



impetus.

Dear Agency Owner,

As an agency owner—whether you're an aspiring dreamer, a new agency owner, an experienced operator, or a seasoned pro—you strive to grow your business and reach new heights.

Sometimes, it feels like there's a missing piece that could unlock greater success in 2025.

I've created this workbook to share the process that has helped me on my journey. It's designed to help you jump-cut the hard years of learning, losing clients and starting over from zero (thrice).

I'm also sharing many lessons I've learned from studying, working with, and speaking to some of the best in the industry.

Impetus—the force to move your agency forward.

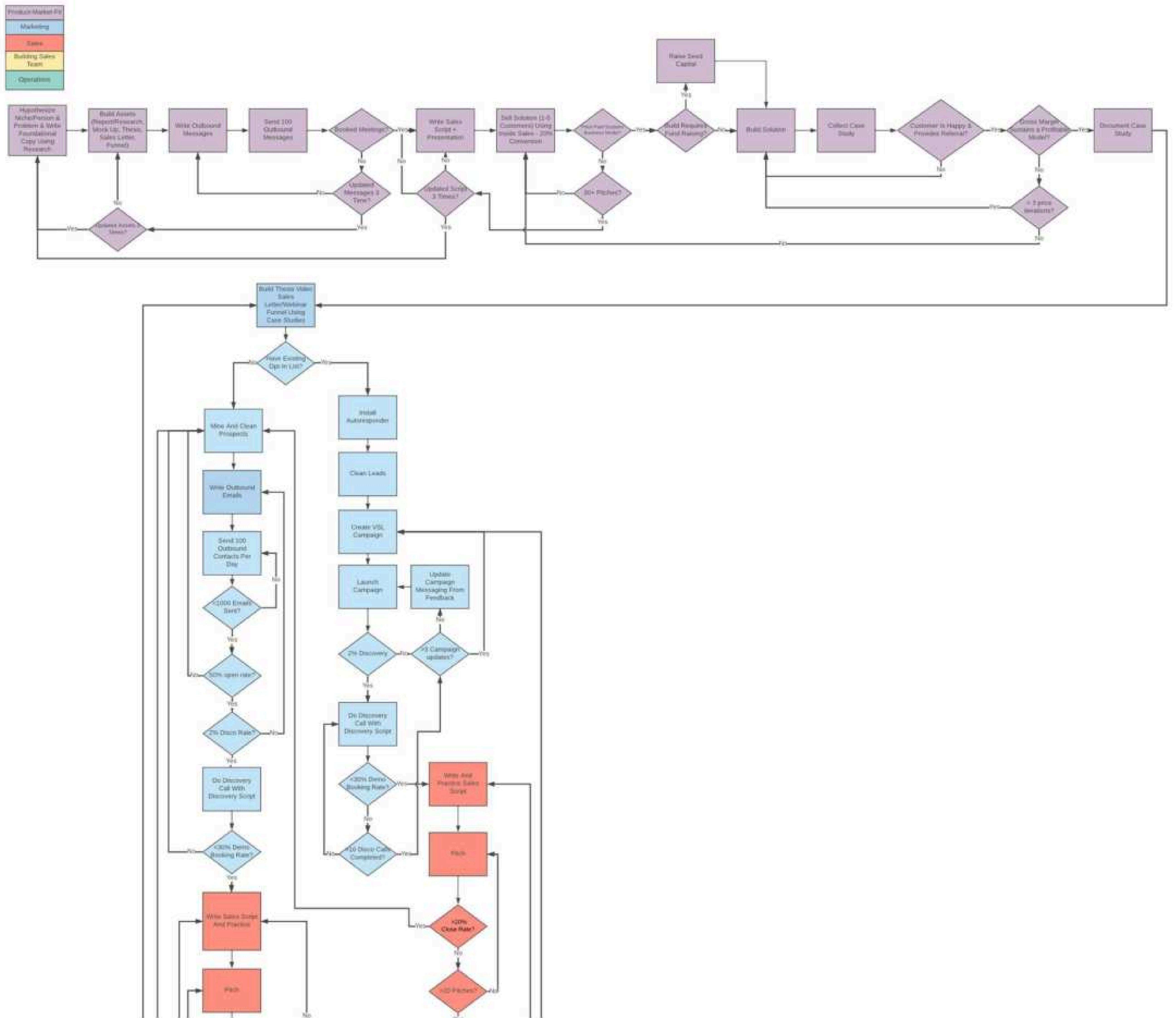
As always, I'm rooting for you.

