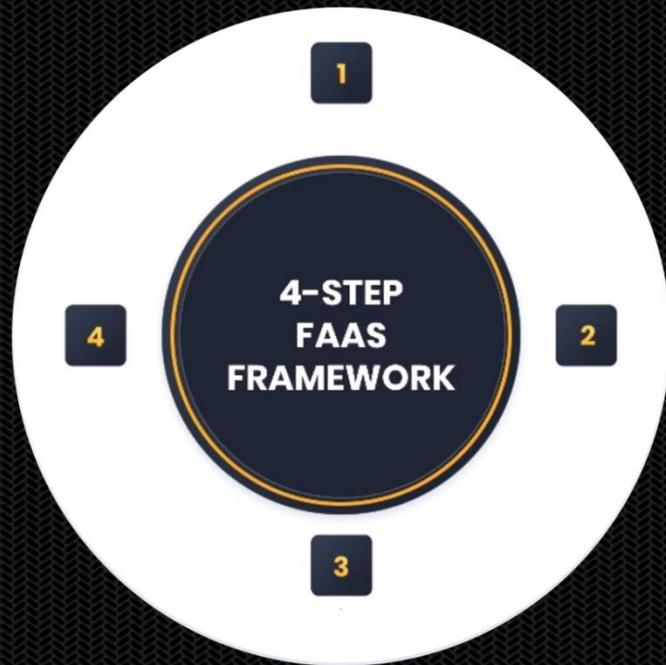
THE 4-STEP FAAS FRAMEWORK IS MADE UP OF FOUR CORE AREAS THAT ARE NECESSARY IF YOU WANT TO BUILD, GROW AND SCALE YOUR FUNNEL MARKETING AGENCY.

The four steps in the framework are:

ATTRACT | CLOSE | DELIVER | RETAIN

I'll briefly cover the importance of each below.

1: ATTRACT DREAM CLIENTS

If you want to have a scalable agency, you need to identify your dream client and then attract them to your business.

It is incredibly important that you don't skip this part, because you need to make sure that you have clients that will fit into your assembly line… that way you don't have to reinvent the wheel with each new project.

Instead, focus on selling one type of funnel to one type of client. That will let you perfect the funnel delivery and optimization process, which will make both you and your clients a lot happier.

When you have a system to automatically attract dream clients who want your funnel services, everything changes. This one little change in your business will take you from sporadic income to a calendar that is consistently full of leads that you can tap at any time to grow your agency.

2: CLOSE CLIENTS AT PREMIUM PRICES

The key to a highly profitable funnel agency is to be able to offer your services for premium prices and get your clients to say yes.

When I first started my agency, I hadn't quite figured this concept out yet. It led me to quantify my prices based on how much work I was putting in, so I was essentially charging hourly. It caused me to compete on price and be seen as just another digital marketer.

The key to closing high-ticket clients is to package your funnel services in a way that makes your dream client see the end impact on their business. That's why you need to be selling a provable system, not individual digital marketing services. If you can prove to your client that the system you are selling is going to help them make more money, you're suddenly worth a lot more to their business than some hourly rate.

And that's how you stop being an easily replaced (and often disappointing) commodity and start closing clients who know that you will be able to get them real results.

3: DELIVER FUNNELS WITHOUT PULLING YOUR HAIR OUT

Once you've attracted your dream client and closed them on a proven funnel, you need to have a system in place to deliver results for your client.

This is where a lot of marketers trip up and become the bottleneck in their own business.

First, if you are selling whatever funnel a client wants to buy, you are going to be creating something new every single time.

Far from having a process for building successful funnels for your clients, you will always be scrambling to keep up with the workload.

If you can't automate the process, if you can't create an assembly line to get funnels out the door, you're setting yourself up for unhappy clients, unhappy team members, and a whole lot of stress.

And second, your goal as a FaaS Agency Owner is not to be self-employed and have a glorified job where you are always at the mercy of your client-boss.

Your goal is to be able to step outside your business, to focus on the things you love doing and are good at instead of having to constantly manage your clients and provide deliverables day-to-day.

Systemizing your process will allow you to easily transition it from being in your head, running through you, to being able to hire and hand it off to the right team members at the right time.

A systemized agency and a team that you trust are necessary to being able to take your business to the next level.

4: RETAIN CLIENTS WITH EASE

What's the point in working so hard to attract, close, and deliver results for your client if they aren't going to stick around and keep paying you month after month?

