

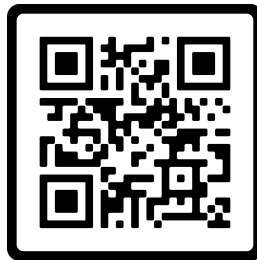


## Agencynomics Audio Book Images and Links

Thank you for listening to our book

Please find within this document the images and other useful links from  
Agencynomics by Spencer Gallagher & Pete Hoole

Images by artist [Jasmine \(Jazz\) Thompson](#)



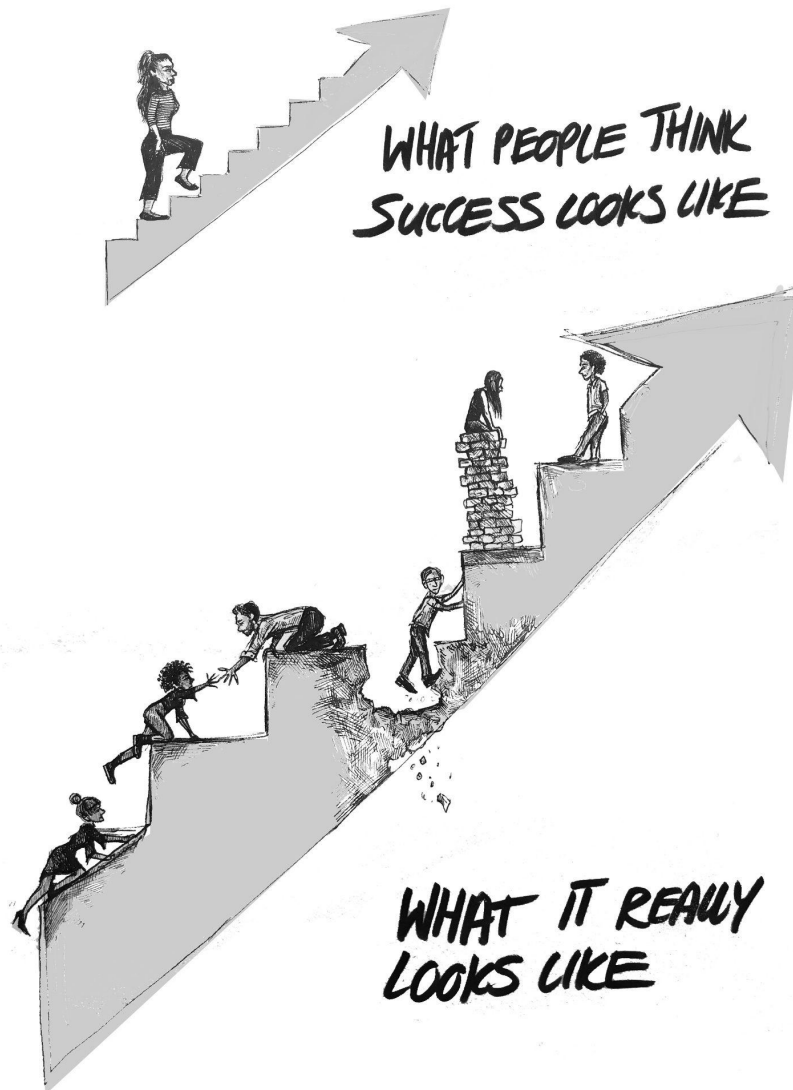
[We would be really appreciate it if you could leave us an Amazon Review](#)

