



PRESENTED  
BY BLOOM



i.bryan18 > Good Morning 2d



If you're one of those public speakers that say "Goodmorning....Oh come on we can do better than that, GOODMORNING" I automatically do not like you from that moment on.

♡ 22.2K

💬 251

↻ 463

📌 371

Who was a little  
nervous about  
coming?





**Who here came here  
looking for ANSWERS?**

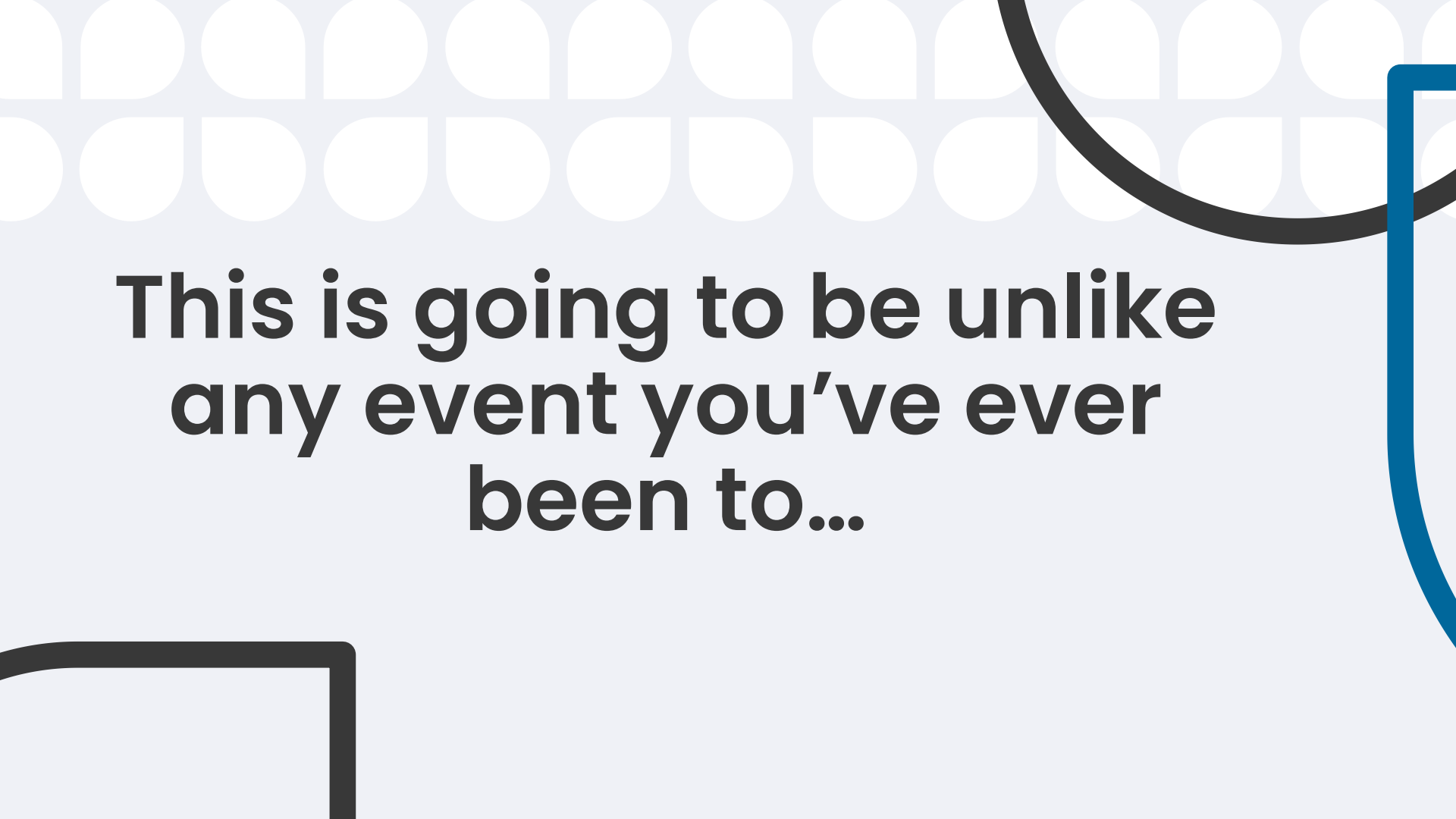




**Who Wants an Agency  
ASSET That They Can Sell  
One Day?**

**Welcome to  
Agency  
Freedom Live!**





