



# CMMB

Institute

For inbound marketing entrepreneurs & agency owners.



## Happy New Year. Something's not right...

You're following your playbook but retainer value and length are shrinking, account churn is increasing, employees are turning over as fast as you can train new ones... your KPIs have reached a plateau.

If you're starting the New Year, looking back at last year with this perspective, **you're not alone.**

- **Competition is up:** HubSpot just announced it doubled the number of agencies just like yours, competing for the same customer dollars with the same training and the same tools.
- **Tactics are shifting:** Sales enablement is the buzzword on everyone's lips - another new skill you have to bring to the table just to be considered.
- **Inbound is global:** HubSpot proudly opened 5 new offices around the globe. Good for them; but now entire populations of talent from Eastern Europe, India, and China are learning HubSpot with the same Academy training you have and see your customers as great opportunities to sell cheap "gigs" for their newly minted service skills.

If your agency focus is on doing services, you're swimming against the current and you and your agency are not achieving peak performance. The coming year will bring more of the same challenges - do more, learn more, make less.

There is an answer for entrepreneurs who want to grow profit in this industry, not just headcount and top line revenue. The answer isn't a tweak on an old business model or service offering. It's not using points instead of dollars, blogging more or finding a new social media channel. **It's a mindset shift.** It's a different way of thinking about the value a marketing agency offers its clients and selling that value instead of selling what's in your old playbook.

A few agencies got out in front of the market forces impacting agency services. By listening to their clients and through painful trial and error, they have shifted their positioning from services to strategy, and they're winning on every level...



[Listen to Ben Engel, owner of Trending Up Strategy discuss the transformation in his business \(12 min\)](#)



## The Choice is Yours...

You can choose the red pill and join a growing community of owners embracing a new paradigm for selling their knowledge.

Or... you can choose the blue pill and go back to trying points, grid prices, more training and other tweaks on a tired reality, hoping for better outcomes in the year ahead. If you choose the blue pill, may luck be with you. Hope to see you at Inbound this summer.

## If You Choose the Red Pill, Open Your Mind and Turn the Page...



*Not every company wants to invest in strategy.  
But the ones that do always turn out great.  
I now have the confidence to say "no" to everyone else.*

*- Marketing Strategist (recovering services provider)*



# CMB Institute Programs



CMB  
Community



Classes

## Supporting your Transformation

At the CMB Institute, we have spent the last six years developing systems that enable marketing entrepreneurs to make the transformative mind and value shift that **increases profits while reducing labor and risk** by leading with and focusing on strategy-based services.

The CMB Institute has the resources, success stories and peer network to support you in your own transformation - all you need to do is commit: take a pill and free your mind.

### CMB Community

- Bi-weekly group coaching
- Licence to IP products
- Access to all CMB classes

[Learn More](#)

### Marketing Strategist Class

- Develop a strategic mindset
- Sell strategy & coaching to clients
- Deliver research as a service
- Deliver a coaching retainer

[Learn More](#)

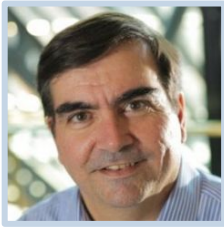


*I no longer get emails about blogs and web pages,  
those clients were HELL.*



*- Marketing Strategist*

## Inspirational Stories



### Dave Orecchio

Dave has achieved consistency in what he sells and delivers for clients, and as a result leads a balanced lifestyle. For 4 years he has honed his CMB sales and delivery process, developed the necessary relationships to support profitable implementation, and expertly maintains control during the sales process - eliminating inconsistencies in the business.



### Ben Engel

2017 partner of the year goes to Ben. He committed to CMB in October 2016 after following the traditional agency path for a few years. In 2017 he had reduced his employee headcount to 2, both remote, rebranded to focus on strategy, and developed the business systems around CMB implementation and coaching services to spend 5 months with his family in Ghana.



### Doug Kirk

Doug is a Platinum HubSpot partner, yet he has zero employees. After 5 years of working with the CMB Community, Doug is hoping to develop a closer, collaborative relationship with industry specialized CMB members so that he can focus more time on increasing his opportunity generation and sales momentum.

## So, Red or Blue?

The CMB institute is adding new classes and new strategy products to help entrepreneurs make the transition from services to strategy before it's too late. **The sooner you speak with us, the sooner you can make an informed decision about which pill you want to take.** Unlike the Matrix, we will tell you all about it.



Ok, let's talk



Take me back



*In the last year profits have doubled: I am able to be a dad first, and spend more time at my daughter's basketball games. Could NOT have done it without the CMB Institute.*



*- Proud Father / Recovering Agency Owner*