

ATTENTION 7-FIGURE AGENCY OWNER:

**“Here’s An Affordable Coaching Program That Will
Show You How To Shatter the 8-Figure Ceiling,
And Start Making \$10M+ ARR in 12 Months”**

Plus: Make Your Digital Agency Scalable, Profitable, And FUN Again!

[HERO IMAGE: Jason Hennessey’s face, along with a live Counter representing the number of seats left in the program. CTA button leads to transaction page. There will be many buttons and links throughout leading to the same transaction page.]

Dear Agency Owner:

This is Jason Hennessey, owner of the award-winning SEO firm Hennessey Digital (which just did \$15 million last year) and father of **The Hennessey Method® for Hypergrowth Agencies**.

Listen.

If you own a small to midsize Digital Agency (marketing, advertising, PR, media, SEO, PPC, web design, etc.)...

If your agency makes a **minimum of \$2.5M** in yearly recurring revenue...

If you’re hungry to grow that business into an 8-figure agency (\$10M + ARR) in the next 12-18 months...

... Then this just might be the most exciting and important offer you’ve ever read!

Here’s what it’s all about:

For the first time EVER, I am **opening my doors to offer exclusive 1:1 coaching services**.

That’s right. I want to teach YOU how to break the 8-figure ceiling with your agency business.

I’m going to open my “little black book” of secrets, and share my 20+ years of experience (and estimated \$27M in failures and missed opportunities) with a few lucky souls.

Best of all, I’m offering my 8-Figure Agency Coaching Program for *just pennies* compared to what my consulting clients pay (well into \$10-\$20K per day).

But there's just one rub. You see, due to my *insane* schedule (podcasting, blogging, giving speeches, visiting clients, publishing articles and essays on marketing, and running a wildly successful SEO agency)... there are:

Only Ten Seats Available!

(In fact, at the time I'm writing this, one agency owner has already signed with me. So there's actually only 9 seats left. Whatever.)

So the question is...

Do You Have What It Takes To Be Coached By Me?

Answer these questions truthfully to find out:

1. Does your business make at least \$2.5M in annual recurring revenue?	YES	NO
2. Are you the Agency Owner, Partner, or Co-Founder of the firm?	YES	NO
3. Are you actively running the business day-to-day?	YES	NO
4. Is your headcount under 200 employees?	YES	NO
5. Are you a fair, humble and decent person who is willing to be coached?	YES	NO
6. Do you demand excellence in yourself, in your team, and in your agency's work?	YES	NO

If you answered "No" to 4 of the 6 questions, we're probably not a good fit. (In the case of #1, if your company makes under \$2.5M ARR, I will flat out say "Don't waste your margin on me.")

And by-the-way, if you didn't make the cut, it's totally cool. Feel free to come back when you are ready - that's what I did with *my* dream coach (a story I'll get into in just a second).

I also promise to reveal why I'm offering coaching services at such low rates (with insanely easy month-to-month contracts)... even though I could be charging 10X more for what I'm offering.

But first...

If you're still reading this and you DO meet my requirements from the test above, grab onto the roller coaster bar. Cause we are about to *go deep* into your first coaching exercise. Ready?

What if I told you that your low 7-figure agency could start making \$10 million or more in steady ARR in just 12 months or less?

More importantly, what if I told you that you could have **A-player employees at all levels?**

Employees who share in your vision

Employees that communicate seamlessly with each other - Solve their own problems - and demonstrate accountability by default?

In other words, **rockstar employees who can practically read your mind!**

And even most importantly, what if I told you it's possible for your organization to not only run seamlessly...

... But also have the potential to **scale** as large as you see fit? (Or, even sell the company for a big payoff, if that's where you want to go.)

Even if your agency feels like a total sh*t show right now, **I promise you all of this is still possible!**

Why do I know this? Because **I have lived through this process in my own agency.**

In fact, looking back, these were the most formative years of my agency's growth. The year(s) that either *kill* you as a business owner.. or *rocket* you into the big leagues.

Why Every Agency Owner Needs A “Guardian Angel”

Simply put: My agency would've *crashed* and *burned* long ago if I had not hired coaches.

To this day, I work with several different coaches. Each one helps me unlock the “cheat code” to reach the next level in different areas of my life.

Listen. You can't go this alone. And I'm not talking about finding a mentor.

Not a mastermind.

Not a consultant.

Not a “Traction Implementer”.