A handwritten signature in black ink that reads "Anwar Lemu". The signature is written in a cursive, flowing style with a long horizontal stroke at the end of the name.

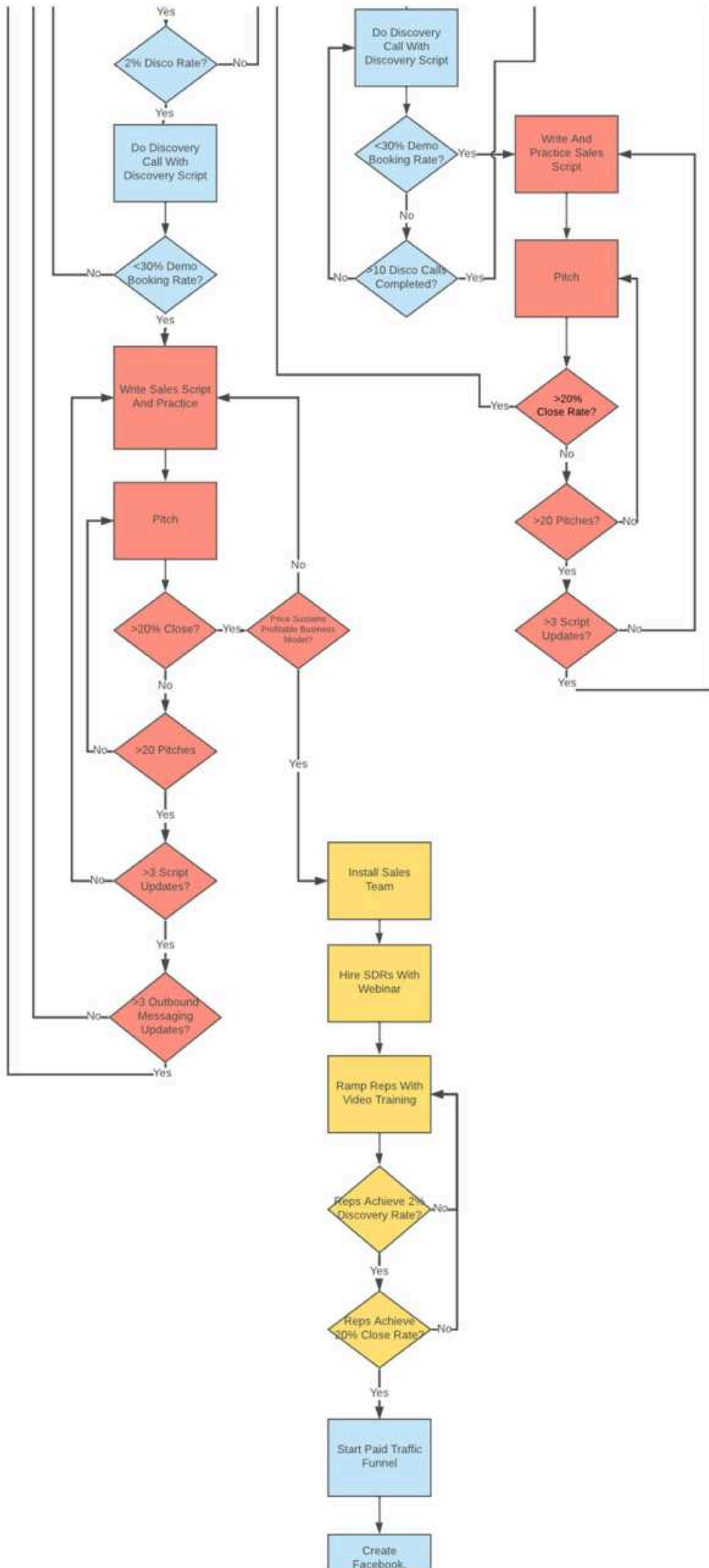
Anwar Lemu

CEO

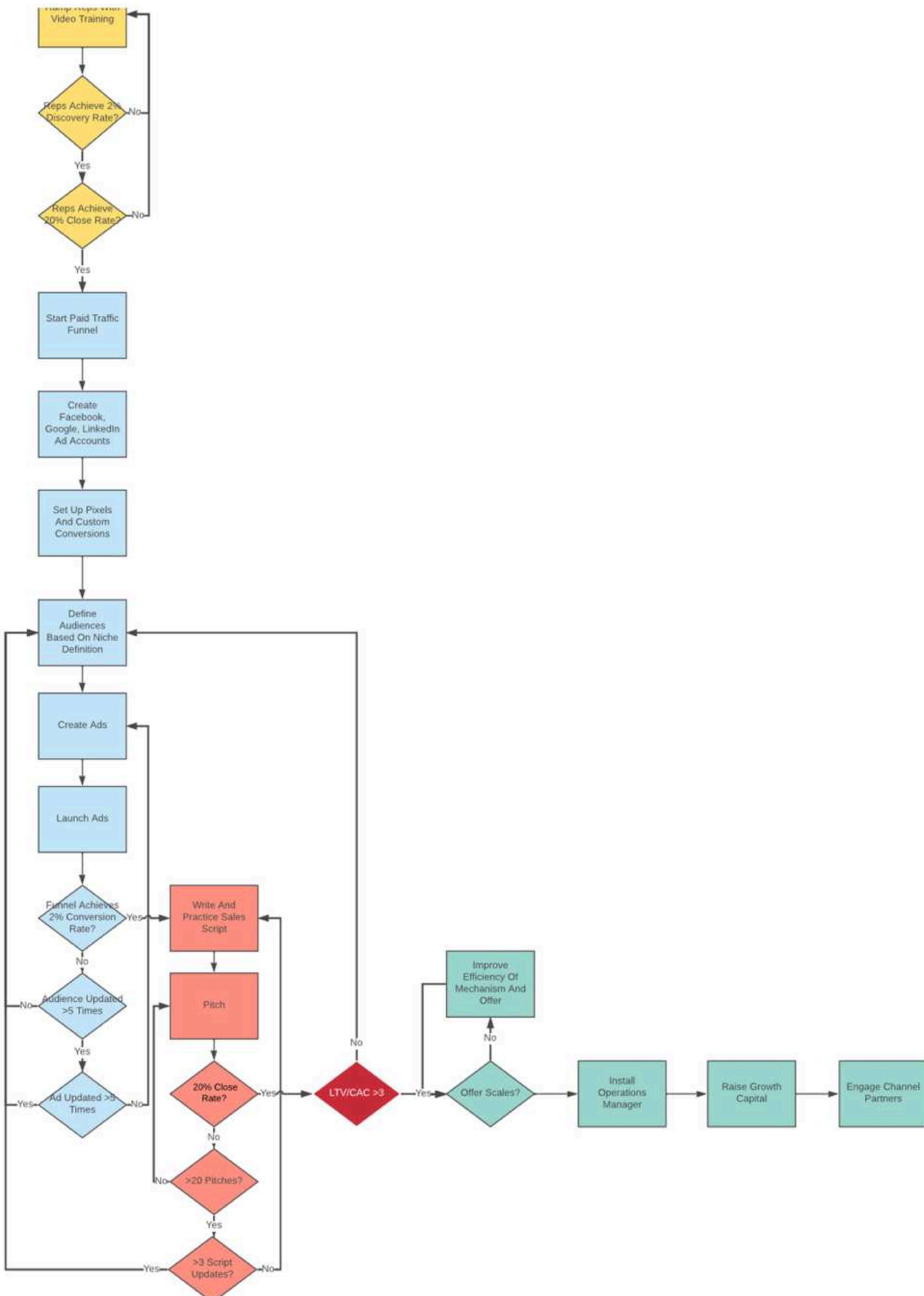
THE AGENCY JOURNEY



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ABDALLA ELSHATO.