**This is going to be unlike  
any event you've ever  
been to...**

**Over the  
next 3  
days...**

You'll see EXACTLY  
how you can build an  
agency that is worth  
\$10M+



**For the next 5 hours I'm going to  
give you the frameworks to  
achieve that big VALUATION**



**I'm going to show you the gaps in  
your agency and exactly what  
needs to be fixed.**



I'm going to teach you to  
think like a CEO



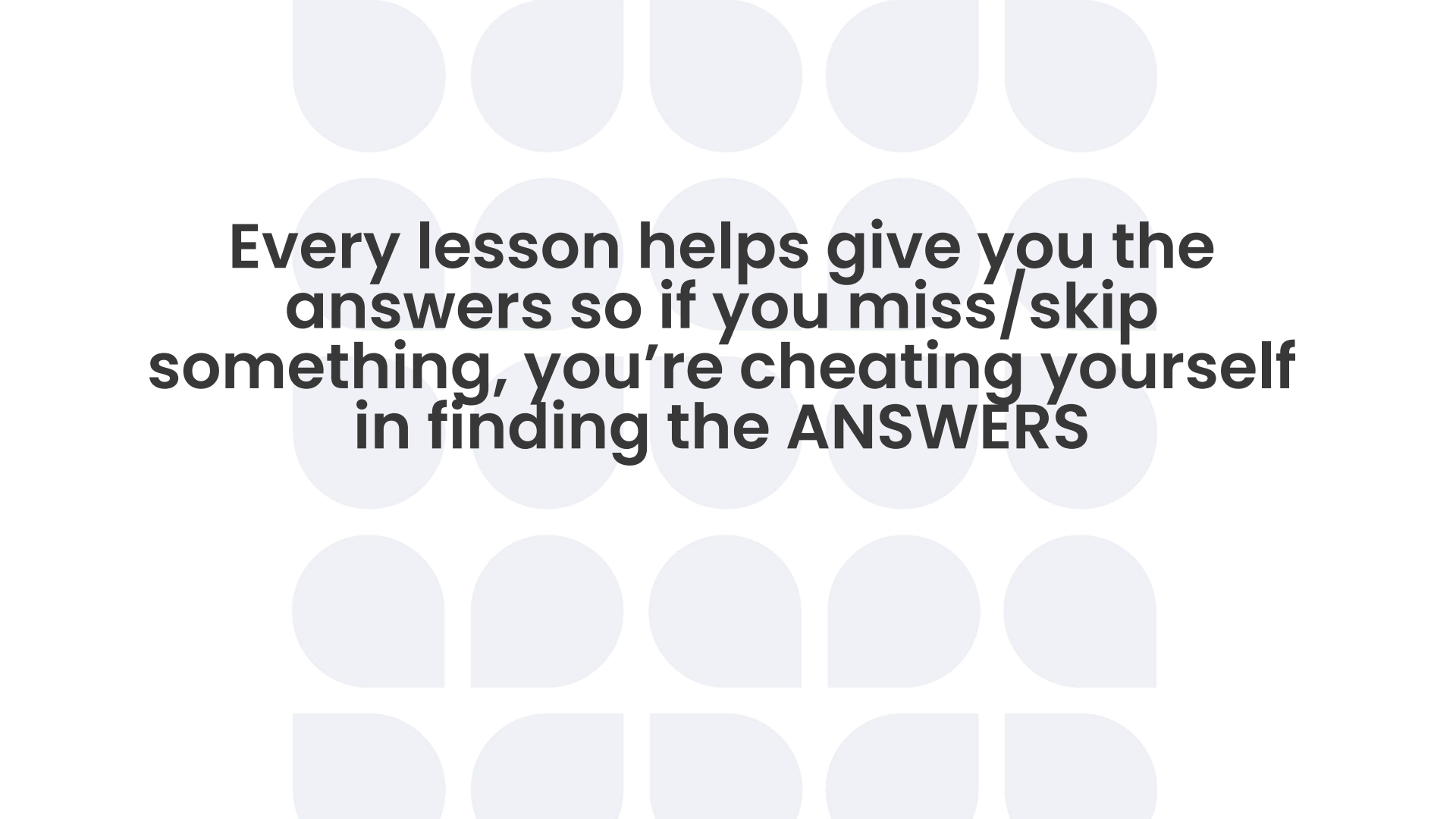
**And I'm going to show you  
how to transform your agency  
and get to that next level.**