You need a COACH to focus on YOU and your performance if you truly want your business to be successful.

Okay, at this point you might be wondering:

“Who the heck is Jason Hennessey? And why does he think he can coach anybody?”

[Image: logos of NY Times, Entrepreneur, Wall Street Journal, Forbes, Fast Company, Rolling Stone, Search Engine Journal]

Allow me to do a little bragging. I've spent over 20 years in the trenches as an entrepreneur and agency owner.

I cut my teeth on search engine optimization (SEO) - dissecting the Google Algorithm, and exploiting it for my client's benefit. I've conducted tens of thousands of A/B split tests for PPC ads, display ads, and landing pages. (I can pretty much glance at a homepage now - with one eye closed, and without scrolling - and tell you the exact 50 steps you need to take to reach first page of the SERP.)

And now... I'm a sought-after subject matter expert on SEO, with several published books and articles on the subject.

I work in a hyper-competitive niche - serving lawyers and law firms. (The only market more crowded is dentists and chiropractors!) I'm competing with some very big heavy-hitters in this space (plus a never-ending onslaught of fly-by-night low-ballers).

But that's okay! Cause I've found ways to position myself and my business in a way where I'm able to make a very good living... Hire the best people... And be on-track to make \$20 million very soon, with no signs of stopping.

Here's a snap-shot of some of my accomplishments so far:

- My articles have been featured in the *New York Times*, *Entrepreneur*, *Wall Street Journal*, *Forbes*, *Fast Company*, *Rolling Stone*, *Search Engine Journal*, and more.
- My agency has generated close to **\$2 billion in revenue** for our clients.
- 127 full-time staff members on the payroll.
- Made the **Inc. 5000 list** for fastest growing privately-held companies in USA four times!
- High-profile clients like Jacoby & Meyers, Ben Crump, and Johnny Cochrane
- I'm a published book author (my latest is *Law Firm SEO*).
- I'm an investor in several successful startups.
- Member of exclusive Young Presidents Organization (YPO)

[Image: Collage of photos with Jason Hennessey shaking hands with famous people]

That was more than a *little* bragging, wasn't it? But it's all true!

Now let's get back to you. I'm going to talk about a crucial inflection point that almost every low 7-figure agency reaches. You may already be in it (and not know it yet). Or you may be about to hit it. I call this...

The \$3 Million Agency Plateau

If your agency is making at least \$2.5MM (or maybe just a little bit more) per year, it means you're starting to work *smarter* - not *harder* - in your business already. Things like:

- You're starting to delegate strategy and even client interaction
- You're starting to delegate the client acquisition part
- You're starting to plug the holes in your leaky retention strategy
- And you're probably starting to outgrow your tech stack (think: lead capture forms, social media, email automation, CRM, analytics, etc.)

That last one - the tech stack - is the part I see a lot of low 7 figure agency owners get hung up on. (It's a seductive rabbit-hole, cause you get to forget about the BIG problems inside your agency!)

I know what you're saying:. "My team is bugging the sh*t out of me for better programs! Saying they can't perform optimally until they get the Enterprise version of who-knows-what." But...

DO NOT get distracted by tech right now!

You need to face the REAL problems that are festering inside your business. Growing your tech stack will likely only make these problems bigger.

Tell me if you're experiencing any of these chronic issues in your agency business:

- You're **frustrated with your employees**, customers, vendors and partners. They just don't seem to *listen*, understand, or follow-through. It's like you're not on the same page.
- Your **staff has become numb** to new initiatives after several failed attempts to "improve" productivity or try new systems.
- You're doing customer service, content, running campaigns... all while trying to keep the organization from falling apart.
- **Your take-home pay is the same or less than when you were a 6-figure agency!**
- You're fighting with your partners or co-founders about what direction to take the company.
- Your agency is surviving off project revenue - so there's *never* enough for you.

- You're working **60 hour weeks - 14-hour days** - with very little time for family or health.
- You spend so much time putting out fires, there's never enough time to plan.
- You think you need to "scale" the agency bigger - but have no idea what "bigger" looks like.
- **Prospects are super jaded.** They don't see any difference between hiring you or the fly-by-night agency charging rock-bottom prices.
- Your current **clients are demanding** and hard to focus (like herding a pack of feral cats!). You wish you could fire 'em all tomorrow!
- Algorithms shift every day. Channels come and go. And yet, **NONE** of your employees seem to care enough to do their homework and stay up on trends. So it's all on **YOU** to do that.
- Your agency is feeling like a "prison" of your own design. (Even though you started the darn thing to have *freedom*!)
- **This just isn't fun anymore.**

Any of those issues above sound familiar? If you answered "Yes", you're in what I call...

