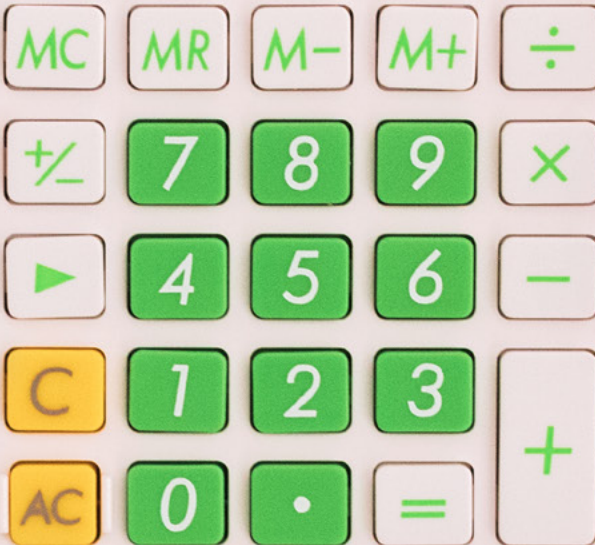


HOW TO
MAKE MORE

MONEY

with your current clients





The secret to scaling your agency? Add recurring revenue channels to your business model! By offering up services that your clients continue to pay for over time, you're creating an income stream that is stable, predictable, and super reliable. Here are four easy ways to get started.

Scaling your agency into a sustainable, successful business can sometimes seem like an impossible task, and it's easy to understand why. Consulting with clients takes up a ton of time, and at the end of the day, you're tied to a clock with only so many billable hours. How can you bring on more clients when you've exhausted your work day? How can you hire more employees to handle new projects when you don't have the new projects yet? It's an age-old catch-22 that every single agency owner struggles with.

The secret to scaling your agency? Add recurring revenue channels to your business model! By offering up services that your clients continue to pay for over time, you're creating an income stream that is stable, predictable, and super reliable. You can count on that revenue to come in with a higher degree of certainty, so you can confidently bring on that new front-end developer or purchase that glorious beer fridge without worrying about onboarding a bunch of new clients to make up for it.

For traditional design agency owners, this idea is a bit hard to imagine, since the industry has long been focused on billable hours and tracking time. Recurring revenue allows agencies to maintain a healthy cash flow and work in a more stress-free environment. For a lot of agencies, recurring revenue also means they can finally focus on the projects they want instead of the projects they need.

“The secret to scaling your agency? Add recurring revenue channels to your business model!”

At Flywheel, we work with hundreds of agencies as their hosting partner. Through our relationships, we've witnessed some clever and creative ways that agencies are finally getting out from under the burden of the time-clock. Here are a few of our favorites!

01 Turnkey websites

We know that any agency's ideal client would be collaborative, cooperative, creative, and have a virtually unlimited budget that would allow the designers to create something custom and incredible. However, this kind of miracle work just doesn't happen all the time. As a hustling and bustling agency, you're bound to get clients that have small budgets, giant egos, and everything in between.



Some of the fastest growing agencies are offering turnkey website development to meet the needs of these smaller clients, which frees up their team's time to focus on larger, more creative projects. Instead of bidding out these sites on a per-project basis with a focus on hourly rates, agencies whip up a bunch of beautifully designed and pre-built WordPress sites and offer them to clients at the cost of a monthly cable bill. It's a great way to book a client with a lower budget at an affordable monthly rate while providing some extra income that gives you the chance to create more custom work for your larger clients. Win-win!

One great example of this in practice comes from [Boogie](#) out of New York City. Boogie launched the brand [Breadcrumbs](#) to build turnkey websites for \$195/month, focusing on out-of-the-box options that prospects can choose from. While there is definitely a bit of development time upfront to create these turnkey websites, Boogie is now able to spin up a new client site in just days instead of months.