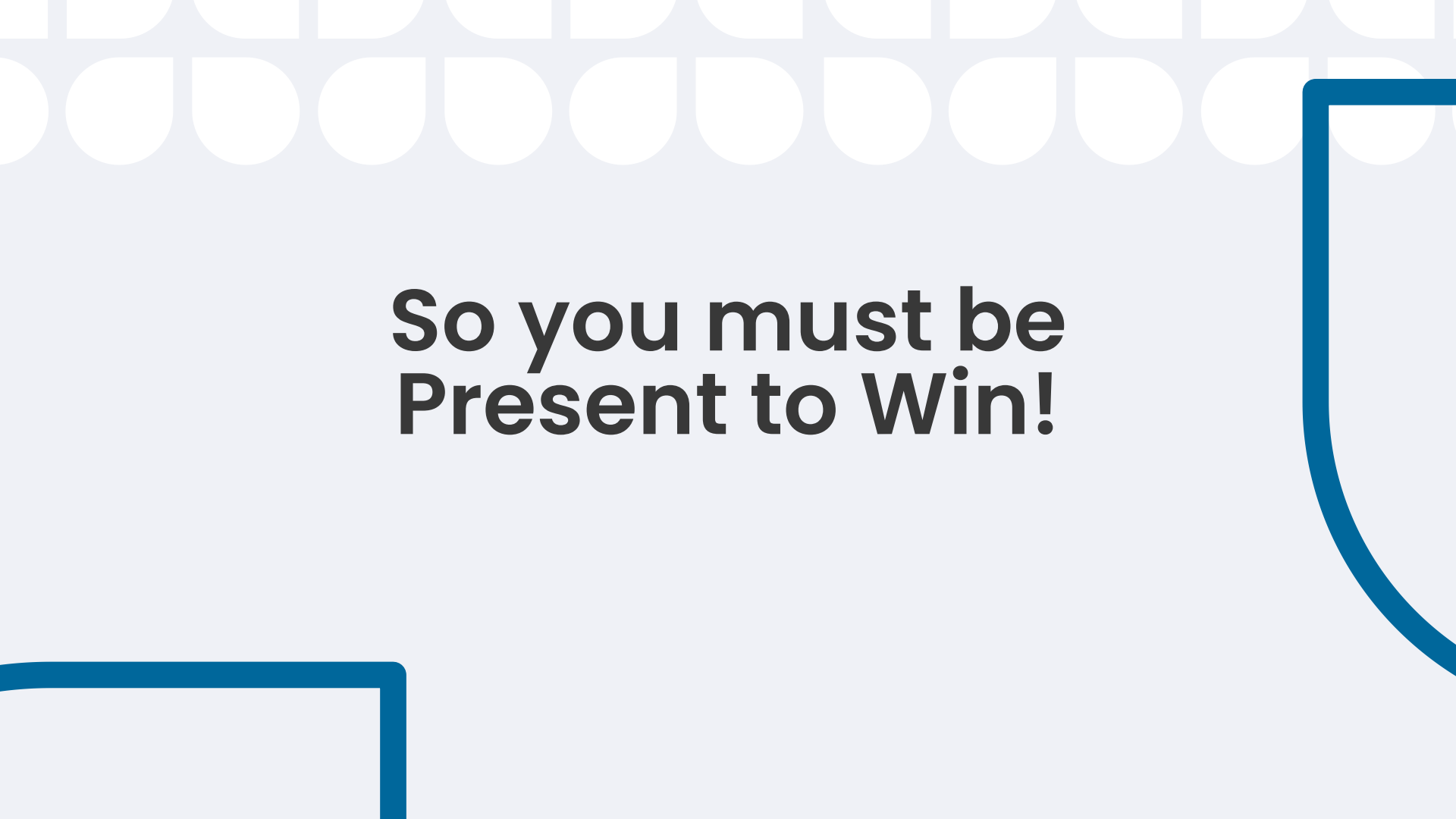
Ultimately...I'm going  
to give you the  
HOW

***“But all the speakers, the people in this room, and the questions you ask will give you the WHAT”***

It's going to be up to YOU to  
ask questions to find  
YOUR "WHAT"



**Every lesson helps give you the  
answers so if you miss/skip  
something, you're cheating yourself  
in finding the ANSWERS**

The background features a light blue color with a pattern of white circles at the top. Two thick blue lines form partial frames on the right and bottom-left sides.

**So you must be  
Present to Win!**

**Are you up for it??**



Do you deserve it???



**Facts NOT  
FEELINGS!**

**FUN! FUN! FUN!**



**Thank You!!**


# Code of Conduct

- No Distractions
- Be Respectful and Kind
- Be Honest and Vulnerable
- No Pitching
- Ask tons of questions





**Don't Lie.  
Don't Cheat.  
Don't Steal.**



**Get Your Clients  
RESULTS**



# **Be Great at Running Your Business**




**And Do the Fucking Work**





- **CEO/Founder** of BloomPartners.io
- **4-time** Published Author
- **Stevie Award Winner** Minority-Owned Business of the Year and Silver Medal Most-Innovative Company Under 100 Employees
- Husband, Dog lover, Soccer player, Aspiring Jiu Jitsu Fighter, Sociologist, Philanthropist