Thank you, Spencer & Pete

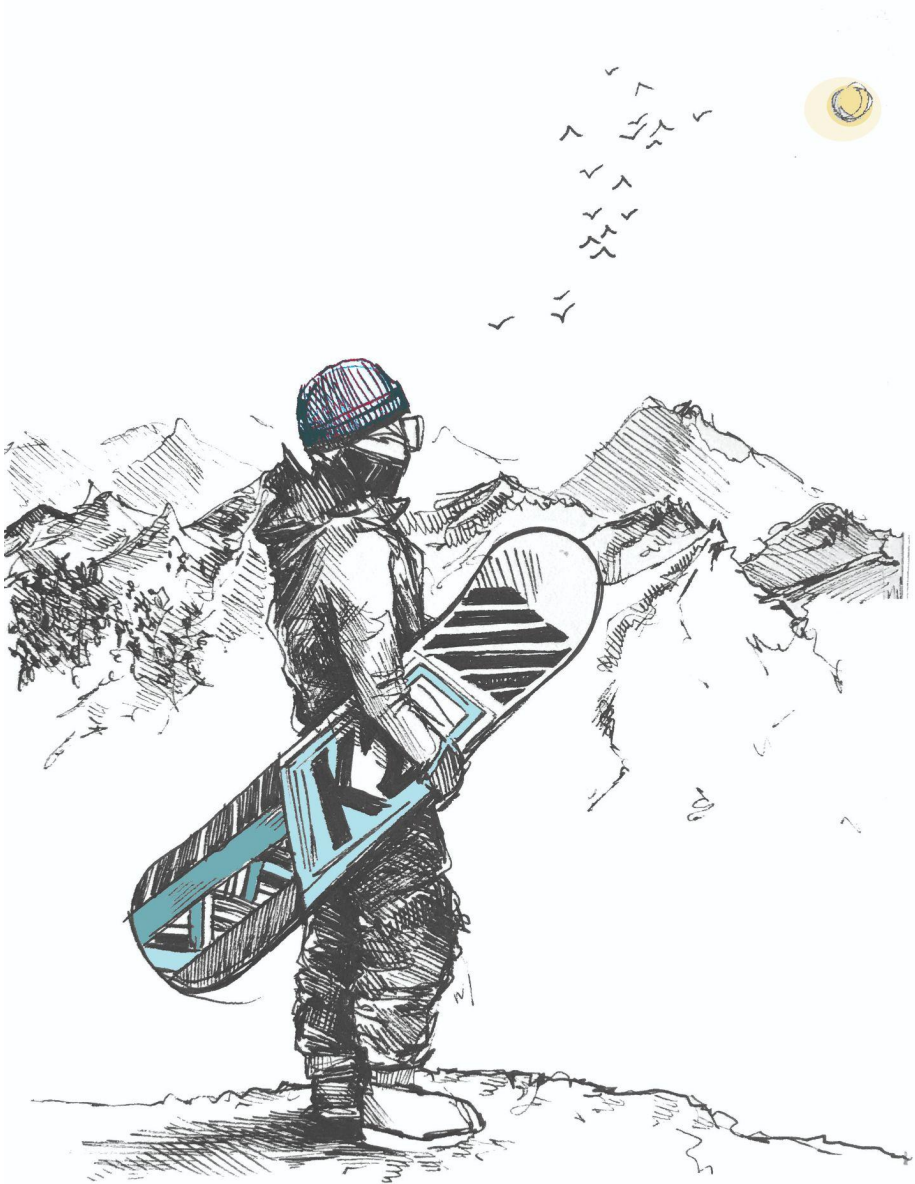
A few of the links mentioned in the book include:

<a href="#"><u>The Agencynomics Community</u></a>	
<a href="#"><u>Agencyphonics Vodcast link on YouTube</u></a>	
<a href="#"><u>Agencyphonics Podcast link</u></a>	
<a href="#"><u>Pete Hoole Personal Website</u></a>	
<a href="#"><u>Spencer Gallagher Personal Website</u></a>	
<a href="#"><u>Cactus Academy Courses</u></a>	
<a href="#"><u>Cactus Website</u></a>	