The \$3 Million Dollar Agency Plateau.

It's not talked about a lot in Agency Consulting circles. But I believe it's real. (And BTW, you might be making \$2.5M, \$4M or even \$5M and still be *stuck* at this plateau.)

At first, it doesn't feel like you're at a plateau at all...

In fact, you might feel like you're succeeding. Like you're on the right track...

Like your next breakthrough is just *one whale client away*...

Heck. You made it to 7-figures, right? Can't you *run the same playbook* to make it to 8-figures?

And yet...

I've seen so many would-be 8-figure agencies **get stuck here**. The owner doesn't see it.

But quarter after quarter... There's **ZERO** growth.

And with each passing quarter, you start to bleed inertia, energy and stamina.

It's a slow bleed. Hardly anyone (including you) notices it. (Except, of course, A-player talent and savvy prospects who can **smell your rotting flesh from miles away!**)

And then, one day...

Your once-promising **agency business goes bankrupt**. (That is, If you don't burn it down yourself first!)

But It Doesn't Have to Be This Way!

You can break through this plateau. But it takes *thinking* like an 8-figure agency owner to do so.

Most digital agencies that reach the \$7-10MM mark get there because **they've developed Processes that can be trusted. Strategies that can be delegated.**

And once you reach high 7-figures, the **game changes dramatically!** The game is now about Talent Acquisition, *not* Client Acquisition.

So start thinking towards Talent Acquisition (and then *retaining* that good Talent) now!

Most agency owners have not developed the stomach for Talent Acquisition & Retention.

To get there is a marathon - not a sprint. And you can't do this alone!

But the hardest part for you may be in facing...

The Single Point of Failure In Your Agency

[Image: Diagram of a Value Stream Map for a "broken" Agency Business model, where all vital inputs and outputs to client go through the business owner. Red circle around the owner.]

Let me ask you a question:

**If you were suddenly absent from your business,
could your business *still* operate?**

Was that a "No" I heard you say?

Well, you're not alone. Most agency owners are handcuffed to *their* businesses too. They can't be sick. Can't go on vacations. Can't go to a kid's softball game... without being "reachable" to clients and staff.

Isn't that just *sad*? Shouldn't there be another way?

Well, have you heard this term "Single Point of Failure?" If not, allow me to explain it:

*In tech terms, the **single point of failure** is a flaw in the design, configuration, or implementation of a system that poses a potential risk because just **one malfunction** causes the whole system to stop working.*

You see where I'm going with this. That's right. At this stage of the game:

YOU Are The Single Point of Failure In Your Business!

And please, DO NOT call it a "Bottleneck". This is far more serious.

For example, let's say your agency is struggling with Client Fulfillment.

Campaign after campaign, you keep *missing* projected milestones. You ship your creative at the 11th hour (or worse: late). This causes you to blow your budget and eat the costs, with little margin left over.

And what do *MOST* Agency Owners do to fix the problem?

They say "Let's hire us some more Account Executives!"

No no no! This thinking is *ALL WRONG!* For the simple fact that...

You just can't scale chaos!

It's easy to blame your employees for all this...

*They're so **disconnected**, they just stop caring.*

*They're **not invested** in the work or your agency.*

*They're **ready to jump ship** at any second.*

You find yourself repeating the process over and over again, reinventing the wheel every time new talent is added. And because there's no guidebook or standard operating procedure (SOP)...

... They start doing things their own way. (Or, don't bother to read any SOPs you do have!)

THIS IS WHY YOU NEED TO DEVELOP SYSTEMS & PROCESSES!

But, you can't just create these systems and processes in a vacuum. It never sticks.

First, you need to get "Buy-In" from your key team members.

You'll need to literally **create a process for making processes!**

At this point you're probably saying: "But Jason, *I don't have time* for all this touchy-feely crap!"

Slow it down there, Speedy!

And listen as I drop this cold hard fact about your agency:

75% of all your client services are repeatable, and can be systematized.

25% are the custom services you provide. (The "secret sauce" of your agency.)

So once you have a system for doing the 75% (all the boring repeatable stuff like client onboarding, research, contracts, estimating, billing, and managing projects)...