Abdalla Elshato: Everything is Work

Abdalla is an entrepreneur and investor based in Dubai, known for his unconventional approach to business and success.

He helps ambitious individuals scale businesses through his various unconventional strategies while maintaining financial sustainability and long-term growth.

Abdalla also sits on the board of advisors for multiple fast-growing companies and continues to share his insights online on leadership, success, and personal development. He is currently working on a \$100 million roll-up strategy for his private equity ventures.

I first spoke to Abdalla in 2023 and we discussed one topic that has always stuck with me—work.

Everything is work. Your business, your marriage, your relationships, your income all rely on the same thing—work. You have to be super intentional with everything you do.

This, of course, takes work. But as Abdalla always says:

“Everything is work, habibi. If you want a good marriage, it’s work. If you want a nice body, it’s work. If you want a good business, it’s work. Everything is work.”

Stop thinking that these things are meant to be easy. They aren’t. Everything takes work and effort. You need to be intentional about your growth in all sectors you want to succeed in.

I think a lot of people nowadays, especially with the influence of Instagram, have a skewed perception of how life is. A good business, a good marriage, a good friendship, or a good physique are not things that just happen. They take immense amounts of work and effort in order to build over time.

Be deliberate about the type of life you want to live. And have the courage to become the best, most authentic version of yourself possible—physically, mentally, emotionally, spiritually—and then you give that to the world.

So, how do you apply this?

Make a list of all the main areas of your life that you care about. These include your spiritual side, mental side, family side, physical side, business side, and anything else that deeply matters to you.

Under each of these, plan the next things you can do right now to grow in each of these areas.

For example:

Develop a better sales letter. Plan a nice date night with your spouse. Call your parents. Run a marathon. Do a hyrox. Meditate daily. Go for daily walks. Build a diet plan.

Be intentional. Treat every aspect of your life like work. Work on every aspect the way you'd work on business.

Everything is work, habibi.

MIKE CHABOT.



Mike Chabot: Build the Vessel

Whether you want to build a \$100M agency, or build an incredible family, or build a stunning physique, your journey towards these goals all share a common denominator—you.

You are the vessel. The vehicle that'll get you to whatever goal it is that you want to get to—regardless of which sector it is in. If the vessel is one that's going to break down, you won't be able to get to any destination.

If you do not have a powerful vessel, what you're trying to do is drive a boat without an engine. The boat (you) aren't built properly to get to any destination. You won't be able to get to where you want to go.

You need to build the vessel (a good boat).

Someone that specialises in helping people build a vessel that will get them to the life of their dreams is my friend, mentor and past client, Mike Chabot.

You may be reading this thinking, "What does a vessel have to do with attracting clients and growing an agency?" And my answer is: everything.

A powerful vessel is magnetic. Who you fundamentally are as a person is the biggest factor that contributes to your success in any field.

Why do you think so many great entrepreneurs seem to prioritise their workouts, runs, reading, routines, meditation, art, and other daily rituals above other more business related things?

Focus on building yourself as a person. Your own personal growth will naturally feed your business growth.

Start feeding your own growth.

At the end of the day, if you want business coming to you, you have to be a person worthy of it. Unleash your best self and become a person worth working with, worth marrying, worth working under.

Everything comes down to who you are as a person.

So build that up.

Find out what are those things that you can use to build yourself up mentally, physically, emotionally and spiritually.

If you build the vessel...

Everything else will take care of itself.

MARCOS RUIZ.



Marcos Ruiz: Copy-Paste to \$30k/m

The agency blueprint doesn't have to be complex. There are already millions of people out there who have built agencies doing five, six, and even seven figures.