The key to making this model work is pricing it out accordingly. When you're working out the economics of options like this for your agency, ask these questions:

- **What are the most common "components" clients ask for?**
- **How can I build those components in a way to easily use them in the future?**
- **What customization options am I going to provide? (Keep the list short!)**
- **How long will it take someone on my team to go from contract signed to site online?**
- **How can I improve the process to shave off even more setup time?**
- **What is the hourly rate I'm paying my employees to launch these sites for clients?**
- **Given great process, how many sites can I expect one employee to be able to launch in one week?**

These types of questions challenge you to figure out a pricing model that scales. The lower the monthly fees, the more attractive it is for prospects. That's why an intense focus on improving the process will allow you to onboard more and more monthly clients. Before you know it, you'll have 20+ monthly subscribers paying \$200+/month for their websites. That's real revenue that you can rely on every month!

It's important to know that this definitely doesn't have to be the only thing you offer. A lot of agencies (like Boogie) use it to supplement their other revenue models. That way, they can focus on the creative work they love and not sacrifice time or energy.

“An intense focus on improving the process will allow you to onboard more and more monthly clients.”





BLUEPRINTS

With Flywheel's Blueprints feature, you can save commonly used plugins and themes for future website projects and install them all at once when you spin up a new site. It shaves a bunch of time off your site builds, allowing you to whip up those turnkey client sites in seconds.

[Learn more about Blueprints here.](#)

QUICK TIPS TO MAKE TURNKEY WEBSITES WORK FOR YOUR AGENCY:

- 1. Think about focusing on a niche or vertical you feel comfortable in.** How about offering websites for orthopedic specialists? Or churches? Your niche will allow you to hone your marketing pitch and site solutions to that specific client, making it a million times easier to sell without a bunch of extra customization.
- 2. Offer a handful of designs to choose from.** When your client decides to move forward with you, allow them to pick from a few layouts. This gives them the ability to be a part of the process, but it still speeds up your build time significantly.
- 3. Offer optional monthly add-ons.** Maybe your client needs to accept credit cards via their website or wants to use lead generation tools like forms or pop-up boxes. Those types of options are great ways to drive up the monthly price and provide more value to your client!
- 4. Don't do too much.** The easier it is for your client to understand, the easier it is to sell. Keep your options simple and maintain a laser-like focus on what you do best.



02 Reselling hosting

Reselling hosting is one of the simplest, most straightforward ways to add recurring revenue to your agency's bank account. The best part? You know your clients require web hosting for their site, so it's a super easy sell.

On top of generating regular recurring revenue, reselling hosting offers a bunch of added benefits for your team. Partnering with a great host allows your agency to know the state of each of your clients' sites. And when one of those clients calls on you to update a page, you'll be well-versed in the standard setup instead of fumbling through a different and unfamiliar hosting panel each time. By having all of those sites on the same host, your team won't have to waste a bunch of time reacquainting themselves with the site.

Reselling hosting also means you're free to choose a hosting partner that makes the most sense for your client and your business. If you're offering SEO services, speed becomes crucial (more on that later). If you're offering turnkey solutions like those we've already discussed, better workflows become super important.

Or perhaps you're hosting high-traffic websites and you're looking for a host that you can consult with on how to effectively scale your client sites. Whatever the case is, choosing the right host to partner with will help you optimize your work and provide superior services for your clients.

If you're looking at adding hosting to your agency's offerings, focus on how to make monthly billing a seamless, simple process.

You're probably used to sending the standard invoice to your clients for other services, but invoicing for monthly services like hosting eventually becomes a burden. Look at options for recurring billing that keep you out of the weeds and deposit the monthly payments automatically into your account. (Heads up: Later in this ebook, we'll walk through a number of great options to solve this problem!)

“Choosing the right host to partner with will help you optimize your work and provide superior services for your clients.”



