



PROFITIQS

AFFILIATE MARKETING KIT · 2026

Digital Marketing Agency Business Intelligence System


PROFITIQS™

ESSENTIAL EDITION 2026

**Digital Marketing Agency
Business
Intelligence System™**

Excel Business Management System · Field Guide + Quick Start


DIGITAL MARKETING EDITION

ESSENTIAL EDITION 2026 PROFITIQS™


PROFITIQS™

ELITE EDITION 2026

**Digital Marketing Agency
Business
Intelligence System™**

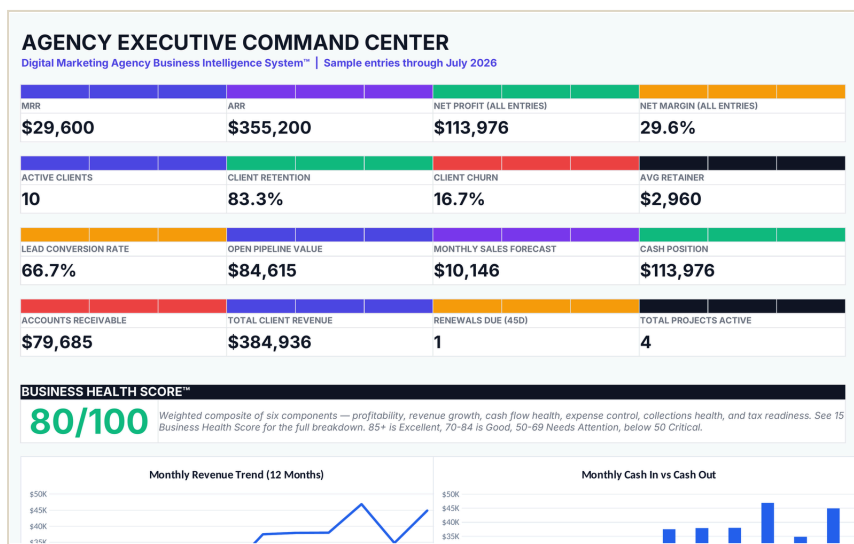
Excel Business Management System · Field Guide + Quick Start


DIGITAL MARKETING EDITION

ELITE EDITION 2026 PROFITIQS™

What's Inside This Kit

Everything you need to promote Digital Marketing Agency Business Intelligence System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

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2. Tier Comparison
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11. Cold Email Sequence

Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Digital Marketing Agency – Niche Overview and Product Facts

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Verified product facts

Exact product name: Digital Marketing Agency Business Intelligence System™ **Allowed short form:** DMA (social copy only, never as the product title) **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 8 sheets; Field Guide PDF — 42 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 26 sheets; Field Guide PDF — 71 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	\$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):

<https://www.profitiqs.com/industries/digital-marketing-agency>

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727160	https://www.checkout-ds24.com/product/727160
Elite	727027	https://www.checkout-ds24.com/product/727027
Complete	726791	https://www.checkout-ds24.com/product/726791

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see **[YOUR AFFILIATE LINK]** throughout this kit).

Audience

Digital marketing agency owners, boutique agencies and freelance marketers running client retainers.

Buyer profiles (HYPOTHESIS)

The boutique agency owner. Five to fifteen clients on retainers, still involved in delivery, and does finance at month end.

The freelancer turning agency. Recently hired help and needs to see whether each client still pays after contractor costs.

The operations lead. Tracks pipeline, retainers and receivables for the founder.

The specialist agency. Sells a few core services and wants to know which one is most profitable.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Clients that cost more than they pay.** Scope creep and extra revisions can make a retainer unprofitable without anyone noticing.
- **Retainers that quietly end.** A retainer reaching its end date without a renewal conversation can simply stop.
- **Pipeline guesswork.** Without tracking leads and proposals, next quarter's revenue is a guess.
- **Service profitability unknown.** Agencies often do not know which service line earns the most after delivery costs.
- **Late-paying clients.** Overdue invoices strain cash when contractors and tools must be paid on time.
- **Tax and admin backlog.** Software subscriptions, contractors and expenses pile up for the accountant.