... **You can focus WAY more of your energy on the 25%** – the part that makes your agency "special" and different from all the other agencies out there.

When you can finally double-down on core competency, that's when real breakthroughs happen!

You may be thinking all this sounds like the job of an Agency Consultant or Traction Implementer.

But it's not. And here's why:

Why You Should Hire A Coach (and Not A Consultant)

First, let me be clear about *my* style of coaching:

As a coach, **I focus on YOU as a business owner vs. addressing your agency business as a whole.**

(Most coaching programs focus on the latter. But personally, I think that style tip-toes around the real core issue – which is YOU.)

As your coach, I hold your feet to the fire!

I'm there to pat you on the back when you make progress...

... And **give you a swift kick-in-the-butt** when you're screwing-up.

As your coach, I feel it's my duty to give you "tough love." Cause nobody else will. Not your partners. Not your spouse. And certainly not your *employees*!

However... Maybe you're still thinking a consultant or implementer is the right way to go. So let's explore these options together:

#1: CONSULTANT- They will assess your business, and then tell YOU how to improve it through your existing process and people. Consultants are really the best choice for fixing specific bottlenecks in your business, or helping you find underutilized capacity.

But at the end of the day, you are on the hook for making everything happen. (And, a great majority of business owners do nothing with these assessments.)

COST: \$5,000 ~ \$20,000 for a couple week's work

#2: EOS IMPLEMENTER- Short for *Entrepreneurial Operating System*, implementers are like "consultants on steroids." They act as a business coach, teacher, and facilitator of proven EOS tools and processes that help guide leadership teams and entrepreneurs to get what they want from their businesses.

The up-side is they bring a standardized set of "done-for-you" systems and processes into your business.

The down-side is some owners find these EOS processes to be a bit cookie-cutter. And, when the implementer leaves, their systems sometimes leave with them.

COST: \$50,000 ~ \$200,000 per year.

#3: FRACTIONAL CMO- These contractors help your company execute inbound marketing campaigns using a proven acquisition framework. The up-side of a CMO-for-hire is they can generate a flood of leads and new clients into your biz. They'll handle your entire sales funnel process - even if you don't have one!

Problem is, many low 7-figure agency owners THINK their growth problem is due to a lack of clients. However, when they **double their clients** - they just end up **doubling their headaches**!

COST: \$200-\$375 per hour

I'm not putting down any of these practitioners. Really I'm not.

But... If you're an agency owner whose 7-figure biz generates \$2.5MM ARR or more... And you know for a fact your business would fall apart if you disappeared tomorrow... I'm telling you...

The part of your business that needs optimizing right now is YOU.

For years, you've been figuring it all out through trial and error. You cobbled together a business model that's got you to where you are.

But that model will not get you to where you want to go.

Here's why I know...

How I Found My Coach (And Broke the 8-Figure Ceiling!)

This is the story of how one amazing coach changed the trajectory of my business and my life.

It's also about **how I went from “stuck-in-a-rut” and virtually bankrupt...**

... To running a successful SEO agency that made the Inc. 5000 List 4 years in a row!

The year was 2008. In the thick of the Great Recession. And there I was - a young dumb agency owner from Queens who miraculously cracked \$5 million in ARR – *without a website!*

(Let me tell you, it's hard to recruit good talent, or land respectable clients, without a website!)

I'll explain the (dumb) reason I didn't have a website in just a second. But first, I need to say a little bit more about the *type* of agency owner I was back then...

As Drew McLellan of the *Agency Management Institute* often says:

I Was An “Accidental Business Owner”

When it came to the client-facing part of agency ownership, I was a genius!

But... **I sucked at everything behind the scenes** (financials, HR, biz dev, growing the team, etc.).

I was also **a total PERFECTIONIST**. I had to review every single item before it shipped. As a result...

... We shipped a lot of projects *last-minute* (or even late)!

That's why we didn't have a company website for so long. Every three months I'd be tearing-down the current mock-up and making my dev team start anew. This went on for *years*.

At the time I thought: **“If it has my name on it, it's got to be *perfect*. No compromises.”**

Well, you can probably guess where my “perfectionism” got me...

I was working **60-80 hour work weeks** (including weekends).

I was putting in **14-hour days** (and getting terrible sleep).

My health was failing. My stress level was high.

My marriage was on the rocks.

I missed my baby boy's first steps. His first words. His first *everything*.

I was ready to *quit* agency life, and get a regular 9-5 job. But there was one problem...