That's why retaining clients is one of the four steps to a successful FaaS Agency.

Happy clients want to keep using your services, whether it's managing their ads and optimization process or building new funnels with you. That allows you to continuously stack monthly recurring revenue and completely eliminates the fluctuation where some months you make money and others you stay at zero.

But without happy clients who are seeing awesome results from the funnel you built them, this final step of the FaaS Framework becomes a whole lot more difficult.

That's why it's important to systemize your agency from the ground up and make sure that you're creating processes to nurture your dream client and deliver them excellent results every step of the way.

3 STAGES OF GROWING AN AGENCY

"BUT MIKAEL, I DON'T WANT TO BUILD AND RUN AN AGENCY. DOES THIS FAAS FRAMEWORK STUFF STILL APPLY TO ME?"

I hear this question from time to time, and I always smile when I do. Because here's the truth…

Most people who ask me this question haven't systemized their services yet. They can't even imagine running a FaaS Agency that works like clockwork, because they're too busy (and stressed out) from selling individual marketing services to whoever will bite to imagine having a team.

And even if they do, it feels like a lot of work – just one more thing they have to manage when they're already working crazy hours just to keep up.

If that's you, the first thing I want to say is:

Yes, this framework is absolutely relevant to you.

Even if you never intend to have a team, systemizing your business around Funnels as a Service and working to attract your dream clients will make it easier to deliver services to your clients and charge more while you do.

But once you find your niche, define your dream client and systemize your offer, life is going to get a little easier. And when it does, you might just find yourself entering the second stage of building a FaaS Agency.

You see, there are three growth stages that every FaaS Agency tends to go through once you've started to actually systemize your attraction, close and delivery process.

They look like this:

STAGE 1

It's just you. You're attracting, closing, delivering and retaining your funnel clients all by yourself.

STAGE 2

You hire a few people to help out. You hire a virtual assistant, maybe a graphic designer or a copywriter to get things done more efficiently or to help you in an area where you aren't quite as strong or as fast, but you're still the bottleneck in your business.

STAGE 3

You step away from direct client work and focus on growing your business because your agency can operate without you.

But you'll never get there if you don't start running your agency like an assembly line from the ground up.

RUNNING YOUR AGENCY LIKE AN ASSEMBLY LINE

TO BE ABLE TO RUN YOUR AGENCY LIKE AN ASSEMBLY LINE, IT IS IMPORTANT THAT EVERY STEP OF CREATING FUNNELS FOR YOUR CLIENTS IS SYSTEMIZED.

That means you follow the exact same system for every single client you bring on board.

Think about your business like the assembly line for a car. If you are going to build a reliable, safe, consistent vehicle, you don't do something different each time. Every single piece of a car has a place where it belongs and a system to get it there.

It's not efficient if one person builds a car one way and someone else builds a car a different way – each person (or robot) along the way builds their part the same way every single time. That's how cars end up virtually identical when the car comes off the assembly line.

Of course you can customize it – your car might have a different paint color, or seat covers, or a better stereo or whatever. But at the core, the pieces, systems and processes are the same.

It should be that way in your agency, too. Every client will have different copy, different branding, different colors and fonts. But at the core, the systems and processes that get you from closing your dream client to delivering and optimizing their funnels should follow the same **FaaS Assembly Line Map** every single time.