**Do not idolize any  
of the speakers.**

**(They are all humans and all  
have flaws just like you.)**

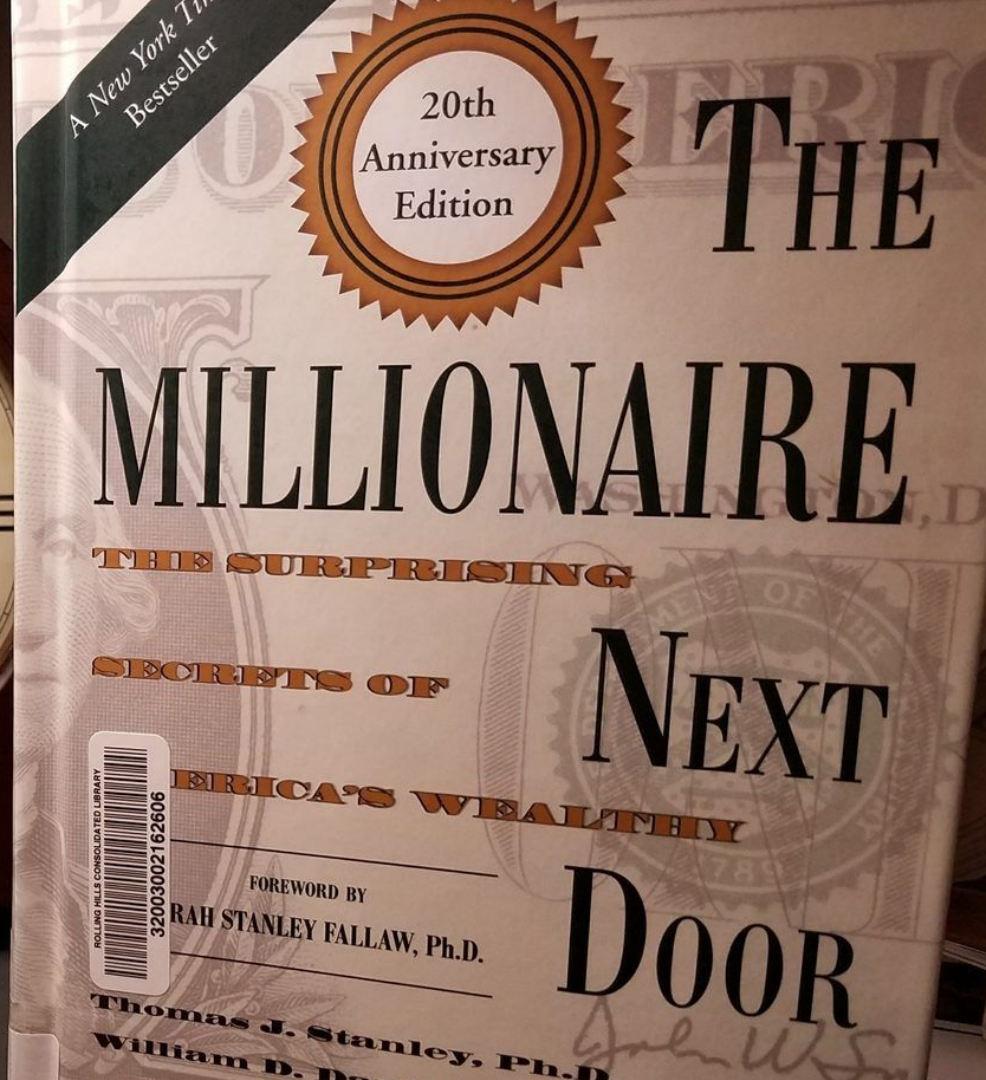
You Will NOT Find a  
Lamborghini in the  
Parking Lot



**We are the ANTI  
Get Rich Quick  
Scheme**

## We Believe in...

- Discipline
- Execution
- And Getting RICH SLOW AND STEADY WITH A REAL BUSINESS



A New York Times Bestseller

20th Anniversary Edition

# THE MILLIONAIRE NEXT DOOR

THE SURPRISING SECRETS OF AMERICA'S WEALTHY

ROLLING HILLS CONSOLIDATED LIBRARY  
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FOREWORD BY  
RAH STANLEY FALLAW, Ph.D.

Thomas J. Stanley, Ph.D.  
William D. Danko, Ph.D.

**The Speakers are All  
IMPERFECT PEOPLE**





**They all have fears just like you.**

**They all have LIFE CHALLENGES just  
like you**



What's the Difference?

**They've just learned skills and...**



**THEY. TAKE. ACTION**

***“The successful people just figured out a way to be SCARED...But do it anyway”***



**No Matter What Happens**  
**Just find a way to**  
**Keep Moving Forward**



**Repeat after me ...**

***“For the next 3 days...  
I’m going to be brave...  
I’m going to work hard...  
I’m going to be honest...  
And I AM going to reach my  
potential...”***

