



# CMB

## Everything you need to know about the Content Marketer's Blueprint™

[www.contentmarketersblueprint.com](http://www.contentmarketersblueprint.com)

# Selling, Servicing & Scaling

## What if you were told there was a single answer to overcoming these challenges for your marketing agency?

You'd probably be skeptical because you know firsthand the struggle of trying to sell service retainers, you live day-to-day with the uncertainty of servicing multiple accounts and you battle the risks of hiring team members and growing in anticipation of more future business. But our experience, and the experience of other inbound marketing agencies shows that if you struggle with these issues, there is one thing that you're not doing right now that will make selling, servicing and scaling your agency a natural part of doing business every day.

We struggled with selling retainers, servicing clients and scaling our business. We tried selling packaged services like blogging, SEO and email campaigns. We got base hits but no home runs. We tried selling combinations of services like call-to-action buttons, landing pages and premium content offers. We attracted clients but never became more than a 'vendor'. We tried selling retainers, telling clients to trust that we'd discover the combination of services and the right frequency of delivery to achieve their results. We worked really hard, retained a few but could never repeat the success.

Each time our efforts failed to bring the success we knew we were capable of delivering. But we learned something however. It wasn't that the packaged services were the wrong services. It wasn't that our combination of services didn't deliver results. It wasn't that we didn't know enough to offer value in a retainer relationship. The problem was that in each case we were selling a result in a transaction. Five blogs for \$250. 10 leads per month for \$2,500. Inevitably the outcome was either:

- The result didn't translate into more business
- We got pigeonholed in one small part of the marketing value proposition
- We failed to meet the expectation and were let go

“

*New partners should definitely consider the CMB as a way to ramp up sales faster and provide better client support. Experienced partners should consider it as a way to refine their selling and project management processes. Either way, I highly recommend a thorough examination of it.*

*Rich McElaney VP – Business Development*

*The Sales Lion*

”

“As soon as we started implementing the blueprint, the immediate problem became scalability, everybody wants this... crap we gotta get some help around here.”

-Robb Bailey, CEO & Co-Founder  
Pageladder

## Sound familiar?

That's when we took a hard look at what was preventing our agency from being successful. It wasn't talent. It wasn't knowledge. It wasn't determination. The single thing that was preventing us from selling high-value, long-term relationships was a repeatable process for delivering inbound marketing services that aligned our agency with our client's goals in a predictable, teachable and sustainable way.

After testing dozens of combinations of techniques we came up with a process that closed 20 long-term retainer relationships in 6 months and has been used to manage the longest relationship for over 16 months. We named our process the Content Marketer's Blueprint and have proved its effectiveness with B2B, B2C, non-profit and educational clients.

After we discovered the CMB process we decided to see whether other agencies could implement it and grow their own businesses. We trained PageLadder, a new HubSpot VAR that was struggling to migrate from an SEO business to inbound marketing agency. Within a month PageLadder had closed two retainer clients and CEO Robb Bailey offered this observation: "As soon as we started implementing the blueprint, the immediate problem became scalability - everybody wants this... crap we gotta get some help around here!"

Since that initial experiment, we have productized, licenced and trained hundreds of marketing agencies and entrepreneurs to use this system.

**The mission of the CMB is to enable a community of inbound marketing entrepreneurs to achieve success using a process that improves the selling value proposition, increases the efficiency of inbound marketing service delivery and reduces the risk of scaling to meet future service demand.**

# The CMB Step-By-Step

So how does the CMB community of agency partners and entrepreneurs actually use the CMB process to sell retainers, service clients and scale their businesses? While any agency partner is free to roll-their-own, there's a proven process for that too. Here's how it goes:

## **Build a sample blueprint using our training and templates: the best way to learn the process is by doing!**

Get access to a mixture of recorded video and live training material.

### **The Full Recorded Training Series Includes:**

1. The Blueprint Process (6 part series with 1 bonus video - 6.5 hours)
2. Selling Retainers (3 part series with 2 bonus videos - 4.5 hours)
3. Implementing the Services (2 part series - 1 hour)
4. Reporting and Recommendations (2 part series with 4 bonus videos - 5.5 hours)
5. Upsell Using Data (6 part series - 6 hours)

You are also given access to sales and work product templates including:

1. Sales Proposals
2. Buyer Persona Workshop Questionnaire
3. Content Marketer's Blueprint™ strategy template

## **Accelerate your sales process, and get paid for it!**

Most marketing agencies go through a long and painful sales process - trying to convince a stranger to commit to a 12 month relationship, but providing little to no value along the way. However, our partners find that offering prospects a strategy workshop and content marketing plan for \$5,000-\$10,000, with no additional commitment actually accelerates the path to a long term commitment. By starting with strategy you gain trust and buy-in from stakeholders. You get a seat at the table and get paid for it!

## **Buyer Persona Workshop**

Walk your client through an exercise that identifies the information buyers need at each stage of the buying process. This will produce some "ah-ha" marketing moments, position you as a strategic partner and provide you with the information you need to build their Content Marketer's Blueprint™. We provide a template questionnaire and training material to make this a simple and repeatable exercise.