THE FAAS ASSEMBLY LINE MAP
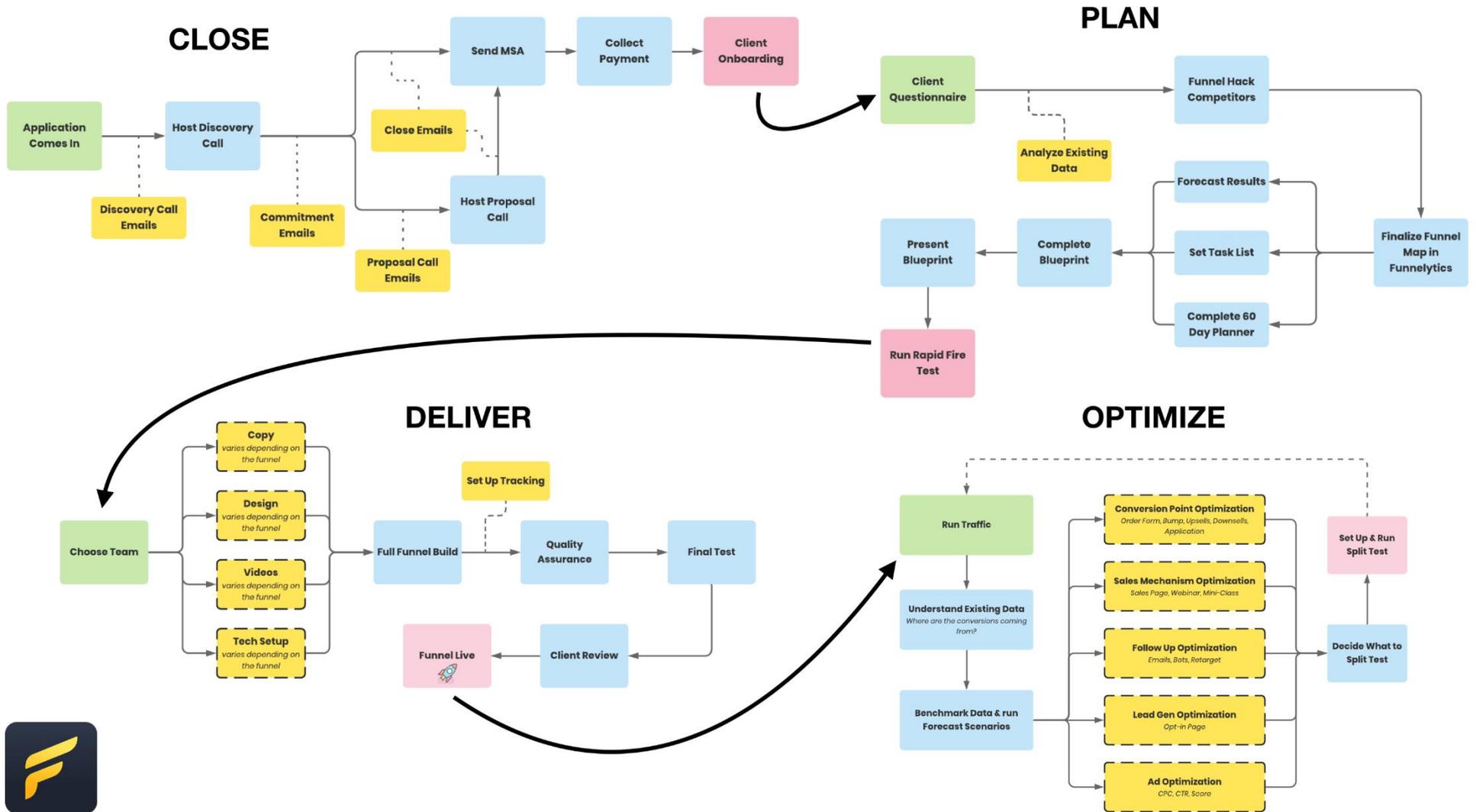
THE FAAS ASSEMBLY LINE CHEAT SHEET

CLOSE | TO SYSTEMIZE THIS PROCESS, YOU NEED:

- ☐ Discovery Call Emails that you send to potential clients to get them on the phone
- ☐ A consistent way to host your Discovery call with your potential client
- ☐ A Discovery Call Script you use to find out more about your clients and sell them on your services
- ☐ Commitment Emails you use to follow up with potential clients to make the sale
- ☐ A Proposal Template that you use for every client so proposals are fast and easy
- ☐ Email follow-ups you use if your client is dragging their feet on accepting your proposal
- ☐ A Master Service Agreement template
- ☐ A seamless process for collecting client payments
- ☐ A process for onboarding new clients

PLAN | TO SYSTEMIZE THIS PROCESS, YOU NEED:

- ☐ A Client Questionnaire that gathers all the information and logins you need from your client
- ☐ A process for analyzing the data they provide
- ☐ A system for hacking funnel competitors
- ☐ A visual way of mapping your proposed funnel (like Funnelytics)
- ☐ The ability to forecast funnel results to impress your client
- ☐ A set task list of everything it's going to take to deliver a funnel for your client
- ☐ A planner to track every step of your delivery process
- ☐ A Blueprint Template that you can use to get your client and team on the same page
- ☐ A system for running a rapid-fire test to prove your positioning before you even start to build

DELIVER | TO SYSTEMIZE THIS PROCESS, YOU NEED:

- ☐ Planning and tracking for every part of the build process
- ☐ Tracking for all work as it gets done
- ☐ A process for sending deliverables and getting approvals and edits from your clients
- ☐ A process for setting up tracking and other parts of your funnel
- ☐ Quality assurance and product testing systems
- ☐ A system for sending your funnel to your client for approval
- ☐ A process for setting the funnel live and doing final checks
- ☐ Job Templates for hiring quality team members to help you create your funnels when you're ready to scale

OPTIMIZE | TO SYSTEMIZE THIS PROCESS, YOU NEED:

- ☐ A plan for setting up and running traffic to your funnels
- ☐ A way to understand and take action on existing data
- ☐ The ability to benchmark data and run forecast scenarios
- ☐ A system for setting up and running split tests
- ☐ The ability to provide visual, easy to understand reports to your clients

QUESTIONS TO CONSIDER

Now that you understand why you need to systemize your FaaS Agency and create an assembly line for your delivery, use these questions to brainstorm ways to systemize your agency and create a high-ticket, Funnels as a Service mindset.

ATTRACT

1) Who is your dream client? What niche are they in?

2) What kind of funnel are you selling to your dream client?

3) Do you have systems in place to attract your dream client to you? What are they? How could they be improved?

4) **ACTION ITEM:** What is one thing you can do this week to systemize your client attraction process?

CLOSE

1) Do you have a system in place for selling and closing your clients?

2) Are you selling your clients based on an hourly rate or on a system that delivers results?

3) Do you feel like you are charging what you're worth for your services? Have you tried charging more? Why or why not?

4) **ACTION ITEM:** What is one thing you can do this week to systemize your close process?

DELIVER

1) Do you have a standard system that you use to deliver funnels to your clients, or are you selling different funnels every time?

2) What is your favorite part of creating funnels for your clients?

3) What is your least favorite part of creating funnels for your clients? What would it take to be able to outsource this job to someone else?

4) **ACTION ITEM:** What is one thing you can do this week to help you systemize your delivery process?

RETAIN

1) Are your clients usually happy with their funnels when you deliver them? Why or why not?

2) What services do you offer to keep your funnel clients paying you month over month?

3) How long do your clients usually stay with you? What could you do to keep them on longer?

4) **ACTION ITEM:** What is one thing you can do this week to either optimize your funnels more efficiently or help you retain your existing clients?

NOTES & ACTION PLANS

SIMPLICITY IS KEY

You won't fully systemize your agency overnight, and it's really easy to overthink the whole process and convince yourself you need to build all of this from the ground up before you can even get started.

That's a sure-fire way to make yourself miserable.

Simplicity is key. Every process and system you build – from finding your niche to delivering funnel clients to keeping all of your clients happy month after month – should help you simplify your business.

This framework is intended to guide you in the right direction and take the guesswork out of each step, so you know exactly where to start and don't get overwhelmed by information or decision fatigue.

Remember that it took me years to figure out that I even needed to do this, and a whole lot of time and money to figure out the right system to turn total chaos into an efficient FaaS assembly line for my agency.

I'm sharing it with you because I want to help marketers and agency owners just like you build successful Funnels as a Service businesses (and hopefully decide to use my funnel planning & analytics tool, Funnelytics, along the way!)

So please... take a deep breath, learn from my mistakes, and take some time to think about how you can systemize your funnel agency.

I promise it will be worth it.

NEXT STEPS

The ROI of reading this, nodding along and then just sticking it in a reference folder somewhere and forgetting about it is ZERO. Nada. Nil. The only way things will change in your agency is if you change them.

If you're currently selling whatever to whoever, if you don't have a system, if you're working tons of hours and feel stressed out all the time…

I want you to PROMISE that you'll take some time to think about the 4-Step FaaS Framework and how you can systemize your agency.

This could easily be the thing you need to completely transform the way you find and manage your marketing clients.

Speaking of transforming the way you manage your business…

If you want to skip the months (or even years) of figuring out how to systemize your agency and what tools you need to get the job done, you might want to check out the **FaaStrack Program**.

FaaStrack is designed from the ground up to teach you how to systemize your business and get incredible results for your clients while stepping away from the day-to-day… and it provides all the tools, templates and support you need to get to the next level FAST.

It's the ultimate shortcut to scaling your Funnel Marketing Agency.

If you're interested in seeing exactly how FaaStrack can transform your marketing agency, **pop on over to find out more about the program.**

Then, if you think it's for you, we'll jump on a call and talk about how FaaStrack could benefit your agency.

LEARN MORE ABOUT FAASTRACK