**“I’m here for the money!”**



**You might as  
well do things  
the right way  
from the  
beginning**



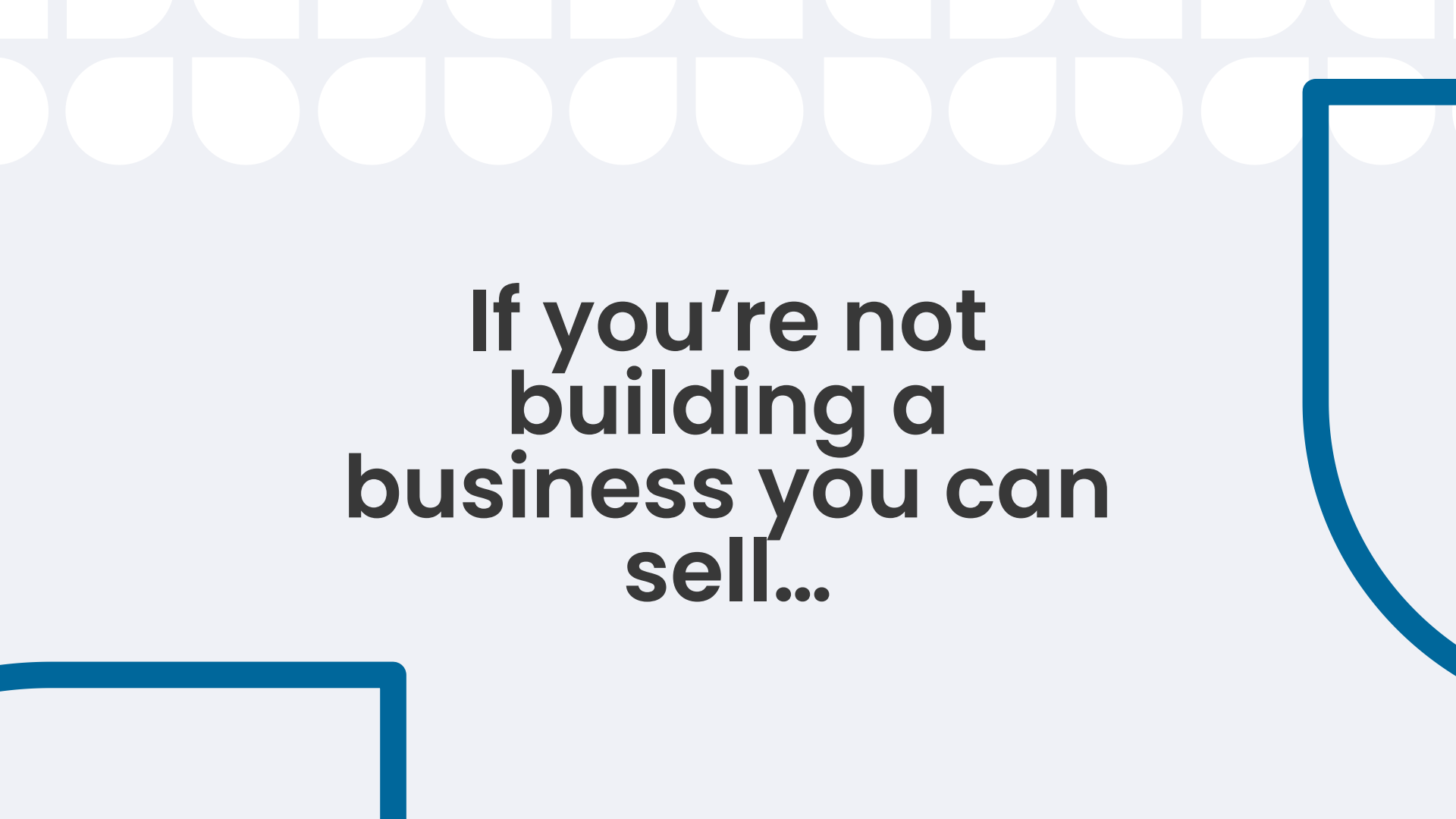
**Why?**

**Because You Will Not Fool a  
Sophisticated Buyer like  
Private Equity**

**The companies that can pay  
you \$10M+ are going to turn you  
inside out and upside down.  
And they will find EVERYTHING**