## **Create a CMB for your client**

The finished questionnaire (product of your buyer persona workshop) can now be turned into an actionable content marketing plan. The templates, document technology and process we provide makes this a 1 hour process.

## **Present the CMB to your client**

Once you have the completed CMB for your client, schedule a presentation call. Show your client how you used their knowledge of the buyer persona to construct a 3 month plan for blogging, premium content, lead nurturing, lead qualification and analytics.

## **Propose a CMB implementation**

To achieve the benefits of the CMB your proposal will require three investments by your new client: 1) purchase a marketing automation technology 2) a 2-3 month starter project where you implement the client's content marketing plan: "the engine" 3) A long term retainer to create the content and perform the services you feel are necessary to achieve their goals.

## **Upsell along the way**

The CMB methodology is designed to uncover opportunities to upsell your new client in the first 3-4 months. Armed with this information, selling new services is an "inside job" supported by all the analytics you're gathering from web traffic, lead quality and engagement. As they say, lather, rinse, repeat.

## **Give back to the community**

The best part of being part of the CMB partner network isn't the superior sales methodology, the service efficiency or the ability to scale your agency - it's the community. Experiences shared by each partner within the community get built into the next generation CMB and provide resources to answer questions and equip partners with best practices.



## **Ready to transform your agency?**

Schedule a 30 minute call with Max  
[max@maxtraylor.com](mailto:max@maxtraylor.com) | 508.479.9877

# Getting Started

Agency owners just like you have already used the CMB methodology to beat the challenges of selling retainers, servicing clients and scaling their businesses. But taking that first step can be a little overwhelming.

## **Step 1: Show and Tell (60 minute video call)**

You haven't seen anything like this before - we have learned that much. So we start by lifting up the hood and showing you the work product templates, the technology, the training material and exposing you to different business models tested and perfected by our partners over the years.

## **Step 2: Go-to-market plan (60 minute video call)**

We want our partners to achieve transformational results in the first 90 days. This will require a plan. Not too complicated, but we should at least know how many opportunities you can pitch and what your profit will look like after closing those deals. If we both feel there is a better than average chance you will achieve at least a 100% return on your investment with the CMB, we can move to step 3.

## **Step 3: Annual Licensing Agreement**

Content Marketing Blueprint LLC is a marketing process company. We license our intellectual property (our process) to professional service providers who can use it to transform their business. Our licensing agreement says that you are paying to use our intellectual property for 1 year. The annual licensing fee starts at \$10,000\*\* for the Content Marketer's Blueprint™.

*\*\*Document automation technology and add-on knowledge products sold separately.*

# A CMB Financial Model

Agencies considering the CMB often ask whether it makes financial sense. Are you too small? What if you aren't as successful as other agencies at closing retainers? How much risk is there in trying the CMB?

We have created a conservative financial model that shows a 100%+ ROI for an agency's investment in the CMB license. This model assumes that the agency is successful in selling one incremental retainer. The key elements to the model are:

- investments are the CMB license and a PandaDoc license (PandaDoc is an optional document automation platform that most partners choose to invest in).
- selling of the CMB strategy to the client for \$7500.
- securing an initial 90-day retainer to consult with the client on a monthly basis and implement the plan.
- rather than creating the content in-house, this model assumes the work is outsourced to a partner and the agency is able to mark-up the services by 20%

				represents figures that can be changed
<b>INITIAL INVESTMENT</b>				
CMB Annual License		\$	10,000.00	
PandaDoc Annual License		\$	900.00	
<b>TOTAL INVESTMENT</b>		\$	<b>10,900.00</b>	
<b>REVENUE OPPORTUNITY FROM FIRST CMB CLIENT</b>				
	<u>Qty</u>	<u>Price</u>	<u>Subtotal</u>	
Content Marketers Blueprint			\$ 7,500.00	
Inbound Marketing Strategist Monthly Retainer	3	\$ 2,500.00	\$ 7,500.00	
<i>Building Out the CMB</i>				
24 blog Post Package	1	\$ 7,500.00	\$ 7,500.00	
Consideration Stage Premium Content	3	\$ 2,500.00	\$ 7,500.00	
Awareness Stage Premium Content	1	\$ 2,500.00	\$ 2,500.00	
Lead Nurturing Email Package	3	\$ 575.00	\$ 1,725.00	
Workflow automation and HubSpot set-up	1	\$ 950.00	\$ 950.00	
			\$20,175.00	
<b>TOTAL REVENUE</b>			<b>\$35,175.00</b>	
Assume 20% margin on "Building Out the CMB" services =		\$ 7,035.00		
<b>Revenue to Agency</b>				
CMB		\$	7,500.00	
Retainer		\$	7,500.00	
Services Margin		\$	7,035.00	
<b>Total Revenue to Agency</b>		\$	<b>22,035.00</b>	
<b>TOTAL ROI</b>			<b>102.16%</b>	



## **Ready to transform your agency?**

Schedule a 30 minute call with Max  
[max@maxtraylor.com](mailto:max@maxtraylor.com) | 508.479.9877