Chapter 1 - Introduction Image

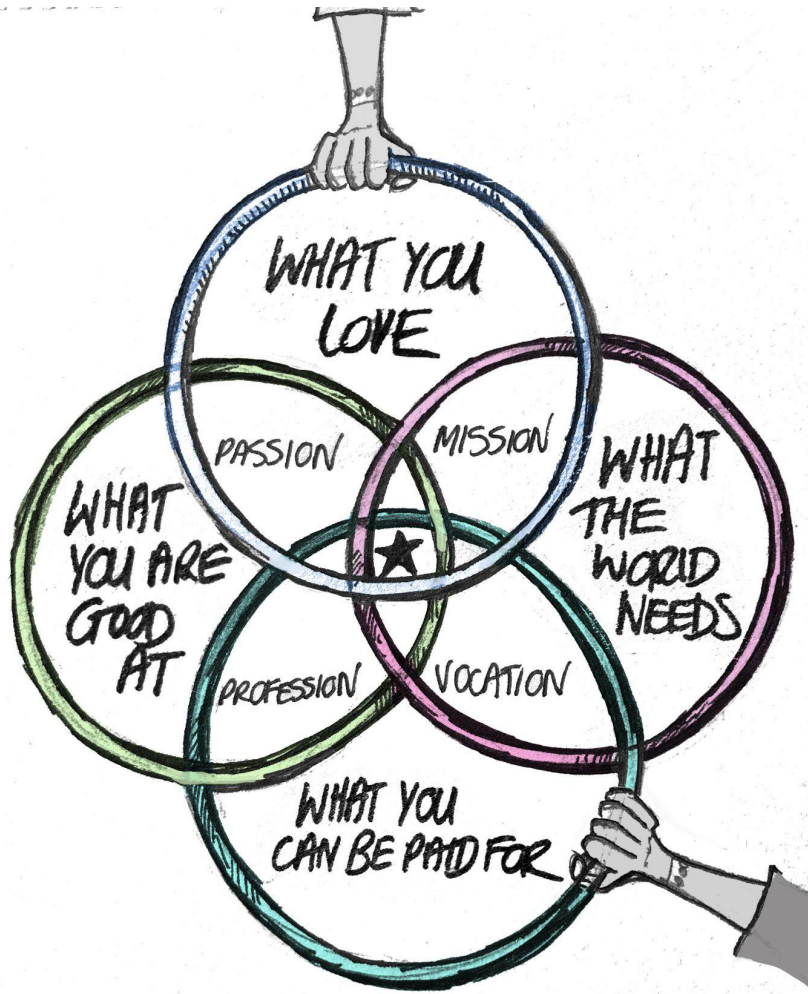


Chapter 2 - Let's Get Started Image



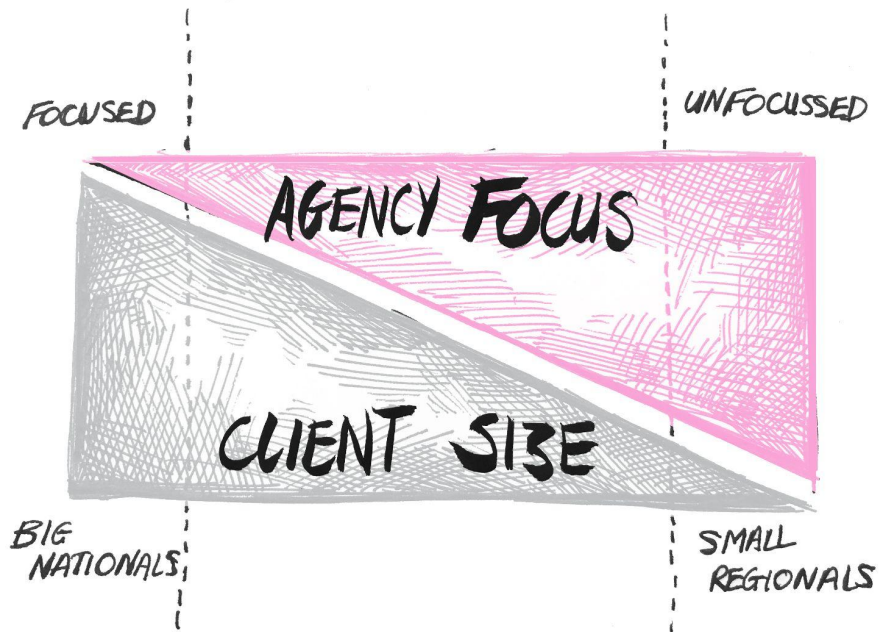
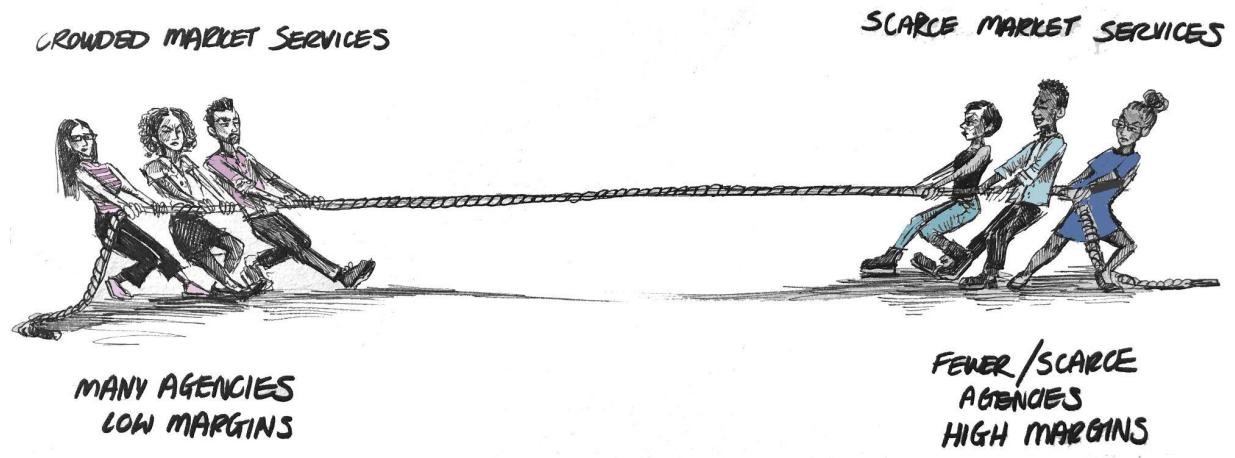