# NEWSFLASH



**If you're not  
building a  
business you can  
sell...**



**YOU ARE  
WASTING YOUR TIME**

I'm not sure if you noticed

# The Agency World has **CHANGED FOREVER**



**Our industry is under attack**

1) Our Industry Reputation Has  
Never Been **Worse** Than It Is  
Today



The Agency's Job is to Help  
Your Clients to Make More  
MONEY

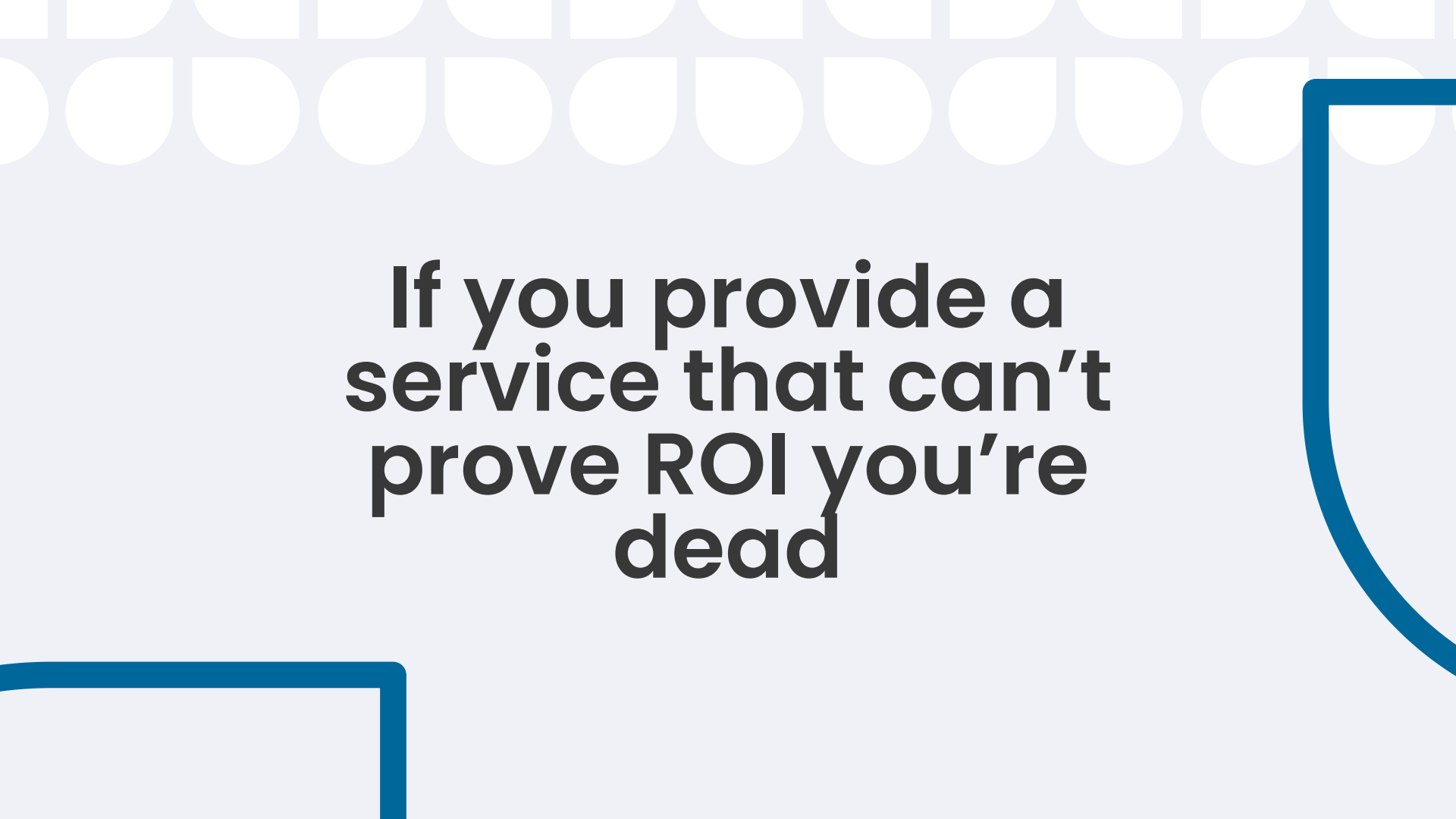




**We Must Take a Stand**



**2) AI is Here and It's  
Changing Our  
Industry Forever**




**If you provide a  
service that can't  
prove ROI you're  
dead**





# What are the things that will **ALWAYS** be true?

- **Greed:** Desire for material wealth.
  - **Sloth:** Laziness and a lack of diligence.
  - **Envy:** A resentment of others' possessions.
  - **Gluttony:** Overindulgence and overconsumption.
  - **Pride:** An excessive belief in one's own abilities.
- 

# **No Matter What AI Does to Our Industry**

- 1. People will always want more money**
- 2. And people will be LAZY AS HELL in going after it**

## What a Marketing Agency Does Will Not Change

- Make Your Clients Money.
- **Make Their Lives Easier (especially with Tech Stuff)**
- LISTEN, CARE, and Maintain Their Trust

# ACCOUNTABILITY

Your NEW JOB, whether you like it or not...

Is to hold your clients **ACCOUNTABLE**  
and to drag their asses across the  
finish line.



AI Can't Replace

**Your Ability to GET SHIT DONE**




But You Must **EXPAND** Your Value

## You Can't JUST be a Marketing Agency


1. You must understand their business better than them.
2. You must understand their financials.
3. You must understand how they deliver and their COGS
4. You must understand the company's bigger goals (not just revenue)



If you do this you will THRIVE



***Making DUMB DECISIONS  
will Kill Your Business  
Faster than Anything ELSE***



**If you didn't  
already.....**

**Write Down  
the ONE  
THING you  
want to get  
out of this  
event!!**



**Now Write Down WHY**





**Share with your neighbor**





## Why We're Here

**A sellable agency is an asset. A non-sellable agency is a burden.**

This is about freedom—not just for you, but for your family



Money Talk:

**Let's be real and honest and  
vulnerable and talk about  
MONEY.**



**What's Your Number?**

**Cut That in Half**

**Reduce it by 40%**

Now imagine you have to live  
on that for the next 5 years.



**Is that enough?**



**What Your NEW Number?**

# WHY???

Write down WHY this number is so important to you?

Do not tell anyone yet



**Share with your neighbor  
(Not Your Spouse)**



**Let's Create the Plan so We Can  
Close This Gap!**

# Break



**Every single week I  
have to burst  
someone's bubble**

**I have to tell them that their  
agency isn't worth anything**

**And then  
they either:**

Option 1: Shut their doors and walk away with nothing

Option 2: Or take a terrible self-financed offer from a vulture.

**Don't Let That Be  
You!!**

**What is your**  
**MAIN JOB as**  
**a CEO?**





**Increase the  
Value of the  
Company**



**Let's Do an  
Exercise**



**You've been taught the WRONG  
metrics for success**

So let's now learn the  
REAL things that matter  
when selling your  
agency...



# 1) Financials



Selling Your Agency for  
8-Figures or more is just a  
**MATH EQUATION**



**Facts NOT  
FEELINGS!**

A Buyer will care about  
ONE MASSIVE THING in your  
agency...

The NUMBERS!!

# What is EBITDA?

The background of the slide features a repeating pattern of light blue rounded squares and circles, arranged in a grid-like fashion. The shapes are semi-transparent and overlap slightly, creating a modern, geometric aesthetic.