MY AGENCY BUSINESS WAS COMPLETELY UN-SELLABLE!

In other words, I was stuck. And I was slowly working myself out of a job.

Like many mid 7-figure agencies, **what we needed most was good talent**.

But... My no-website company **kept pulling in college graduates and C-players** who couldn't make it at bigger agencies. Their work was mediocre garbage at best.

"F*ck it!" I would huff when seeing their work. "I'll just do it myself!"

Now looking back, I realize something I didn't see then:

**I was addicted to the sweat and adrenaline.
Putting out fires. Pulling rabbits out of the hat.
The RedBull-charged all-nighters.**

Sound familiar?

And so I let my personal and professional priorities slip. I'd point to my flooded inbox and say:

"*This* is why I have no time to put together a business plan or SOP! Just look!"

But something else was eating me too...

Around 2009, we were looking at preschools for my oldest son.

Growing up, I did not like school. So this experience of visiting classrooms, talking to teachers... It brought back a lot of memories I had tried to forget.

Then one night, I had this dream. Adult-me is sitting in one of those little plastic munchkin chairs - my knees literally lifting the desk up. The lights are dim, and standing around me are these dark, *menacing* figures.

I realize these menacing figures are **all the BAD TEACHERS I had as a kid!** And they're looking down at me. They're screeching with laughter, saying:

"See what we told you Jason? You're a daydreamer! You will *never* be successful. You're too much of a *loser!*"

I woke up, dripping with sweat and panting like a dog. The clock read 1:15 AM. My heart was racing a mile-a-minute.

I thought: 'Am I having a heart attack? At 28-years old???'

Well, luckily it wasn't a heart attack – **it was *just* a panic attack.** And after that first one...

... I started getting *more* panic attacks. First at night - but then they started happening *at work!*

When The Student Is Ready The Teacher Appears

On one particular sleepless night, I sat at my kitchen table binge-watching YouTube on my laptop. I was looking for *any* kind of motivational video I could find.

I came across a tED Talk featuring **Cameron Herold, a.k.a. "The CEO Whisperer."** The video was his famous *Let's Raise Kids To Be Entrepreneurs* speech.

There's a part where Cameron talks about being a distracted young daydreamer in school. He was bad at French class (he hated it), but he was good at public speaking. So the school assigns little Cam a French tutor, in order to get better at the subject *he hates*.

However, Cameron's point is that the school *really* should have helped him exploit his natural talent for public speaking and entrepreneurship.

Instead, they poured resources into the subject he had no aptitude for.

And so he spends most of his young adult life figuring it all out on his own. And he has to de-program a lot of the "one-size-fits-all" dogma that public school teaches us.

I nearly fell off my stool when the video ended. Tears ran down my cheeks, and I started crying uncontrollably. My wife found me at the table weeping like a baby.

I too was that distracted day-dreamer in High School.

*During my teenage years, **I thought I was the problem.** I thought I was just too dumb. Too lazy.*

And... I never got a chance to ever address those insecurities. Instead...

... Those insecurities followed me through my entire adult life!

Worse: I realized my insecurities were about to **tear down my business and put my family in the poorhouse** unless I found some HELP!

A day later I followed Cameron Herold on social media. I watched (or pirated) every video or seminar of his I could find. I bought all his books and read each one at least three times.

In the fall of 2009, I swore to myself: "One day Cameron Herold is going to be my Business Coach!"

Why I Stalked My Future Coach For Ten Years

I discovered Cameron offered a coaching program. But... Much like the program I'm offering you, there was a **barrier to entry**.

My company had to be making *at least* \$15MM in annual recurring revenue before I could be a student.

(Not to mention, a very sizable tuition check!)

My climb from \$5MM to \$15MM was tough and agonizing (especially coming out of a recession!). I knew **my company was not going to grow unless I fixed ME first**.

Despite how "busy" I was, and how strapped for cash I was, I **hired two really great coaches** along the way. And they taught me there was a "better way" to run my agency business.

Both coaches schooled me on agency best practices I had been ignoring for a long time. They helped me make my business easier and more profitable.

Most notably, my first coach **kicked my butt to "Finish the damn website."** That one taught me the most valuable lesson of my career:

Progress Over Perfection

The website wasn't *perfect*. But finishing it helped me bring in a solid creative team.

Slowly but surely, my agency became profitable.

The panic attacks were less frequent now. (And not so scary!)

