



# 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!

Sarah Edwards  
Marketing Strategist and Founder, Purple Banana  
[www.linkedin.com/in/sarahedwards01/](http://www.linkedin.com/in/sarahedwards01/)

