GUIDE

/MARKETING MOVES

5 things good agencies do that nobody posts about.
The full breakdown — not the six-slide version.

START HERE

/READ THIS FIRST

This is the long version of a carousel from **@agency.pov**.

I run a small agency. Three years in. This isn't a case study or a flex — most of what actually works is boring, and nobody makes content about it.

Five moves. None of them clever. All of them things I learned the slow way.

Who it's for: freelancers and small agency owners tired of the "scale to 10 clients in 30 days" noise.

How to use it: read once. Then pick the one move you're currently doing the opposite of, and fix that first. Don't try all five this week.

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MOVE 01

/GUARANTEE

THE PRINCIPLE

Never sell "guaranteed results." Marketing has probabilities, not guarantees — every business, offer and market is different. The moment you guarantee an outcome you don't control, you've made a promise the client will hold you to.

WHY IT MATTERS

Clients who buy a guarantee are buying certainty, not you. They leave the first bad month. Clients who buy honesty stay through the bad month — because you told them it was coming.

WHAT THIS LOOKS LIKE

Don't say: "We'll get you 100 leads in 30 days, guaranteed."

Say: "Based on your budget and market, a realistic range is 40–70 leads in the first 60 days while we find what works — here's what that's based on."

DO THIS

Take "guaranteed" out of every proposal, ad and call script this week. Replace it with a range and the reasoning behind the range.

MOVE 02

/TRANSPARENCY

THE PRINCIPLE

Show clients the real numbers — including the months that went badly. Agencies that hide data to look good lose trust the moment the client finds out. Agencies that show everything build a client who defends them internally.

WHY IT MATTERS

The client is already getting the numbers — from their sales team, their CRM, their bank balance. If your report says one thing and reality says another, that's not a reporting problem. It's a trust problem.

WHAT THIS LOOKS LIKE

A bad month, reported well:

"Leads dropped 30% this month. Two reasons: [X] and [Y]. Here's what we're changing, and here's what to expect next month."

The client stays. Silence or spin is what loses the account.

DO THIS

In your next report, add one slide titled "What didn't work this month." Every month. No exceptions.

MOVE 03

/NICHE DOWN

THE PRINCIPLE

Stop saying "we do everything for everyone." Agencies that pick one industry and go deep charge more, close faster and get better results — because they've already solved that exact problem twenty times.

WHY IT MATTERS

"We do everything" means the client explains their whole business to you. "We only do interior designers" means you already know their objections, their ad angles, their seasonality. That's worth a premium and it shortens every sales call.

WHAT THIS LOOKS LIKE

Generalist: "We do social media, ads, websites, SEO, branding..."

Specialist: "We run Meta ads for interior designers in tier-2 cities. Here are three we've done. Your competitor is one of them."

DO THIS

Look at your last 10 clients. Which industry made the most money with the least pain? Rewrite your bio to speak only to them for 90 days.

MOVE 04

/RAISE PRICES

THE PRINCIPLE

Underpricing kills more agencies than losing clients does. A low price forces you to take on more clients to survive — which means less time per client, worse results and burnout. The exact things that make clients leave.

WHY IT MATTERS

Price is a filter. The client who fights you on a fair price is usually the same one who pays late, scope-creeps and messages at 11pm. Charging properly removes them before they become your problem.

WHAT THIS LOOKS LIKE

Low price: 8 clients, no time, average results, you're exhausted.

Right price: 4 clients, room to think, better results, referrals.

Same revenue. Completely different life.

DO THIS

Raise your rate for the next new client by 30%. Not existing ones — the next one. See what happens. Then repeat.

MOVE 05

/SHOW PROCESS

THE PRINCIPLE

Clients don't just buy results — they buy trust in how you work. Showing your process publicly, even the messy parts, builds more credibility than any polished portfolio. Anyone can fake a result screenshot.

WHY IT MATTERS

A portfolio says "this worked once." Showing your process says "here's how I think, every time." The second one is what makes a stranger DM you instead of scrolling past.

WHAT THIS LOOKS LIKE

Post the boring stuff: how you structure a campaign, how you write a first-call agenda, how you decide what to cut.

The client watching doesn't need to understand it. They need to see that you have a system.

DO THIS

This week, post one thing that shows how you work — not a result. A screen recording, a checklist, a before/after of your own process.

PUT IT TOGETHER

/THE 7-DAY VERSION

One move a day. Don't batch them.

Day 1	Strip "guaranteed" out of your proposal and call script. Write the range instead.
Day 2	Build the "what didn't work" slide. Add it to your report template — permanently.
Day 3	Pull your last 10 clients. Pick the one industry worth going all-in on.
Day 4	Rewrite your bio and pitch to speak only to that industry.
Day 5	Set your new rate for the next inbound lead. Plus 30%.
Day 6	Record one "how I work" post. It doesn't need to be good. It needs to be real.
Day 7	Post it. Then reply to every comment for the first 30 minutes.

THE ACCOUNT

/NO SCRIPT

This guide came from **@agency.pov** — a faceless account documenting what building a small agency from Rajkot actually looks like. Real numbers, the boring process, no highlight reel.

If the guide was useful, that's the whole pitch. Follow along for the rest.

01 GUARANTEE

02 TRANSPARENCY

03 NICHE DOWN

04 RAISE PRICES

05 SHOW PROCESS

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