Best of all... **I was starting to have fun again!**

I could spend more time with my wife and kids. And...

**My business was starting to run itself
without me gripping the wheel with both hands!**

In the Summer of 2020, I was finally ready for Cameron Herold.

I reached my \$15MM ARR goal. I emailed Cameron a passionate letter about my last 10 years. I paid my hefty fee - and I was finally in.

Now we meet once a month. He gives me homework. He keeps me accountable. And we're working on a timeline to take Hennessey Digital to \$50MM ARR in the next few years...

... And eventually **become a 9-figure agency!**

Okay. At this point you might be wondering:

Has Jason Hennessey Gone Crazy? (OR: Why Is He Offering This Insanely Good Coaching Program?)

Listen. I've got a *successful* 8-figure agency. I'm an investor in *several* startups. My calendar is booked with speeches, seminars, guest appearances, publishing articles, and fly-ins to see clients.

I really don't need a coaching side-hustle as my fifth or sixth revenue stream.

In fact, if anything - **I'm giving away my greatest asset - MY TIME - each week** that I'd normally spend with my baby daughter. Or planning dates with my wife.

But instead, I choose to spend this time with a promising agency owner like YOU.

Why did I choose this?

1. **I truly want to give back.** A few great coaches helped me geometrically grow my agency business. Now, I feel it is **my duty to pay it forward**.
2. I genuinely **love to watch agency owners transform their business** for the better.
3. I've learned **shortcuts to becoming an 8-figure agency** that I wish *someone* would've told *me* when I was struggling.

But, do you want to know the biggest reason I'm coaching agency owners?

The Universe spoke to me. And I *listened*.

BTW, if you are reading this message... the Universe may be speaking to you right now.

Are YOU going to *listen* and take action?

As I said, I'm not doing this for the money. And I only have capacity to take on ten deserving students. Your subscription fee basically covers my costs, and that's it. There is no profit here.

I Want Jason Hennessey As MY Coach! >>

So now that you know my motives are genuine, what is it that's so special about being a student of mine vs. any other agency coach out there?

The Hennessey Method® for Hypergrowth Agencies

I've founded a handful of companies over the last twenty years. Two were very successful...

... But **several of my ventures were dismal failures**. Embarrassing, humbling disappointments.

In fact - as mentioned earlier - I've "lost" over \$27 million in the past two decades. Due to poor choices, bad research, missed opportunities, squandered relationships... and... just being young and dumb.

But my *loss* is your *gain*!

That's right! When you join my coaching program, **you get to capitalize on my failures** as an agency owner. (And I've made every mistake there is!)

I've synthesized all my learnings into what I call The Hennessey Method® for Hypergrowth Agencies.

My method teaches you how to shortcut all the pitfalls of running a digital agency - especially during the crucial growth period between 7-figures and 8-figures.

Here are just some of the *tactical* things you'll learn from the The Hennessey Method®:

- How to scale and build a solid leadership team.
- **How to crystalize your business plan, create discipline, and get to the next level.**
- Visioning exercises for the short and long-term future. (For you and your biz.)

- **How to add \$5K (or more) in monthly recurring revenue - every single month!**
- The right (and *wrong*) way to develop your agency growth plan.
- **How to fill your funnel and build a massive surge of ideal clients to fuel your agency growth.**
- How to run an outreach campaign (with next to no resources or budget).
- **The only “right” way to do cold outreach for clients.**
- 9 positioning assets that will set your agency apart (and make competitors *irrelevant!*).
- **The Keys to Sales Mastery: How to get clients to say “yes” to your offer. (Even when it’s the highest price in town!)**
- Choose the right business model: Design your agency for *speedy* growth and *maximum* profit!
- **How to Package and Systematize: Make your offers and services easy to deliver and sell!**
- The Art of the Kickoff: How to get client relationships off to a strong start.
- **How to “seed the vision” and inspire clients about what happens next.**
- Learn my time-tested, profit-based processes for digital agencies.
- **How to identify un-used capacity in your biz: Re-package things in a different way, and *maximize* the services you’re already offering.**
- “Sneaky” (but legal) ways to make more money and keep *more* of what you earn!

Again, these are just some of the tactical things you’ll learn from The Hennessey Method®. However, all those tactics don’t amount to a “hill of beans” compared to the work we’ll do on YOU.

Quite frankly, I’m gonna **shatter your pre-existing beliefs** about how to run your organization!

We’ll *flush-out* all the crap you learned up to this point. I’ll *force* you to take extreme ownership.