Instead of finding a unique thing, find something that works and just copy it.

Let me introduce you to my friend, Marcos.

Marcos Ruiz is the CEO of Birdhouse, a marketing agency focused on building viral and profitable brands on X and LinkedIn. Marcos is a goat at what he does, having generated hundreds of thousands in revenue for clients within mere weeks.

Although he's a naive Arsenal FC fan, Marcos has built a powerful agency generating millions for clients and millions for himself too.

The thing is... Marcos got his \$70,000+ /month agency from zero to it's first \$30,000 entirely by copying and pasting his mentor's own agency blueprint.

Marcos was part of a paid group ran by JK Molina, a Twitter/X brand expert. Marcos quickly understood that if he just did exactly what JK did for the exact same market, but for a cheaper price and smaller clients, he can make things work.

All he had to do was copy and paste JK's funnel, marketing, offer, delivery and systems. Of course harder said than done, but fast forward a couple years and Marcos has gradually iterated that idea into something much bigger than just a mini copycat.

Find something with proven demand. Study it. Replicate it. Then iterate on it over time to grow it into your own thing.

The concept remains the same: You can copy-paste your way to a \$30k/m agency.

RASHID KHAMIS.



Rashid Kahmis: Get Your Life Back

Rashid does things in almost the opposite way that most business owners do. Yet, his principle aligns perfectly with the exact reason business owners got into business.

Freedom.

It's what we all started this journey for. Yet somewhere along the line, we get trapped in another type of prison, this time of our own making—the business time trap.

A lot of us have already fallen into this trap. We work 80-hour weeks in order to keep the business that gives us freedom alive. Yet if we were to take a month off to use that freedom and go for a tropical island holiday with our kids, our business would probably crash, we'd return to be stuck on fire-fighting duty, or we'd even lose most of our clients.

Rashid has a simple question he asks that I love:

“If you were to take your wife for a one month holiday where you can only spend 2 hours each day working, would your business lose money?”

If the answer is yes, you need to get your freedom back.

But how do you do this?

This is exactly what Rashid had specialised in, working with over 200 clients to help get them their freedom back.

1. Make only high-leverage actions that maximise input to output
2. Create digital assets that automate parts of your selling process
3. Automate and delegate every single repetitive task
4. Make decisions that prioritise your freedom over revenue

PAUL DALEY.



Paul Daley: Elevate Your Focus

Most people know Paul as the Iman Gadzhi Educate COO guy. Little do they know just how much Paul handled as a part of that team.

As the CEO, it sometimes gets confusing what to focus on.

“What is the CEO meant to do in a six figure operation?”

Paul was the first person who actually made me realise what was meant by working on the business as opposed to working in the business.

While I was running one of my agencies doing five figure months, Paul and I had a discussion where he told me I was spending my focus on things that won't lead to business growth.

In his exact words:

“You're at a place in your business where profitability is the most important factor that will allow you to scale. If you're profitable then you can reinvest into the systems, people and operations that will allow you to automate or delegate most of the time consuming work. If you're a CEO running around taking sales calls, sending emails, editing your videos- then rest assured your business won't grow an inch more from where you're at. I like to say that the game of business is to constantly be elevating the value of the work you do. And as a CEO, you need to be the first one to elevate. So—you need to delegate (hire, automate, outsource). Create cash flow momentum, reinvest and focus your energy on growing, not just on executing.”

Always elevate the value of the work that you do as a CEO.

Do this simple practice:

- 1. Make a list of all the responsibilities you handle as CEO**
- 2. Arrange these tasks in order of ROI**

Now that you have a clear picture of the things you handle, delegate responsibilities at the bottom of the list (lowest ROI) out. Do this by hiring, automating, or outsourcing as your agency grows.

After this, find higher leverage responsibilities and areas that you can now focus on with the increased time.

As Paul warned me:

“Many CEOs allow scaling to make them lazy.”

Delegating out low leverage responsibilities is done to allow you more focus to handle higher leverage responsibilities.