Buyer motivations (HYPOTHESIS)

- Know which clients and services are profitable
- Keep retainers renewing
- See the pipeline clearly
- Get paid on time
- Run the agency on numbers, not feel

Why someone might consider a business intelligence system

The common thread is visibility: agency owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Digital Marketing Agency Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner entering data and

reviewing it regularly.

Key numbers this audience cares about (educational)

- **Monthly recurring revenue (MRR):** Retainer revenue that repeats each month.
- **Client profitability:** What each client earns after the cost of delivering their work.
- **Average retainer:** Typical monthly value of a client retainer.
- **Pipeline value:** The value of open proposals and leads.
- **Accounts receivable:** Money clients owe on invoices already sent.
- **Net margin:** What the agency keeps after all costs, as a share of revenue.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "Our project tool already tracks this."
- "I am not an Excel person."
- "We are too small."
- "Which edition do I need?"
- "Will it get us more clients?"
- "Is it software we have to set up and maintain?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: an agency owner opens Client Profitability and sees their largest retainer is among the least profitable once contractor hours are counted.
- Hypothetical: an operations lead checks the Client Retainer Center monthly and schedules renewal calls before end dates.

Digital Marketing Agency – Tier Comparison

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Product: Digital Marketing Agency Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 8 sheets	Elite — 26 sheets	Both workbooks
Field Guide (PDF)	42 pages	71 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Agencies that want client revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.	Agencies that also want leads, a sales pipeline, retainers, projects, service and client profitability, receivables, cash flow and forecasting.	Agencies that want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 8)

- START HERE
- SETUP
- CLIENT REVENUE ENTRY
- EXPENSE ENTRY
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 26)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary
- 04 Client Setup

- 05 Revenue Entry
- 06 Cost Entry
- 07 Lead Tracker
- 08 Sales Pipeline
- 09 Client Retainer Center
- 10 Project Tracker
- 11 Service Profitability
- 12 Accounts Receivable Center
- 13 Cash Flow Center
- 14 KPI Scorecard
- 15 Business Health Score
- 16 Profit Leak Detector
- 17 Forecasting Center
- 18 Benchmarking Center
- 19 Client Profitability Center
- 20 Tax Setup
- 21 Tax Reserve & VAT Center
- 22 Deduction Maximizer
- 23 Tax Readiness Center
- 24 Accountant Summary
- 25 Glossary
- 26 Changelog

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (<https://www.checkout-ds24.com/product/726791>).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Digital Marketing Agency — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	Your biggest retainer might be your least profitable client. Here is how to check.	Talking head, then cut to the dashboard
2	Problem and solution	Retainers do not cancel loudly. They just reach the end date.	Talking head, then cut to the dashboard
3	Problem and solution	If your pipeline lives in your inbox, next quarter is a guess.	Talking head, then cut to the dashboard
4	Problem and solution	Which of your services actually makes the agency money?	Talking head, then cut to the dashboard
5	Industry mistake	Agency money mistake: assuming every retainer is profitable.	Talking head with on-screen text
6	Industry mistake	Letting renewals happen by accident is an easy trap.	Talking head with on-screen text
7	Industry mistake	Overdue invoices are not admin. They are your payroll.	Talking head with on-screen text
8	Industry mistake	Stop pricing new retainers without looking at what delivery really cost.	Talking head with on-screen text
9	Operational inefficiency	Tasks in one tool, invoices in another, profit nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	Scope creep is just unbilled work with a nicer name.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	If you cannot see client profit side by side, you cannot fix it.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing agency finances at midnight after client calls? Watch this.	Relatable POV clip
13	Owner frustration	Busy team, full calendar, and still not sure the agency is profitable?	Relatable POV clip
14	Owner frustration	Your accountant asked for contractor and software costs. Ready?	Relatable POV clip
15	Curiosity	What does a whole marketing agency look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 26-sheet Excel system built just for marketing agencies. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every agency owner should check every month.	Screen recording reveal
18	Educational	MRR vs profit: why a growing agency can still be short on cash.	Whiteboard or on-screen definition
19	Educational	Client profitability explained in 30 seconds.	Whiteboard or on-screen definition
20	Educational	Why your pipeline deserves its own sheet.	Whiteboard or on-screen definition
21	Educational	Service profitability: how to find your best service line.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Digital Marketing Agency Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a retainer payment and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what client profitability looks like when it is built for agencies.	Screen recording of the sample workbook
25	Product demonstration	The Client Retainer Center: renewals you will not miss.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your agency.	Split screen of the editions
27	Comparison and decision	Project tool vs an owner's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"We are too small." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not land you clients. Here is what it will do.	Talking head, objection as on-screen text