It’s very possible you won’t like me sometimes. I’m gonna give you hell if you didn’t move forward on an action item we discussed a month prior.

But... If you stick with my program... If you put in the work... **You WILL reach your 8-figure goal...**

... And cut out months (even years) out of the process!

I Want Jason Hennessey As MY Coach! >>

Okay, have I driven you screaming into the hills yet? No?

Great! Cause here’s...

What the Coaching Program Looks Like

If everything I've said so far sounds good to you - and you're thinking 'Jason Hennessey is the coach for me' - you're probably wondering at this point...

... What happens after I hit the **SUBMIT** button?

First, you go through our on-boarding process, which looks like this:

1. My Executive Assistant Katherine emails you back. You schedule a time to speak with me.
2. **Introductory Call:** You and I talk for 30-minutes. By the end, I want to make absolutely sure I can add value. If we're not a fit, I can usually tell you right there on the spot.
3. If we're a fit, Katherine sends over an **informal Coaching Agreement** for you to read and sign. (Don't fret - it's not a big long contract, and there are ZERO long-term clauses.)
4. Katherine sends over an **Onboarding Document**. Consider it your first homework assignment. Here's where we ask you to put in writing WHY you think you need a coach, and WHAT outcomes you hope to achieve.

Now you're on-board! You are officially my student!

We have two 90-minute calls per month, which look like this:

One-on-One Private Call: Just you and me. You get to talk about whatever you want in these sessions. I diagnose any current issues you're having presently. At the end of each call, we log your biggest takeaway in a secure Google Doc so that we can revisit it on subsequent calls.

Group Coaching Call: Talk with me and other agency owners in the program. In this intimate peer group we hold each other accountable. We share tips, tricks, and tactics. And we encourage each other to be better and work smarter.

Booking times each month is incredibly simple, even if life is crazy. My Assistant sends my schedule to you at the beginning of every month.

You choose the date that works for you, and send over the action items you want to talk about this month.

Okay, at this point you might also be wondering:

Can two business owners join the Private Call?

Yes you can! Sometimes you and your biz partner come to loggerheads. You can't agree on which direction to take the business, or what are the most important steps to take first.

You can use me as a moderator and ask: "What would I do?"

I Want Jason Hennessey As MY Coach! >>

PLUS: Meet Other Serious Agency Owners (And Make Life-Long Friendships)

Very few people understand what it's like running a small to mid-sized agency.

That's why I included **monthly Group Coaching Calls** into this program. In each session, you'll get to hang with other driven and passionate agency owners... Who can give you the outside perspective you really need to succeed.

These Group Calls are a safe, private place to make **valuable business connections** and **develop lifelong friendships**.

In each session, we share resources, partner on business, seek counsel and enjoy each other's support. We become your advisory team, sounding board, and your closest allies.

We also share best practices in new business development, financial and marketing strategies, systems development, as well as organizational and staffing strategies.

But... Wanna know the **most eye-opening part** of these group calls?

Each agency **shares their financials** with the peer group!

We each go through our own financial trials and successes. It's amazing what you can learn when each person shares their story.

Every Group Call is organized and facilitated by my team. That way, all you have to do is show up... and concentrate on getting as much as you can out of every conversation.

Backed By My Ironclad, No B.S., Money Back Guarantee

The Jason Hennessey Agency Coaching Program already has some of the easiest terms on the planet.

You pay month-to-month. There's no long-term contracts.

No tricks-up-my-sleeve to force you to stay.

If the program is not working out for you at any point, just give us a **60-day notice**. Within that 60-day quit window, you can still participate in 1:1s and Group Calls. And I'll focus on helping you *transition* to another consultant or coach that better suits your needs.

Plus, let's be real: If you need to quit the program in less than 60-days, *we'll work something out!*

And... If you need to pause your membership for any period of time, and then come back - *let's talk*.

But onto that ironclad guarantee I promised...

During your first month of coaching, if you are un-satisfied for any reason (or no reason at all) with your first 1-on-1 call and/or Group Call, **I will refund your entire first month's payment** - no questions asked.

All you have to do is tell me or my assistant before you submit your 2nd month's payment.

You really have *nothing* to lose - and *everything* to gain - by joining my coaching program.

The worst that can happen is my program doesn't work out for you – but you'll gain ME as a friend!

I Want Jason Hennessey As MY Coach! >>

What Does My Coaching Program Cost?