FLYWHEEL: DELIGHTFUL WORDPRESS HOSTING BUILT FOR AGENCIES

Flywheel is a delightful platform built from the ground up to be the best possible WordPress hosting and management solution for agencies. Our agency partners are easily able to resell hosting and earn recurring revenue without a bunch of extra work.

For starters, we offer an easy-to-use management dashboard that allows agencies to access all of their clients from one location. As a managed WordPress host, Flywheel also comes equipped with blazing fast performance, top-notch security, and nightly backups for every single site. And if anything goes awry while you're building client sites, we offer a world-class WordPress support team that provides help for you and your clients. We know you're hearing from your clients when an issue pops up -- our support team understands that relationship and is here to serve as a partner for you and your agency.

On top of our great platform, we also created our Agency Partners program to offer additional perks to our resellers. From hosting your agency site for free to dedicated account management, the Agency Partners program is an easy way to make more money and get the most out of Flywheel at the same time.

[Learn more about it here!](#)

QUICK TIPS FOR RESELLING HOSTING FOR YOUR AGENCY:

- 1. Think about your margins and make sure reselling is worth your while.** If you're paying \$10 per site to your host, don't charge your clients a measly \$12. Healthy margins will help make reselling a main driver of recurring revenue.
- 2. When choosing a hosting partner, remember that your client considers you the host.** If their site is down or they're seeing a "white screen of death," they will be calling you, at which point, the quality of support you receive from your host may mean the difference between hosting earning you money or costing you money. Find a great partner that understands the agency model.
- 3. Some clever clients may see you're charging \$50/month for hosting and seek out a cheaper price on the web.** If you're offering maintenance plans (see the next section), include hosting for free. This avoids the cost of hosting becoming a discussion point. Meanwhile, your monthly maintenance fees cover your hosting bill and you get the extra benefits of knowing your hosting provider.



03 Maintenance plans

Offering site maintenance plans is a great way to add some recurring dollars while building up rapport with your clients. Over the years, we've witnessed our agency partners offering a wide range of services that can tack on some reliable monthly income. Here are a few things you can look into providing to your clients:

- **Backups** - Your clients want to know their sites are backed up and are willing to pay a fee for it. Add this to your monthly maintenance plans as a peace-of-mind option!
- **Security audits** - WordPress continues to be highly targeted by hackers. Security audits are a great way to promise ongoing security for your client's sites.
- **Site updates** - Another great option is to include a set number of hours your client can use to request updates to their site. This way they can rely on you to help continue to improve their web presence. These monthly interactions with your client will also help them better understand the ongoing value of working with you and your agency.
- **WordPress and plugin updates** - As part of your monthly maintenance, consider including plugin and WordPress updates and offering them up as yet another thing your client doesn't have to worry about. (This is also a security tool!)
- **Performance audits** - As your client uses their site, they may make changes that affect performance. A great way to promise ongoing speed is to check in each month to see how things have changed.
- **Support** - If your client has additional technical needs or requires help with WordPress, offering technical support can be a good way to increase buy-in. Add a support phone number and take calls as needed!

One of the challenges in offering ongoing maintenance is the time required to do so. How do you price it? How do you carve off the hours needed? Do you have enough staff to offer maintenance while continuing to grow?

First, let's talk about pricing. Should you charge \$50/month or \$500/month? Ask yourself how much time it would take each month to provide the services you're offering. Multiply that by your hourly rate (perhaps with a bit of a discount, since it's money you can count on) and you have your price!

What about continuing to onboard new clients while handling your monthly commitments to maintenance? You can actually shave off a ton of time by focusing a lot of your energy on building great processes and selecting the right tools. For instance, your hosting partner may offer 90% off what you're providing to your client. By reselling their services, you can benefit from recurring revenue without the major time overhead.



WE'LL HANDLE THE MAINTENANCE FOR YOU!



As a managed WordPress hosting service, Flywheel offers many of the items you would provide in your monthly maintenance plans. Automated nightly backups, security management, performance enhancements WordPress updates, and incredible technical support are all services we offer. The best part? They come with every plan on Flywheel and don't break the bank!

