



# Show your agency some love

Get to grips with your own marketing and drive reliable agency growth

I'm going to take action and get to grips with...

☐ **#1 Knowing what we want to be famous for – and who will buy it**

Speak to clients

☐ **#2 Being clear on what we're trying to achieve**

In the next 12 months – 3 years

☐ **#3 Building a scalable and disciplined new biz system**

Strategy audit, be deliberate, tools that work harder

☐ **#4 Developing communications that are on point**

Stop standing in our own way

☐ **#5 Involving our teams**

Encourage collaboration of key departments

☐ **#6 Allocating time and resource**

Treat our own brand as we would do for a client

☐ **#7 Having someone to own it!**

Ensure marketing is always part of the conversation

And my next step is... \_\_\_\_\_

By... \_\_\_\_\_

If you'd like us to keep you accountable just drop an email to [sarah@wearepurplebanana.com](mailto:sarah@wearepurplebanana.com) – let us know where you're starting, when you'd like us to check-in, and we'll make sure you keep on track!

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