

Module 12 - Step by Step Action Plan

Congrats on completing module 12! By now you should have gone through the service delivery and scaling portion of the course.

You should now know how to run the ads yourself or how to outsource your ads to a white-label agency.

Here is your step by step action plan for this module:

Step 1 - If doing work yourself

- Go through this video and understand what is expected of you
- Keep in mind you'll be limited on your prospecting efforts
- Great for when just starting out to understand platforms

Step 2 - If outsourcing to white label agency

- [Dashclicks](#) or will take care of everything for you
- Your job is to manage the relationship with the client
- This is a great way to learn over the shoulder with experts
- Starting costs are \$500/month + \$350 setup fee

Step 3 - If hiring Independent contract (Fiverr/Upwork)

- Great way to leverage contractors case studies
- Your job is to manage the relationship with the client
- This is a great way to learn over the shoulder with experts
- Only downfall is they may be a bit more expensive

Step 3 - Hiring Appointment Setters + Sales Reps

- Hiring appointment setters are great way to outsource prospecting
- Can hire sales reps if you're getting 5+ appointments/week
- If you have appt setters + sales rep, you can scale quickly
- At this point, your role should be to work on not inside of biz