Constantly increase the value of the work you do.

CARL WEISCHE.



Carl Weische: Metrics That Matter

Few would argue with me when I say Carl is one of those who is an absolute giant in the agency space.

And something that has been key to Carl's success are metrics.

Put metrics on everything. Place metrics on both your back end and front end. And this isn't talking about Google Analytics or Hotjar.

Puts metrics on your offer.

Ask yourself: "What metrics determine whether our delivery has been successful? What KPI are we focused on?"

This allows you to have a crystal clear understanding of exactly what your service is about.

It tightens up both your internal and external operations.

Do the same for hiring and operations.

Each role should have clear metrics that quantify how well they are handling their responsibilities. This removes any bias and allows all team members to have complete clarity on what their focus should be in their role.

Do the same for lead qualifying.

Instead of running through Calendly forms and mentally measuring how qualified you think a lead is, build a point based system that is set to judge based a certain criteria to automatically determine whether a lead is qualified or not. This saves time and streamlines the pipeline flow.

Put metrics everywhere.

Know exactly what you are focused on.

RAVI ABUVALA



Ravi Abuvala: Simplicity Scales

Simplicity is key. Friction is an obstruction.

I cannot tell you how many times I have asked 5 and 6-figure agency owners, “What is your offer?” and they go on talking for five minutes just so I can get a clear understanding of what they do and how.

It’s surprising to see how even some agencies doing six (and even seven figures) are stuck with overcomplicated offers and systems.

Tying back to the previous chapter, knowing your key metric helps people understand what your offer is about.

I see a lot of beginner agency owners running incredibly complex systems when they don’t need to.

Complex systems are incredibly powerful when used well (this will be covered in a later chapter), but they present one of the biggest obstacles that you always want to avoid—variables.

The more the variables, the harder it is to diagnose the issue.

Simplicity is key. Start simple.

Something I learned from Ravi early on is the power of scaling with simple systems before moving towards more complex systems.

Complex systems have more upwards potential than simpler ones. But the increased number of variables make them more difficult, and more costly to scale.

Use simple systems until they are no longer able to scale.

Instead of having a complex 5-page website, start with a much more simple system: a headline, booking page embed, case studies.

This will show you how many people see your page and book.

Your only variable is the headline.

Doing this removes all friction and complexity. Prospects are more likely to book calls and go through case studies.

Ravi has scaled agencies to \$50,000 /month even with basic website funnels like this.

Over time, you can add in a VSL to further qualify and build intent in leads who visit your website. Of course, adding complexity adds a wall of friction that will bounce some leads away. But if done well, it creates a more powerful system that will increase conversion rates, and even attract better qualified leads.

The key concept with Ravi is simple:

The more complex the system, the more variables and moving parts you need to keep track of. The simpler the system, the easier it is to scale and make things work. Complex systems are powerful, but there are more cogs in the machine to keep oiling.

We will discuss complex systems in a later chapter.

DAVID SENRA.



David Senra: Founders Focus

A PhD typically takes a total of around 9,800 study hours to complete. The person I am about to introduce to you has spent the equivalent of over three PhD degrees studying the greatest founders in history.

David Senra is a podcaster who delves into the lives of some of the greatest business minds of all time to extract insights for modern founders. He is the creator and host of the Founders Podcast, where each week he reads a biography of a historic entrepreneur to share ideas that listeners can apply to their own businesses.

David is someone I feel especially blessed to have worked with. One day, I asked him what trait he has noticed in all the great founders he has studied.

His reply was simple: Focus.

All the great founders—from Ogilvy to Dior to Bugatti to Jobs to Ferrari to Buffetts to Munger to Rockefeller—all had an almost obsessive level of focus.

Our human brains, however, have a limit to how many things we can focus on at a given time. Our mental energy has limits.

The more things you are focused on in life—the more rabbits you're chasing, the less energy you have to catch each.

Narrow your focus down.

For the greatest founders in history—the line between them and their work became blurred. They were their work as their work was them.