Digital Marketing Agency – 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Digital Marketing Agency Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The boutique agency owner **Length:** about 33 seconds

1. Opening hook (0–3s): Your biggest retainer might be your least profitable client. Here is how to check.

2. Spoken narration: Scope creep and extra revisions can make a retainer unprofitable without anyone noticing. The Digital Marketing Agency Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. MRR, revenue, profit and margins are on the first screen.

3. On-screen text:

- Clients that cost more than they pay
- Your agency on one screen
- Digital Marketing Agency Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad – affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Agency owners **Length:** about 30 seconds

1. Opening hook (0–3s): Three common money mistakes in a agency.

2. Spoken narration: One: treating every retainer as profitable. Two: letting renewals happen by accident. Three: sending proposals without following up. None of these need a new system to fix – but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Treating every retainer as profitable

- Mistake 2: Letting renewals happen by accident
- Mistake 3: Sending proposals without following up

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is monthly recurring revenue (MRR)?

Type: Educational **Target audience:** Agency owners **Length:** about 26 seconds

1. Opening hook (0–3s): What is monthly recurring revenue (MRR), and why should you care?

2. Spoken narration: Retainer revenue that repeats each month. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Monthly recurring revenue (MRR)
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Monthly recurring revenue (MRR) if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Agency owners **Length:** about 33 seconds

1. Opening hook (0–3s): I opened a 26-sheet Excel system built just for marketing agencies. Here is what is inside.

2. Spoken narration: This is the Digital Marketing Agency Business Intelligence System™. The Elite edition has 26 sheets. Here is 19 Client Profitability Center. Every client is compared on what they really earn the agency. And this is 09 Client Retainer Center. Retainers and their renewal dates sit in one place.

3. On-screen text:

- Which clients actually pay?

- Retainers and renewals, in view

4. Visuals / screen recording: Screen recording: 19 Client Profitability Center, then 09 Client Retainer Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The boutique agency owner **Length:** about 29 seconds

1. Opening hook (0–3s): Doing agency finances at midnight after client calls? Watch this.

2. Spoken narration: Software subscriptions, contractors and expenses pile up for the accountant. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax and admin backlog
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 34 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your agency.

2. Spoken narration: Essential is \$97: agencies that want client revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite is \$197: agencies that also want leads, a sales pipeline, retainers, projects, service and client profitability, receivables, cash flow and forecasting. Complete, \$249, gives you both.

3. On-screen text:

- Essential \$97
- Elite \$197
- Complete \$249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 26 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The dashboards and formulas are built; you log revenue and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Digital Marketing Agency Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 8 sheets; Elite has 26. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start

- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The operations lead **Length:** about 29 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your agency.

2. Spoken narration: Open the dashboard. Check monthly recurring revenue (MRR) and client profitability. Then open 11 Service Profitability. Each service line is compared on profit. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Monthly recurring revenue (MRR)
- Check 11 Service Profitability
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 11 Service Profitability

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Agency owners **Length:** about 29 seconds

1. Opening hook (0–3s): There is one number every agency owner should check every month.

2. Spoken narration: It is average retainer. Typical monthly value of a client retainer. In the Digital Marketing Agency Business Intelligence System™, 08 Sales Pipeline is where you see it alongside the rest of the business.

3. On-screen text:

- Average retainer
- Next quarter, not a guess

4. Visuals / screen recording: Screen recording of 08 Sales Pipeline

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 08 Sales Pipeline content as shown in the sample file
- Disclosure included in caption or on screen

Digital Marketing Agency – Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

Your biggest retainer might be your least profitable client. Here is how to check.

Scope creep and extra revisions can make a retainer unprofitable without anyone noticing.

The Digital Marketing Agency Business Intelligence System(TM) is a downloadable Excel system built for agency owners. Link in bio.

#ad -- affiliate link
#digitalmarketingagency #agencyowner #marketingagency #agencylife #smallbusiness
#agencygrowth

2. Instagram

What does a whole marketing agency look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate, built in Excel.