When setting up your recurring revenue model with your agency, working with Flywheel is a great way to provide a ton of additional value to your clients without the additional work. To learn a bit more about how much time Flywheel can save you, [check out our ROI calculator](#).

QUICK TIPS FOR CREATING MAINTENANCE PLANS:

- 1. Instead of offering an all-or-nothing option, think about an a la carte menu instead.** This allows your client to pick and choose what is most important to them and build their own maintenance plan.
- 2. When you're just starting to offer maintenance plans, study the time and effort it takes you to perform each task.** If you can shave off time by introducing a better process or adopting a tool to speed up the job, you can easily earn more money for your agency.
- 3. Be creative! What other tasks does your client likely need to perform on a monthly basis as it relates to their website?** Is it something you can take off their plate? The limit is nearly endless, but it takes a bit of creative thinking and problem-solving.



04 Search engine marketing

When you're working with your clients, a lot of your conversations are centered around them growing their business or finding new customers. Of course, a well-architected and beautifully designed website helps them do just that! However, agencies looking to grow are great at spotting other opportunities to provide value to their customers. One way to do that is through offering ongoing Search Engine Marketing (SEM).

SEM can come in many forms, but the most basic one is a well-structured site with proper hierarchy and fantastic content. Additionally, making sure your client's site is performing really well can contribute to SEO rank. These two things alone help sites climb the search engine ladders; however, things can get far more granular and refined. If your client is looking at driving more traffic to their newly designed site, you may suggest looking into AdWords. Well-selected keywords pointing at well-designed landing pages can do wonders to drive more leads.

SEM is not a set-it-and-forget-it job, so this is where you can come in and offer it as a monthly service. Your client should carve off a budget they can comfortably spend on continuing to improve the quality and quantity of leads. The budget will be split between what they'll be spending on the actual lead acquisition, and what they're paying you to manage their SEO on a monthly basis!

QUICK TIPS FOR PROVIDING VALUABLE SEM SERVICES

- 1. Offer a weekly and monthly ROI summary to your client.** The summary should include how much was spent and how many leads were generated. This continues to reinforce the value of the monthly service you're providing.
- 2. Focus on a small number of landing pages and a large number of keywords to begin with.** You can then narrow things down and remove any keywords that aren't performing as well. Monitoring things on a weekly (or daily!) basis will only improve the results.

FAST SITES = BETTER SEO RESULTS!

Flywheel is built from the ground up to make WordPress sites super fast. This alone can help your client's ability to grow their SEO rank. As you pitch to your clients about offering SEO services, a fast site should always be a part of the deal.



Bonus: Here's how to accept recurring monthly payments

One of the main reasons that agencies don't offer recurring payment options is because of the complexity of collecting monthly bills. Traditionally, agencies manually invoice clients as needed. If you plan on manually invoicing clients for your monthly services, it's going to be a total headache, so we aren't going to recommend that at all.

To accomplish this without spending a ton of time engineering a solution, there are a number of awesome tools out there that do the hard work for you. Our personal favorite is Stripe -- their checkout feature allows you to create simple-to-use buttons that prompt users to enter their credit card information. [You can learn more about it here.](#)

We've seen a bunch of different ways to implement a great billing experience for your clients. One great option is to add a hidden page on your website that your clients can use to purchase your services. Once you've sold them on the ongoing services, link them to the page that allows them to purchase quickly and easily. On that page, implement a simple Stripe integration using their checkout feature and start collecting monthly fees!

While growing your agency might seem like an impossible task sometimes, adding recurring revenue streams will help you create a sustainable, successful business in no time. By offering up these services that your clients can continually pay you for, you'll create a stable, predictable, and super reliable income stream that will allow you to safely scale your agency.



What is Flywheel?

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your business and jeopardize your relationship with clients. Get Flywheel and get back to doing what you love.

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