Multiples of EBITDA

**Under \$1M EBITDA**

**=**

**2 to 4x**

Multiples of EBITDA

**\$1M to \$2M EBITDA**

**=**

**3 to 5x**

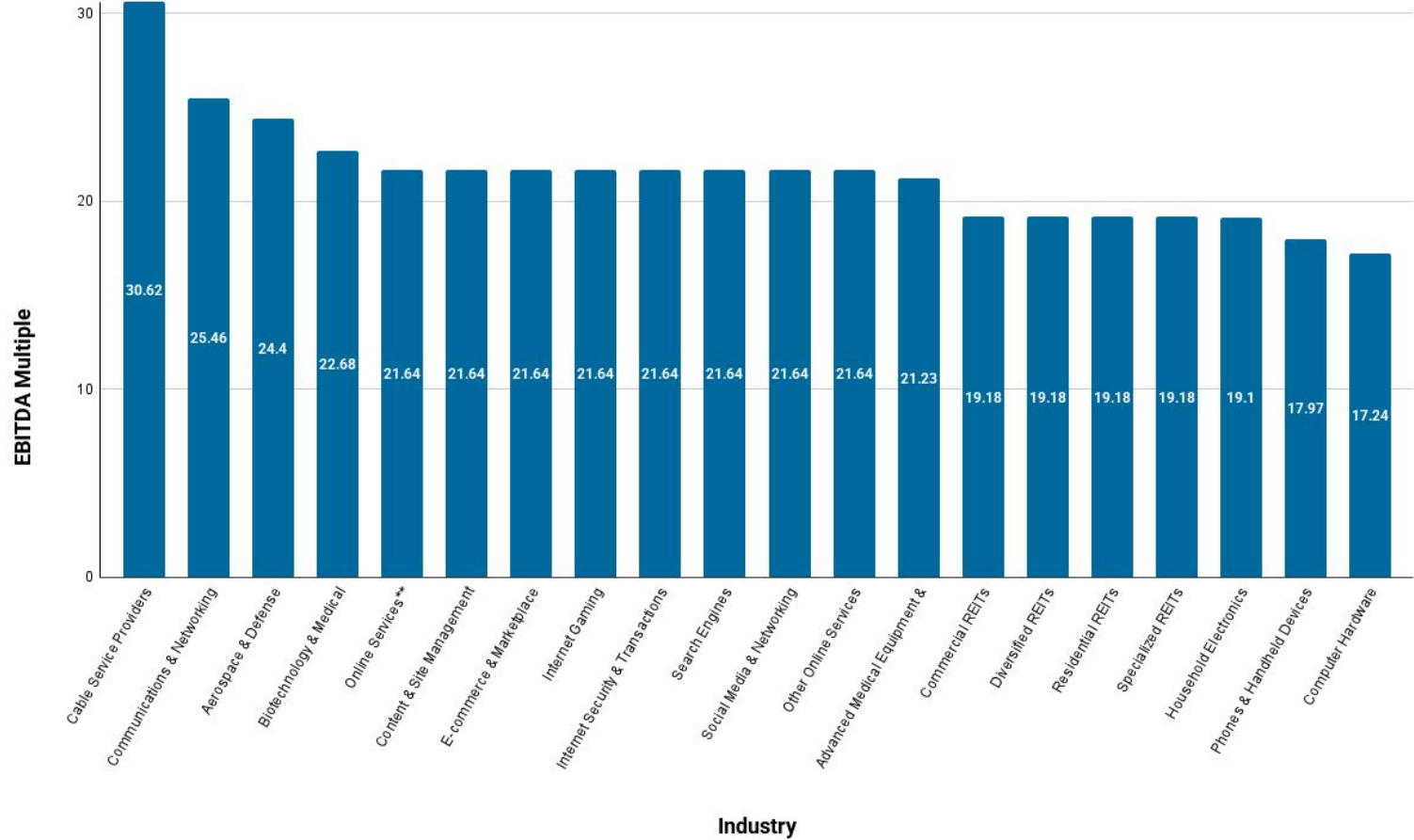
Multiples of EBITDA

**\$2M+ EBITDA**

**=**

**5 to 8x**

## EBITDA Multiple by Industry



# Other Financial Metrics you MUST Know

- Year-Over-Year Growth
- CAGR (Compounded Annual Growth Rate)
- COGS and COGS per line of business
- Gross Margin and Gross Margin per Line of Business
- LTV and LTV per Line of Business
- Revenue per client
- Revenue Concentration



**And you must have this  
for the last 4 YEARS**

**(Although Everyone Says 3 Years)**

**Better to HAVE IT AND  
NOT NEED IT...**

**Than NEED IT AND NOT  
HAVE IT**



**What's the 3 year forecast (and especially 12 month forecast)?**





**There are exceptions to the  
valuation rules...**

But it ALWAYS comes down to  
the NUMBERS



**Build Profit NOW!**

**Having Profit today allows you to  
afford to GROW FASTER LATER!**

Expenses will always go up as you grows the business.



## 2) Team



# What are the buyers going to look for?

- Org Chart
- Key People
- Tenure/How long they've been there
- Salaries
- Is there a profit share or equity in the business?
- How often do they get raises in the last 4 years?