David often mentions a quote by Steve Jobs:

“The business is just a prolonged shadow of its founder.”

Manage your focus, not your time.

When you limit your focus to fewer things, your brain can deploy more resources towards it. Your results become greater.

There's an immense amount of input needed in order to generate output. These do not correlate in a linear way with one another.

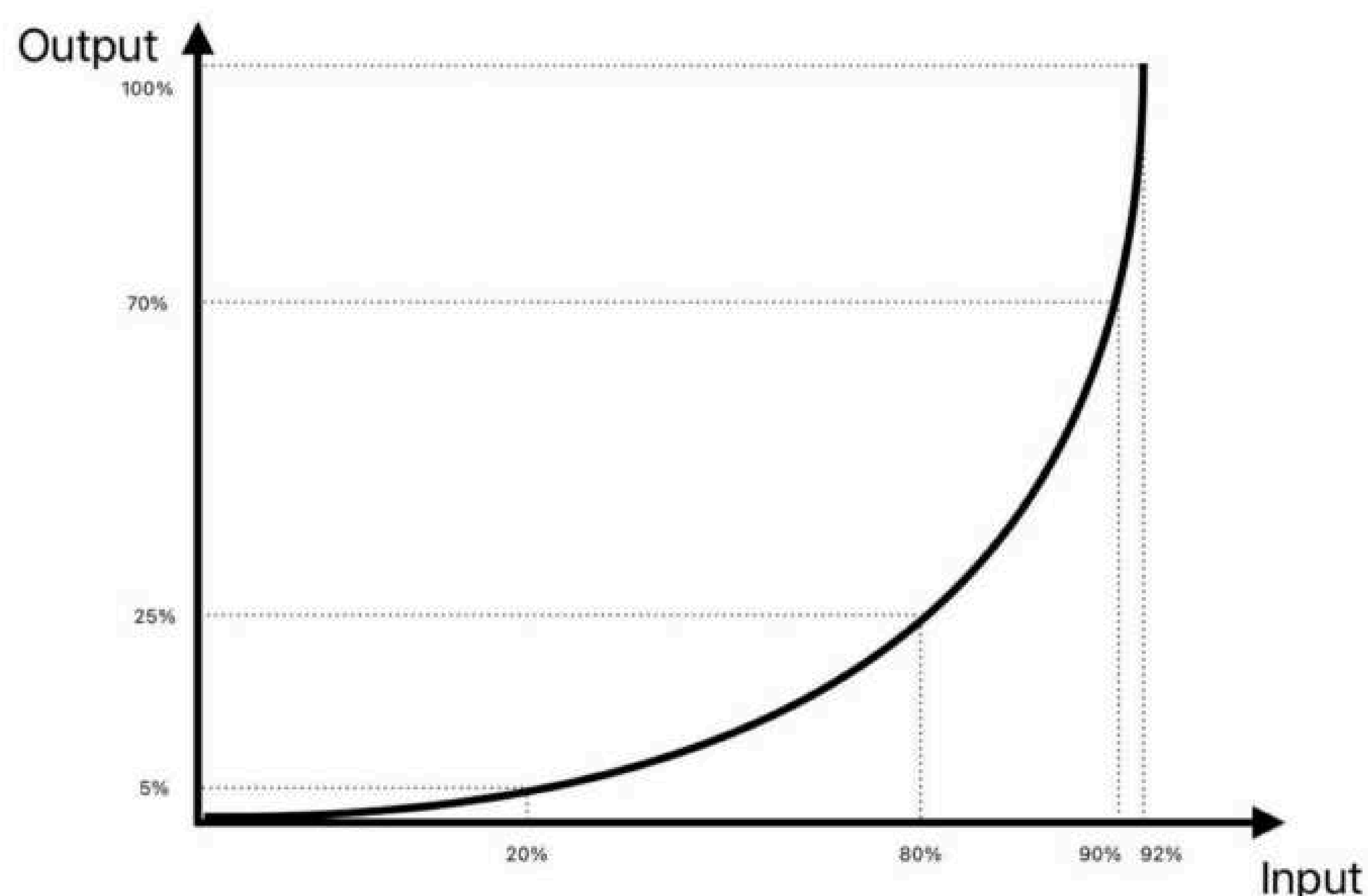
A move from 90% input to 91% input can cause a 20% increase in output, whereas a move from 20% input to 60% input may only raise the output by 10-20%.