In the Beginning - Purpose Image

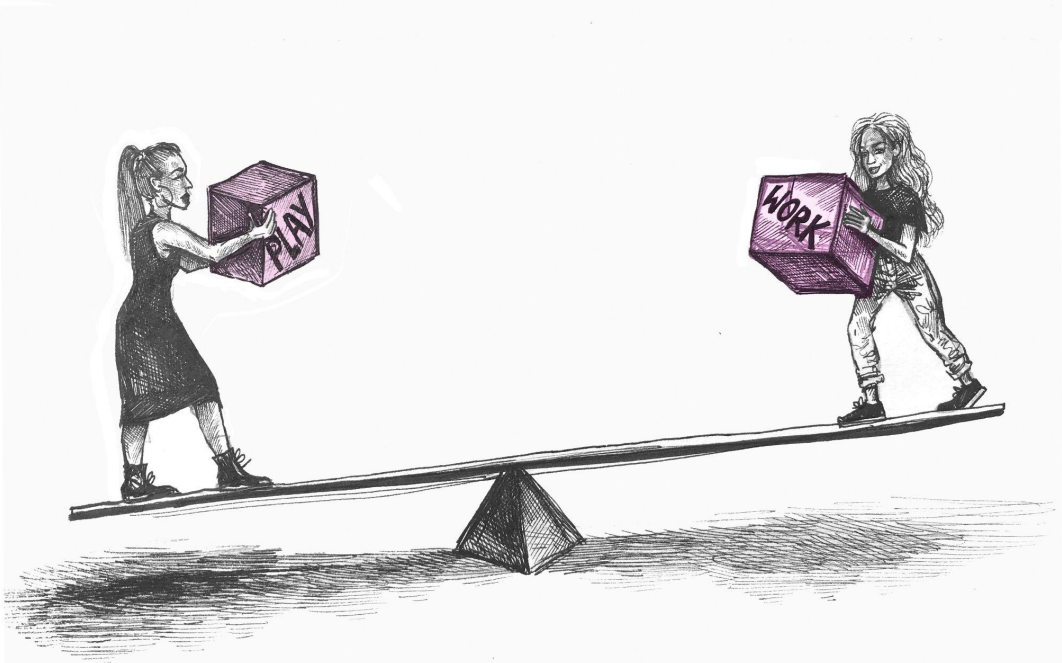


★ PURPOSE

# Manifesto - Images



Lifestyle vs Scalable - Image



Chapter 3 - Money, Money, Money Image



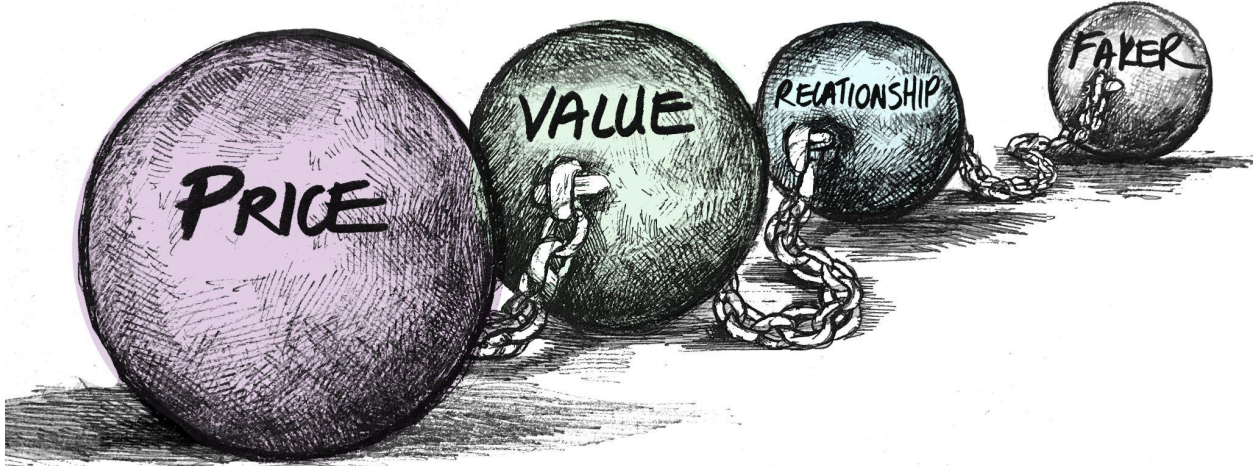
## Day Rates image / chart

Then it's (overhead) (£) / capacity (days).

