

William Nazarkewich – JumpStart Media Company

### Background:

Before starting my marketing agency, I did a lot of work with ecommerce sites (drop-shipping and branding products) and it required me to do and learn a lot about Facebook ads and influencer marketing. I took this knowledge and applied it to starting my own marketing agency where I help other businesses use Facebook ads to earn more. This idea allowed me to scale my income. My idea became a reality through reaching out to businesses (100+ per day) and asking them if they were interested in my service. After time and meetings, I got clients.

### Overview:

I provide one core service with my marketing agency. I provide a Facebook ads service where I use an ad spend a business supplies me, and get a return on the investment by funneling the capital into Facebook campaigns and promoting discounts/deals to a potential customer. Marketing and getting new clients are the most strenuous parts of my business. For marketing, I cold-call businesses within my niche of podcast course sellers and ask if they would be interested in my service. If they say yes, I schedule a meeting and in the meeting I say what I do and showcase studies of past clients. About 90% of the potential clients in meetings become clients.

### Personal Qualities:

What makes my business succeed is my focus on quality rather than rapid growth. I could have a lot more clients than I do now, but if I had more clients, the product I deliver wouldn't be as premium. This is what sets me apart from other businesses who simply focus on growth. I am at the point in the business where I am ready to scale, I have established quality ad copies, and I know how to spend less time marketing for a business in my niche while still bringing a great result.

My skills are that I have confidence and virtually no fear of risk in business. When I first started my cell phone repair business, another of four businesses I run, I invested over \$700 into a mentor, phone repair supplies, and a phone repair course. This \$700 investment was well worth it as cell phone repair will soon become my most profitable company. As for commitment, I always start a business that I know I can systematize and I enjoy. To build multiple companies, you need to focus all of your attention into one thing, build it up, automate it, and move on. The reason I can handle multiple businesses is because I build them up with pure focus and automate them so I can focus my attention elsewhere.

### The Future:

- 1) Raise the price of the service I offer from \$497 per month to \$997 + per month retainer.
- 2) Hire employees who have skills in marketing to do work and take on 2 clients each.
- 3) Build the marketing business to \$3,000 profit per month, by delegating tasks and staying on the business simply with the goal of getting more clients.