Link in bio. #ad -- affiliate link
#digitalmarketingagency #agencyowner #marketingagency #agencylife #smallbusiness
#agencygrowth

3. TikTok

Agency money mistake: assuming every retainer is profitable. #ad -- affiliate link
#digitalmarketingagency #agencyowner #marketingagency #agencylife #smallbusiness
#agencygrowth

4. TikTok

MRR vs profit: why a growing agency can still be short on cash. Full breakdown in the video. #ad -- affiliate link #digitalmarketingagency #agencyowner
#marketingagency #agencylife #smallbusiness #agencygrowth

5. Facebook

If your pipeline lives in your inbox, next quarter is a guess.

A retainer reaching its end date without a renewal conversation can simply stop.

If you run a agency, the Digital Marketing Agency Business Intelligence System(TM) is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

6. Facebook

Question for agency owners: monthly recurring revenue (MRR) -- do you know yours?

Retainer revenue that repeats each month.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

7. LinkedIn

Retainers do not cancel loudly. They just reach the end date.

Overdue invoices strain cash when contractors and tools must be paid on time.

The Digital Marketing Agency Business Intelligence System(TM) turns agency data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

8. LinkedIn

Three numbers every agency owner should review monthly:

1. Monthly recurring revenue (MRR)
2. Client profitability
3. Average retainer

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

9. X / Threads

Tasks in one tool, invoices in another, profit nowhere. There is a simpler way.
[YOUR AFFILIATE LINK] #ad -- affiliate link

10. YouTube community

Essential or Elite? How to pick the right edition for your agency.

Essential \$97 - Elite \$197 - Complete \$249. Comparison in my latest Short. [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

10 short promotional posts

1. Which of your services actually makes the agency money? [YOUR AFFILIATE LINK] #ad — affiliate link
2. Letting renewals happen by accident is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Overdue invoices are not admin. They are your payroll. [YOUR AFFILIATE LINK] #ad — affiliate link
4. Scope creep is just unbilled work with a nicer name. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Busy team, full calendar, and still not sure the agency is profitable? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant asked for contractor and software costs. Ready? [YOUR AFFILIATE LINK] #ad — affiliate link
7. Client profitability explained in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Why your pipeline deserves its own sheet. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Service profitability: how to find your best service line. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Project tool vs an owner's Excel dashboard: they answer different questions. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Digital Marketing Agency Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at \$97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for agency owners — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Monthly recurring revenue (MRR) explained** — Define monthly recurring revenue (MRR) in plain English (Retainer revenue that repeats each month.) and show where it appears in the

sample workbook.

2. **Client profitability explained** — Define client profitability in plain English (What each client earns after the cost of delivering their work.) and show where it appears in the sample workbook.
3. **Average retainer explained** — Define average retainer in plain English (Typical monthly value of a client retainer.) and show where it appears in the sample workbook.
4. **Mistake: Not knowing which service line earns the most** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Leaving expenses until tax season** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes agency owners make

- **Slide 1:** 5 money mistakes agency owners make
- **Slide 2:** Treating every retainer as profitable
- **Slide 3:** Letting renewals happen by accident
- **Slide 4:** Sending proposals without following up
- **Slide 5:** Not knowing which service line earns the most
- **Slide 6:** Letting invoices go overdue without a process
- **Slide 7:** See them all in one place -> Digital Marketing Agency Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a agency

- **Slide 1:** The numbers behind a agency
- **Slide 2:** Monthly recurring revenue (MRR): Retainer revenue that repeats each month.
- **Slide 3:** Client profitability: What each client earns after the cost of delivering their work.
- **Slide 4:** Average retainer: Typical monthly value of a client retainer.
- **Slide 5:** Pipeline value: The value of open proposals and leads.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — \$97: Agencies that want client revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — \$197: Agencies that also want leads, a sales pipeline, retainers, projects, service and client profitability, receivables, cash flow and forecasting.
- **Slide 4:** Complete — \$249: Agencies that want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Digital Marketing Agency Business Intelligence System™