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Break even day rate

Thinking & doing - Image



Chapter 4 - I Feel the Need for Leads Image



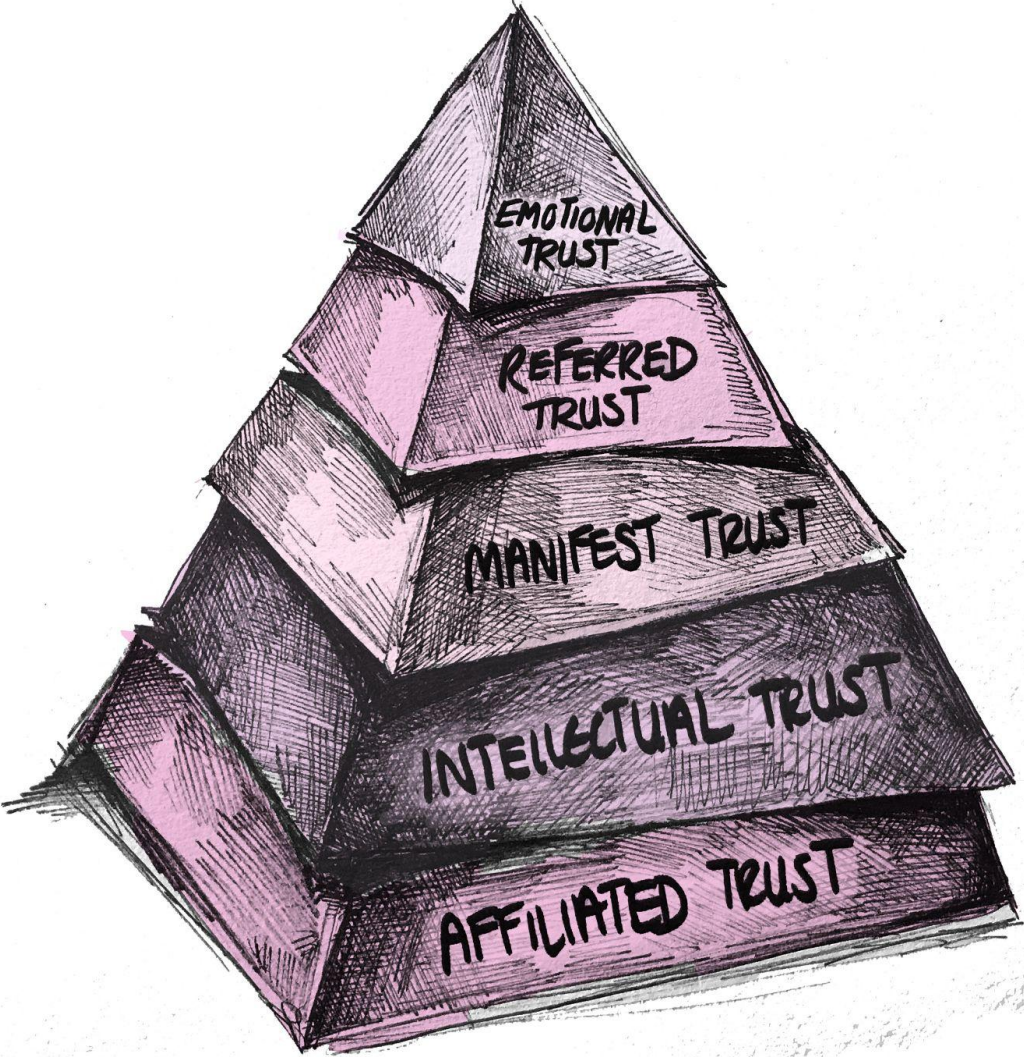


Chapter 5 -The Art of New Business Image





People Buy People First Image



Chapter 6 - The end of the account manager? Image



Client Types Images

FAME CLIENTS



SCHMOOZE



# THE PERFECTIONIST

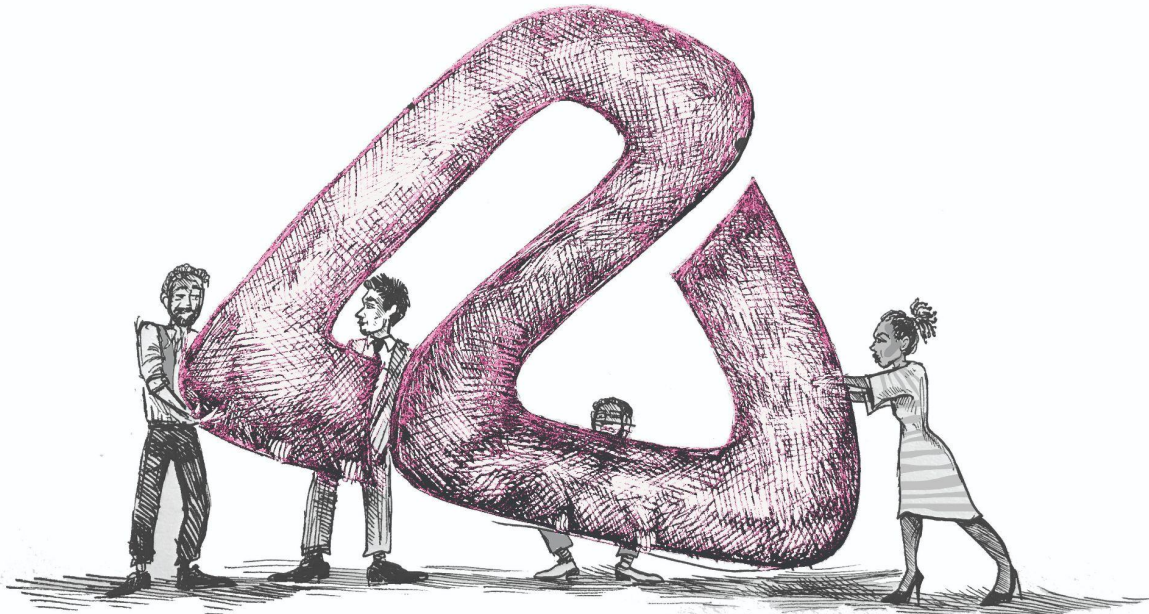


# THE BULLY

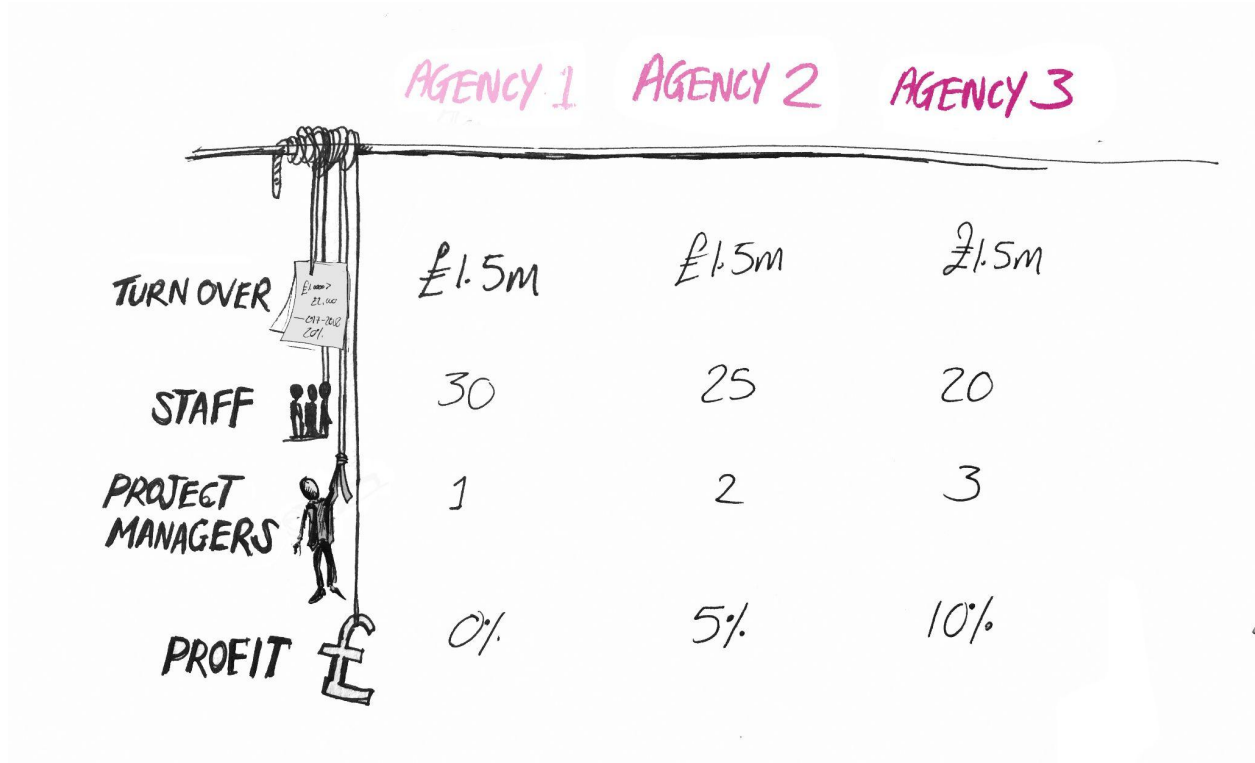




Chapter 7 - Delivering Happiness Image



# Parkinson's Law Image



# Process Workflow Image (Part 1)



# Process Workflow Image (Part 2)

Functional spec handover to Project manager  
:  
Project Manager to expand project plan  
:  
Account Manager sends detailed project plan to client  
:  
Design  
:  
Client Feedback\*\*  
:  
Design amends  
:  
Design sign off\*\*  
:  
2<sup>nd</sup> Stage Payment  
:  
