

• AGENCY GROWTH · VOL. 01

The Agency Positioning Playbook

The **5-part framework** that turns a forgettable agency into the only obvious choice in your market – and lets you charge 3–5x more, close without "let me think about it," and never compete on price again.

The commodity trap

The 5-part framework

Magnetic vs forgettable

A full worked rebuild

Your positioning statement

WHY YOU'RE REALLY STUCK

It's not a skill problem. It's a **positioning** problem.

Let's be honest about why the revenue number won't move.

It's not that you're bad at the work. You might be *better* than half the agencies out-earning you right now. You deliver real results. Your clients are happy. And yet, month after month, you're grinding 50-hour weeks, dropping your price to win deals, and chasing prospects who ghost.

THE UNCOMFORTABLE TRUTH

When a prospect can't tell the difference between you and the 50 other "we do marketing for businesses" agencies in their inbox, the only tool they have left to choose is **price**. So they grind you down. Or they "think about it" forever. Or they pick the cheaper option and you lose a deal you should have won.

A race to the bottom on price is a race **no agency ever wins.**

Positioning is how you step out of that race entirely. It's how you become the obvious, only-logical choice for one specific kind of client – the one who doesn't ask "how much?" first, because they can already tell you're the person for the job.

Get this right and everything downstream – your outreach, your ads, your sales calls, your pricing – suddenly starts working. Get it wrong, and no amount of volume or hustle will save you.

3-5x

Higher prices once you're the only logical choice

5

Moves to engineer a category of one

1

Question that actually decides the sale

THE DEFINITION MOST AGENCIES GET WRONG

Positioning isn't branding. It's the answer to one question.

People confuse positioning with how they look, or how they get attention. It's deeper than both.

Branding

Logos, colors, fonts. This is **how you look**. Important, but it doesn't decide the sale.

Marketing

Ads, funnels, outreach. This is **how you get attention**. Useless if the message is forgettable.

Positioning

The place you occupy in your prospect's mind. It's the answer to the only question that actually decides the sale – and it makes that question **disappear**.

"Why **you**, and not the dozen others who do the same thing?"

If your answer is "because we're great / passionate / experienced" – you have **no positioning**. Every agency says that. It's wallpaper. The brain filters it out before the prospect even finishes reading.

Strong positioning makes that question vanish, because the prospect can already see you're built for *exactly* their problem. That's the entire game. The next five pages show you how to win it – one move at a time.

WHAT'S COMING

Five moves. Each builds on the last. Niche, promise, mechanism, risk reversal, and the category of one. Stack all five and price stops being the conversation – because **there's no one left to compare you to**.

THE FRAMEWORK · MOVES 1 & 2

5 moves that turn you into the **category of one**

1

MOVE ONE

Niche Down Until It Hurts

There are riches in niches. A generalist competes with everyone; a specialist competes with almost no one. The second you say "we help **med-spas**" instead of "we help businesses grow," you go from one-of-a-thousand to one-of-a-handful.

It feels terrifying – like you're turning away business. You're not. You're becoming the *obvious* choice for a slice of the market instead of a *maybe* for all of it. Sharper copy, better results, higher prices – because you're finally **known for something**.

X FORGETTABLE

"We're a full-service digital marketing agency for small and medium businesses." (*Who is this for? Nobody knows – including them.*)

✓ MAGNETIC

"We help boutique med-spas book more high-value treatments." (*A med-spa owner thinks: finally, someone who gets me.*)

**YOUR MOVE**

Write down the **one niche** where you've produced your single best client result. That's your beachhead. Own it completely before you ever think about expanding.

2

MOVE TWO

Make a Promise So Specific It's Almost Scary

Vague gets ignored. "We help you grow" is wallpaper. **Specificity is what makes a promise believable and premium** – it signals you've done this exact thing, for exactly them, enough times to put a number on it. A number is a magnet. A timeframe is a magnet. A specific outcome is a magnet. Stack all three.

X WALLPAPER

"We help roofers get more leads and grow their business online."

✓ MAGNET

"We get commercial roofers 30 qualified estimate requests a month – within 90 days."

**YOUR MOVE**

Fill in this formula until it sounds almost *too* good – then make it true: "**We help [niche] achieve [specific, measurable result] in [timeframe].**"

THE FRAMEWORK · MOVES 3, 4 & 5

3

MOVE THREE

Name Your Mechanism (Your Unique "How")

Nobody buys "marketing." They buy **your named system**. So give your process a name: "The Patient Flywheel." "The 90-Day Authority Engine." "The Estimate Avalanche Method."

A named mechanism makes your offer feel **proprietary and impossible to price-shop**. No one can get three quotes on *your* exact system – because no one else has it. You're out of the comparison entirely. (It's exactly why ours is **The AgencyGod Engine** – not "our services.")