- **Slide 2:** 02 Executive Dashboard: Your agency on one screen
- **Slide 3:** 19 Client Profitability Center: Which clients actually pay?
- **Slide 4:** 09 Client Retainer Center: Retainers and renewals, in view
- **Slide 5:** 08 Sales Pipeline: Next quarter, not a guess
- **Slide 6:** 11 Service Profitability: Which service earns the most?
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "Our project tool already tracks this." -> Project tools track tasks and time. This workbook is the owner's financial view: client and service profitability, retainers, pipeline, receivables, cash flow and tax set-aside. If you already have that, you may not...
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log revenue and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "We are too small." -> Essential covers the core: client revenue, expenses, a dashboard, a health snapshot and tax set-aside. Elite is for agencies managing pipelines, retainers and several services.
- **Slide 5:** "Which edition do I need?" -> Essential (8 sheets) covers client revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (26 sheets) adds leads, sales pipeline, retainers, projects, service and client profitability, receivables...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Your biggest retainer might be your least profitable client. Here is how to check.
2. Retainers do not cancel loudly. They just reach the end date.
3. What does a whole marketing agency look like on one screen?
4. I opened a 26-sheet Excel system built just for marketing agencies. Here is what is inside.
5. MRR vs profit: why a growing agency can still be short on cash.
6. Client profitability explained in 30 seconds.
7. Here is the Executive Dashboard in the Digital Marketing Agency Business Intelligence System.
8. Watch me log a retainer payment and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your agency.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Scope creep and extra revisions can make a retainer unprofitable without anyone noticing. The Digital Marketing Agency Business Intelligence System(TM) is a downloadable Excel system for agency owners: dashboards, reports and a tax set-aside estimate, built in.

Editions: Essential \$97 - Elite \$197 - Complete \$249

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

#digitalmarketingagency #agencyowner #marketingagency #agencylife #smallbusiness #agencygrowth

Description template B:

A look inside the Digital Marketing Agency Business Intelligence System(TM) with its sample data. Each edition includes the workbook, a Field Guide and a Quick Start. Requires desktop Microsoft Excel.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Digital Marketing Agency — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Agency owners on your list who have not bought anything yet **Subject line:** Clients that cost more than they pay? **Preview text:** Why a busy agency can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Scope creep and extra revisions can make a retainer unprofitable without anyone noticing.

A retainer reaching its end date without a renewal conversation can simply stop.

Neither of these is a moral failing -- it is usually just that the numbers live in different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The monthly recurring revenue (MRR) question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Here is one number worth knowing for any agency: monthly recurring revenue (MRR).

Retainer revenue that repeats each month.

Two more worth adding to your monthly check:

- Client profitability: What each client earns after the cost of delivering their work.
- Average retainer: Typical monthly value of a client retainer.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for agency owners **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

The tool I mentioned is the Digital Marketing Agency Business Intelligence System(TM).

It is a downloadable Excel workbook built for agency owners. You log your own data and the dashboards, reports and tax set-aside estimate update for you. It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:

- 02 Executive Dashboard: MRR, revenue, profit and margins are on the first screen.
- 19 Client Profitability Center: Every client is compared on what they really earn the agency.
- 09 Client Retainer Center: Retainers and their renewal dates sit in one place.
- 08 Sales Pipeline: Open proposals and their value are tracked in the pipeline.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

If you looked at the Digital Marketing Agency Business Intelligence System(TM) and were not sure which edition to pick, here is the short version:

- **Essential -- \$97** (8 sheets): Agencies that want client revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- \$197** (26 sheets): Agencies that also want leads, a sales pipeline, retainers, projects, service and client profitability, receivables, cash flow and forecasting.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: How many clients and retainers do you run?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

I will stop talking about the Digital Marketing Agency Business Intelligence System(TM) after this. Two honest answers before I do:

"I am not an Excel person." The dashboards and formulas are built; you log revenue and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Will it get us more clients?" No. It shows your numbers so you can decide which clients and services to focus on.