In order to achieve high output levels, high inputs levels are needed. And these can't be obtained with a lack of focus.

Being 1% more focused than your competitors may lead to a 20% difference in your results. Focus becomes the most valuable asset. The currency that feeds business output.

Spread focus too thin, and your input would be too low to notice any tangible output.

Immense amounts of focus are what yield great results. Even 80% input isn't enough.



NICK KOZMIN.



Nick Kozmin: Systems

Before his internet disappearance, Nick was a well renowned growth consultant and marketing genius, belonging to a category of great mentors alongside Sam Ovens, Ron Lynch, and others.

Though I never got a chance to speak to, or work with Nick, the thing that struck me most while studying some of his frameworks is his systematic and almost scientific approach to everything.

Whether it's operations, HR, marketing, sales calls, website funnels, ads, outreach, webinars—Nick always had a very methodological approach to testing every variable in his systems.

His frameworks and approach is what I have based the agency roadmap at the start of this book on, as well as every other process any of my companies follow.

Everything follows a system that is carefully built to isolate and test variables to ensure correct iteration is done in order to maximise results.

Want to build a system for your DM outreach?

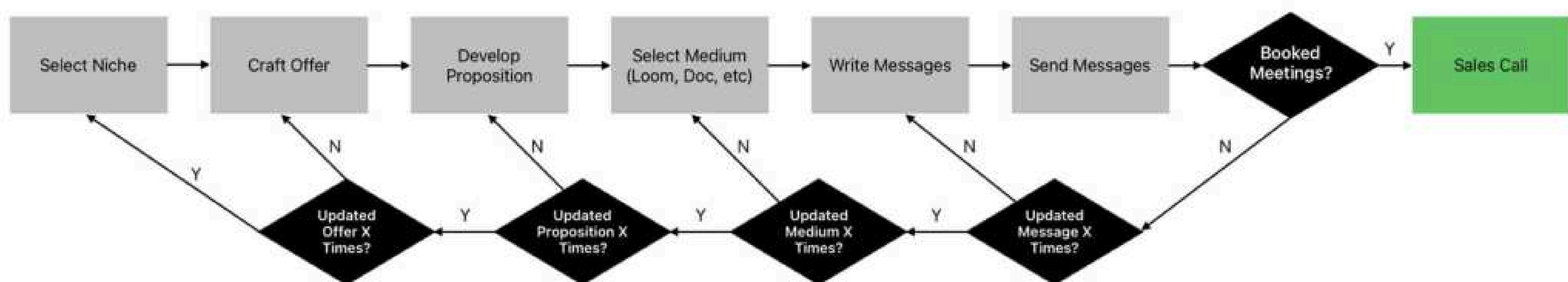
Isolate every different variable that impacts the output of your outreach. These may include your target niche, your offer, your proposition, your medium, your message.

Your system needs to be built in a way that each of these are tested in order of least dependencies.

Your message is dependant on your medium, your proposition, and everything else. It is thus tested first as it has the least (ie. zero) dependencies. If iterations on this variable fail to bring about a desired improvement in output, the next variable to iterate on would be the medium. Since message is dependant on medium, once the medium is changed, a new phase of message testing would need to take place using this new change in medium.

If iterations on the medium fail to bring about a desired improvement in output, the next variable to test would be the proposition. This would cause a new testing cycle of both message and medium tests to take place using the new proposition. This is how the rest of the systems testing would continue.

This is probably quite difficult to grasp by purely explaining in text. For a clearer example, look at the breakdown of this system below:



This is how you build systems that are constantly being tested in order to be optimised and iterated.