Here is my offer to you Mr. or Ms. agency owner. I only ask for a flat **\$4,000 per month**.

Payment cycles are on a month-to-month basis. Each month's tuition is payable before the start of the 1:1 call of each proceeding month.

Now, does \$4,000 per month (\$48K per year) sound like a BIG investment? It sure does.

It costs about the same as hiring a new Jr. Account Executive or SDR straight outta' college.

And maybe you're torn between hiring me vs. a more *traditional consultant*.

But as I mentioned earlier in this letter...

Consultants charge up to **\$20,000** for a couple week's work alone...

Traction Implementors charge up to **\$200,000** per year...

Fractional CMOs can cost up to \$350 per hour. (**\$658,000** annually)...

Plus: **None of those professionals are equipped to fix YOU** - and you are the part of the business that needs to change ASAP - if you're a low 7-figure agency trying to break 8-figures.

I Want Jason Hennessey As MY Coach! >>

Jason Hennessey's 8-Figure Agency Coaching Program Produces Killer Results

So if \$4,000 a month to join my 8-Figure Agency Coaching Program is still a whole lot of money for you...

Believe me, I understand.

But isn't that the *best reason* of all to act on this opportunity *immediately*?

So that in a month from now you have a **clearer vision** of where you want to take your agency.

So that in six to nine months from now you are **NEVER struggling financially again**.

So that when opportunities to **scale your agency** come along, you can jump on them and not bat an eye.

Consider this: people don't think *twice* about spending literally tens of thousands of dollars on a college education. (And where did that get you? A low-paying service job? An unpaid internship?)

But here is your chance for an "education" that could be worth HUNDREDS OF THOUSANDS of dollars to your bottom line. And you can begin this "education" for just \$4,000 today. (And it comes with my money-back guarantee.) Could I make this any easier? [Click here](#) to join the coaching program now!

After all, you own your own business, you have developed technical skills, and you do good work. You **SHOULD** be very well-paid. Taking home more money than you need **EVERY** week. Investing for future financial security.

If you're **NOT** - and you *turn your back* on this opportunity - then how and when are things going to change for the better in your life?

Sure, you might hit the lottery. But don't hold your breath.

Please, get real.

Decide, right now, to create the kind of agency, income, and lifestyle that you deserve. Decide right now to have a "Bigger Future." I promise to help take you there.

This is a decision that you can make today and feel great about because you know it is an investment in your life that will yield the highest possible returns. (And those are hard to come by these days.)

This is really a "no-brainer". I've removed all the risk with my **100% money-back guarantee**. So go ahead and give yourself permission for "greatness" this year. Join my 8-Figure Agency Coaching Program... and **blow the roof off your business this year**. Instead of another mediocre year, feeling like you're a "prisoner" inside your own business... you could be well on your way to cracking 8-figures and enjoying the financial freedom you always dreamed of. The choice is yours. [Click here](#) to join now!

Sincerely,

A handwritten signature in black ink, appearing to read 'JH', with a stylized flourish at the end.

Jason Hennessey, CEO
Hennessey Digital

P.S. I mentioned this earlier, but you need to hear it again. **I only have seats for 10 students** (one is already taken, so that's nine left). My standards are high, and I don't have time for lookey-loos or think-it-overs. I'm **only looking for agency owners that "play to win"** and don't just "play to not lose." So if you're a "winner" don't hesitate. Make your move today.

P.P.S. And remember, because the initial investment for the 8-Figure Agency Program is only \$4K, you can **easily make that back in the first month** practicing what I teach. People just like you have done it again and again. (By the way, this entire investment IS a **Tax-Deductible** business expense.)

P.P.P.S. Don't let the "sticker shock" effect fool you: \$4,000 down is a real *steal*! In fact, both my wife and my accountant think I'm INSANE for charging so little. Honestly, I don't know how much longer I can keep them at bay. I'm probably going to raise my rates very soon.

P.P.P.P.S. Times have never been tougher. We're entering an unstable economy, and that means a lot of clients are going to start cutting costs. The first cuts they'll make is to their advertising budget. That'll bring plenty of "low-price" fly-by-night agencies into the market. Unless you've differentiated your business... and automated your processes... you'll be "forced" to compete with these cheapskate agencies for mere *table scraps*. Please don't let that be you.

Give yourself the chance to "beat these odds" and get my 8-Figure Agency Coaching Program working for you right away! [Click here](#) to order now!