If it fits how you run your agency, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Digital Marketing Agency – Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in graphics/ from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (00-Master-Affiliate-Kit/brand/), product dashboard image and Field Guide covers (in graphics/source/). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	Your biggest retainer might be your least profitable client. Here is how to check.	Scope creep and extra revisions can make a retainer unprofitable without anyone noticing.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Digital Marketing Agency Business Intelligence System™	Excel business system for agency owners · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is monthly recurring revenue (MRR)?	Retainer revenue that repeats each month.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole marketing agency look like on one screen?	Digital Marketing Agency Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Digital Marketing Agency system	02 Executive Dashboard · 19 Client Profitability Center · 09 Client Retainer Center · 08 Sales Pipeline	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential \$97 · Elite \$197 · Complete \$249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Digital Marketing Agency Business Intelligence System™	Clients that cost more than they pay	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	MRR vs profit: why a growing agency can still be short on cash.	Digital Marketing Agency	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

graphics/launch-announcement.png	1080×1080	Now available:	Essential \$97 · Elite \$197 · Complete \$249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency
graphics/launch-announcement.png	1080×1080	Digital Marketing Agency Business Intelligence System™			

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from 05-Social-Media-Copy.md is also rendered as a real, swipeable image in graphics/carousels/ -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

graphics/source/workbook-screenshots/Essential/ and .../Elite/ hold a real screenshot of every visible sheet in both editions (8 and 26 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Digital Marketing Agency — Audience and Objection Guide

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Target audience segments

- **The boutique agency owner:** Five to fifteen clients on retainers, still involved in delivery, and does finance at month end.
- **The freelancer turning agency:** Recently hired help and needs to see whether each client still pays after contractor costs.
- **The operations lead:** Tracks pipeline, retainers and receivables for the founder.
- **The specialist agency:** Sells a few core services and wants to know which one is most profitable.

Common objections and honest responses

"Our project tool already tracks this." Project tools track tasks and time. This workbook is the owner's financial view: client and service profitability, retainers, pipeline, receivables, cash flow and tax set-aside. If you already have that, you may not need it.

"I am not an Excel person." The dashboards and formulas are built; you log revenue and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"We are too small." Essential covers the core: client revenue, expenses, a dashboard, a health snapshot and tax set-aside. Elite is for agencies managing pipelines, retainers and several services.

"Which edition do I need?" Essential (8 sheets) covers client revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (26 sheets) adds leads, sales pipeline, retainers, projects, service and client profitability, receivables, cash flow and forecasting.

"Will it get us more clients?" No. It shows your numbers so you can decide which clients and services to focus on.

"Is it software we have to set up and maintain?" No. It is a downloadable Excel workbook for the agency's numbers. It is not an AI or automation tool; you enter your data and the reports are built in.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- How many clients and retainers do you run?
- Do you track leads and proposals?

- Do you sell several distinct services?
- Are overdue invoices a problem?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Agencies that want client revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite:** Agencies that also want leads, a sales pipeline, retainers, projects, service and client profitability, receivables, cash flow and forecasting.
- **Complete:** Agencies that want both editions in one package.

When the product is probably not a good fit

- Agencies without desktop Microsoft Excel
- Teams wanting time tracking, task management or client reporting dashboards
- Large agencies needing multi-user, real-time financial systems
- Owners who will not log revenue and costs regularly

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Digital Marketing Agency — Pre-Publication Checklist

Tick every box before publishing anything for the Digital Marketing Agency Business Intelligence System™.

Product accuracy

- ☐ Product name written exactly as **Digital Marketing Agency Business Intelligence System™**
- ☐ Every feature you mention appears in 02-Tier-Comparison.md
- ☐ Prices shown as Essential \$97 / Elite \$197 / Complete \$249 and match the live page

Landing page

- ☐ Link points to the Digital Marketing Agency product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726791>)

Affiliate link

- ☐ Your own Digistore24 affiliate link replaces every placeholder
- ☐ The link opens the correct edition or marketplace entry

Tracking

- ☐ Click your link once from a private window and confirm it lands correctly
- ☐ Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- ☐ Disclosure is visible near the link or in the first lines of the caption
- ☐ Spoken or on-screen disclosure in videos

Call to action

- ☐ One clear CTA per post
- ☐ No invented discounts, bonuses or deadlines

Mobile readability

- ☐ Text on graphics readable on a phone
- ☐ Captions front-load the hook and link

Claims and compliance

- ☐ No income, savings, results or tax promises
- ☐ No fake testimonials, reviews or screenshots

- ☐ Hypothetical examples labeled as hypothetical
- ☐ Not described as AI, automation or a chatbot

Digital Marketing Agency — Paid Ad Copy (Meta Ads Manager)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace **[YOUR AFFILIATE LINK]** with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 23/27:

Clients that cost more...