# Your 2025 All-Star Team





# 3) Retention/Churn



- **Churn % and Churn % per line of business**
  - **Reasons for Cancellations**



# 4) Uniqueness/Sexiness



# What makes you different?

- What do you DO? What's special about your product?
- Do you have any IP?
- What software you use, what's your tech stack?
- HOW do you do what you do? What are the SOPs?



## **5) What's Your Niche?**





**You gotta have a Niche**



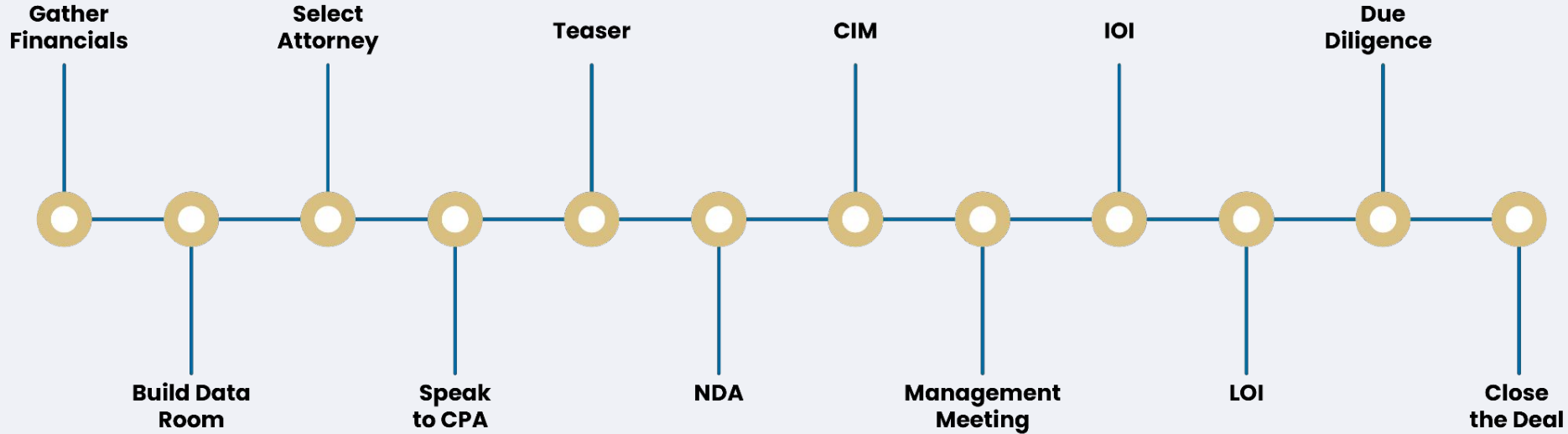
## **6) Marketing and Sales**



- Pipeline
- Sales Cycle
- Sales Projections
- Upsells vs New Revenue
- CAC
- How do you generate new leads?
- Close Rate


**How do you generate  
new revenue?**

# Steps of Selling Your Agency





**Do you have the answers to these questions?**



**You need to become a  
CEO who just happens  
to run a marketing  
agency**

**The journey starts with this  
framework.**



**Facts NOT  
FEELINGS!**



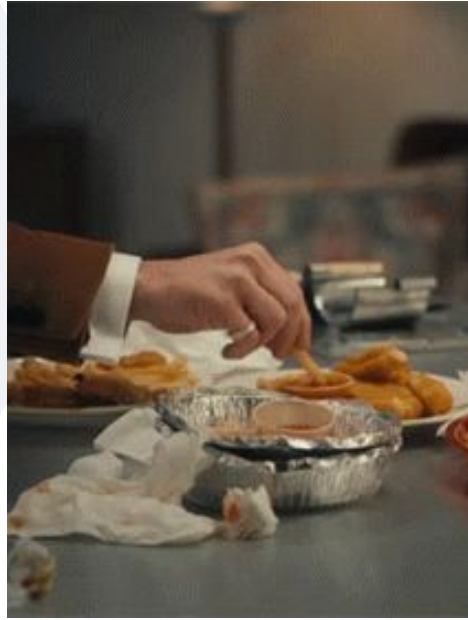
What needs to happen  
between now and then  
to make that a reality?

What are you **NOT**  
willing to do to hit  
those goals?

# Importance of EMOTIONAL INTELLIGENCE



# Lunch





**To Make These  
Improvements  
We Must Create  
BEHAVIORAL  
CHANGE**

***“ Big problems are RARELY solved with big solutions...”***

***They are usually solved with a series of small solutions over weeks (because these big problems were created over time)”***

**To create Behavioral Change  
you need to have VERY specific  
outcome goals.**

**Ambiguity Creates Apathy**



## Why Do Groups

**Fail to report and take action?**



**1) Tweak the  
environment to  
make BAD behavior  
IMPOSSIBLE.**



**If you want change you  
must change the  
environment. It's also  
the easiest thing to do**

# So how do you change the herd?

1. Appeal to their identity (ie this is who WE are)
2. Set a very clear goal and deadline  
Get everyone to agree and commit to the goal. Draw the line in the sand
3. Show results to the entire herd so there is transparency in growth towards to the goal and how the people in the herd are contributing

# Break

