

The Agency & Freelance *Survival Guide*

Nobody teaches you how to run an agency. Three founders with twenty-plus years between them learnt in public — and this is everything they wish they'd known on day one.

INSIDE, YOU GET:

- **The freelancer trap** — the difference between selling your hours and building something that runs without you
- **Choosing clients — and firing them** — the 'we've tried every agency' red flag, and the nice-people policy
- **The month-one system** — exactly how a 13-year agency onboards a client and earns the budget
- **Cut services, never prices** — charging properly in a market that underprices its own quality

"When they say cash flow is king, they really mean it. Just because you've billed someone doesn't mean you'll get the money in."

— James MacDonald, founder of Silience Digital

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AGENCY FOUNDERS

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FRAMEWORKS

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