Headline, long form (≤40 char max) -- 36/40:

Clients that cost more than they pay

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 119/125:

Scope creep and extra revisions can make a retainer unprofitable without anyone noticing. The Digital Marketing Agency...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 290 chars:

Scope creep and extra revisions can make a retainer unprofitable without anyone noticing. The Digital Marketing Agency Business Intelligence System(TM) is a downloadable Excel system for agency owners -- dashboards, reports and a tax set-aside estimate, already built. Three editions from \$97.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: **[YOUR AFFILIATE LINK]**

Product / features

Headline (≤27 chars, safest across placements) -- 25/27:

Digital Marketing Agency...

Headline, long form (≤40 char max) -- 31/40:

Digital Marketing Agency System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 119/125:

A downloadable Excel system built for agency owners. Dashboards, reports and a tax set-aside estimate -- already built...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 268 chars:

The Digital Marketing Agency Business Intelligence System(TM) is a downloadable Excel workbook built for agency owners: dashboards, reports and a tax set-aside estimate, already built, with sample data so it works the moment you open it. Requires desktop Microsoft Excel.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 / \$197 / \$249

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

Compare 3 Editions

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

Essential \$97. Elite \$197. Complete \$249. Every edition: workbook, Field Guide, Quick Start.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 400 chars:

Essential (\$97): Agencies that want client revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite (\$197): Agencies that also want leads, a sales pipeline, retainers, projects, service and client profitability, receivables, cash flow and forecasting. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

Description (≤30 chars, shows on some placements only) -- 19/30:

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 26/27:

Monthly recurring revenue...

Headline, long form (≤40 char max) -- 31/40:

Monthly recurring revenue (MRR)

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 119/125:

Retainer revenue that repeats each month. The Digital Marketing Agency Business Intelligence System(TM) tracks it for you.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 213 chars:

Monthly recurring revenue (MRR): Retainer revenue that repeats each month. You can work it out by hand, or let the Digital Marketing Agency Business Intelligence System(TM) calculate it from the data you already log.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 22/27:

For Digital Marketing...

Headline, long form (≤40 char max) -- 28/40:

For Digital Marketing Agency

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 99/125:

Built specifically for agency owners -- not a generic spreadsheet template. See all three editions.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 256 chars:

The Digital Marketing Agency Business Intelligence System(TM) is built specifically for agency owners, not a generic spreadsheet template. Downloadable Excel workbook, sample data included, Field Guide and Quick Start in every edition. See all three editions.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 - \$197 - \$249

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see graphics/) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Digital Marketing Agency – Cold Email Sequence (8 emails)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace **[FIRST NAME]** and **[YOUR NAME]** before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your agency
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, digital marketing agency
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your agency

Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of agency owners do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

Hi [FIRST NAME],

Here is something I notice a lot with agency owners.

Treating every retainer as profitable.

It is an easy thing to fall into. You are busy running the agency. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

Hi [FIRST NAME],

There is one number I think every agency owner should know.

It is called monthly recurring revenue (MRR). In plain words: retainer revenue that repeats each month.

Many owners could not tell you this number if you asked right now. Not because they do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, digital marketing agency

Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply "yes" and I will send it over.

[YOUR NAME]

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

Hi [FIRST NAME],

I want to be straight with you.

A lot of agency owners tell me something like this: "Our project tool already tracks this."

Here is the honest answer. Project tools track tasks and time. This workbook is the owner's financial view: client and service profitability, retainers, pipeline, receivables, cash flow and tax set-aside. If you already have that, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is okay. I would rather tell you the truth than waste your time.

[YOUR NAME]

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

Hi [FIRST NAME],

Picture this for a second.

A agency owner opens their numbers for the first time in months. The agency is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like clients that cost more than they pay.

That is really all this is for. A simple way to see what is REALLY happening in your agency, every week, without extra work on top of your day.

[YOUR NAME]

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for agency owners. You enter your numbers, it shows you your profit, your biggest costs, and retainers that quietly end.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Digital Marketing Agency Business Intelligence System(TM), built for exactly this. Three editions, starting at \$97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a agency is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.