YOUR MOVE

Name your process in 2–4 words that hint at the **outcome** or the **speed**. Then describe its 3 steps. You now own a method nobody can quote against.

4

MOVE FOUR

Reverse the Risk Until "No" Makes No Sense

Strip every objection down and you find the same thing underneath: **fear of risk**. "What if it doesn't work? What if you're like the last agency that burned me?" Take the risk off the table and watch the price objection evaporate with it. When you're the *only* agency willing to put your own money on the result, you're not even being compared anymore.

X RISKY FOR THEM

"Pay us \$5K/month and we'll do our best." (*All the risk is on the buyer.*)

✓ IRRESISTIBLE

"Hit your number in 90 days, or we keep working free until you do." (*Now saying no looks irrational.*)



YOUR MOVE

Write the boldest guarantee you can actually stand behind. If it doesn't make you slightly nervous, it isn't strong enough to move the market.

5

MOVE FIVE

Engineer the Category of One

Nail the first four – a niche you own, a promise that's specific, a mechanism that's named, and risk that's reversed – and something powerful happens: you stop being *an option* on a list. You become **the only one** who does exactly this, for exactly them, this way, with this guarantee. There's no one left to compare you to.

**When you're the only logical choice,
price stops being a question.**

THE WORKED REBUILD

From "just another agency" to **category of one**

Here's the exact transformation, applied to a generic agency, one move at a time.

- 1 Niche:** "Small businesses" → **med-spas doing \$50K-\$200K/month.**
- 2 Promise:** "More leads" → **40 booked, qualified treatment appointments a month in 90 days.**
- 3 Mechanism:** "Our services" → **The Patient Flywheel™** (a named 3-step acquisition system).
- 4 Risk reversal:** "We'll do our best" → **Hit 40 appointments or you don't pay.**
- 5 Result:** A category of one – the only logical choice for a med-spa owner who wants more patients.

X BEFORE

"We're a full-service digital marketing agency helping small businesses grow online."

✓ AFTER

"We use The Patient Flywheel to book med-spas 40 qualified appointments a month in 90 days – or you don't pay."

Same agency. Same skills. Same effort. **Completely different business** – one that can charge 3–5x more and barely has to sell.

READ THEM AGAIN

The "before" is invisible. It could belong to 10,000 agencies. The "after" is **impossible to price-shop** – because it names a niche, a number, a system, and a guarantee no competitor can match. Nothing about the work changed. Only the positioning did.

THE TRAPS

5 positioning mistakes that keep agencies **broke**

If any of these sound familiar, this is where your revenue is leaking out.

1

Trying to be for everyone

"We help all businesses" means you're memorable to none. The broader you cast, the more invisible you get.

2

Competing on tactics, not outcomes

"We do SEO, ads, social, email..." Nobody wants tactics. They want a result. Lead with the destination, not the vehicle.

3

Sounding exactly like every competitor

If you swapped your logo for a rival's and the copy still fit, you have no positioning – you have a coin flip.

4

Hiding your guarantee (or having none)

The risk reversal is the single most persuasive thing you own. Burying it – or skipping it – leaves your biggest lever on the table.

5

Treating positioning as a one-time thing

It's the foundation everything else is built on. Get it wrong and every dollar of ad spend and hour of outreach pours into a leaky bucket.

Fix the foundation first.
Then **every other lever starts working.**

THE CENTERPIECE

Write your positioning statement

When you can say this sentence with a straight face and a guarantee behind it, you've won the game.

THE POSITIONING STATEMENT

"We help [who] achieve [specific result] in [timeframe] using [named mechanism] - guaranteed by [risk reversal]."

1 • WHO (YOUR NICHE)

The one niche where you got your best result.

2 • SPECIFIC RESULT

A number + an outcome they desperately want.

3 • TIMEFRAME

How fast you deliver it. Speed is a magnet.

4 • NAMED MECHANISM

Your proprietary system, in 2-4 words.

5 • RISK REVERSAL (YOUR GUARANTEE)

The boldest promise you can actually stand behind. If it doesn't make you a little nervous, go bolder.

Fill every blank. Then read it out loud. If a prospect couldn't get the same offer anywhere else, **you've engineered the category of one.**

• YOUR NEXT MOVE

Positioning is the foundation. Now build the machine on top of it.

Once your positioning is dialed, the next move is a system that fills your calendar with **qualified, ready-to-buy calls** every single month. That's exactly what we install – done-with-you, and backed by the \$10,000 guarantee: **if we don't book you a set number of qualified calls in your first 90 days, we pay you \$10,000.**

Every month you stay forgettable is another month of discounting to win deals you should own outright. We take on a limited number of builds each month – **book your 30-minute strategy call now** and we'll map your positioning live, then show you the machine that runs on top of it.

\$10K
GTD

Qualified calls in 90 days or we pay you **\$10,000**

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