\*Development mean either design and build or marketing  
planning (you may need to expand two routes here)  
:  
Development Kick off meeting (Producer, Creative, Develop)  
:  
Development Starts  
:  
Testing (Internal)  
:  
Producer and Creative QA  
:  
3<sup>rd</sup> Stage payment  
:  
Release for UAT\*\*  
:  
Final Amends/ Snagging\*\*  
:  
Clients Sign off for live\*\*  
:  
Final Payment\*\*  
:  
Live  
:  
30 Day warranty\*\* for bug fixes  
:  
Subject to contract – SLA/ Retainer / Handover\*\*



**Chapter 8 - Organisational Transformation & Structures Image**



## People are your only Asset - Revenue per head table image

Revenue (rounded)	Bluhalo Team Size	Revenue Per Head	Ideal Team Size
£30,000	1	£30,000	1
£90,000	2	£45,000	2
£169,000	6	£28,000	3
£250,000	8	£31,000	4
£512,000	10	£51,000	7
£1,400,000	25	£56,000	20
£2,000,000	30	£66,000	28
£2,500,000	40	£63,000	33
£3,000,000	32	£94,000	35

Chapter 9 Culture Image



Diversity, equity and inclusion (DEI) Image



Chapter 10 Outro Image





Chapter 11 - The Agencynomics Image



## Agency metrics Images (3)

<b>Working capital funding</b>	85% of debtor book
Includes overdraft facilities, loans advanced & free cash	
<b>Working capital minimum</b>	6-8 weeks overheads
The amount of cash (or bank facilities) needed to run the agency	
<b>Current ratio</b>	2:1
Remember to split any financing between < and > one year	
<b>Sickness rate</b>	1.5% or lower
<b>Staff Turnover</b>	25%
This is a healthy level	
<b>Pitch win ratio (on SQLs)</b>	50%
Under £3m revenue	
<b>Pitch win ratio (on SQLs)</b>	33%
Over £3m revenue	
<b>Agency business peak</b>	Sep-Mar
60% of annual GP	
<b>Agency business off peak</b>	Apr-Aug
40% of annual GP	

**Staff costs/gross profit** 55-65% (Max 70%)

Includes ALL salaries including director's standard dividends (where in lieu of salary), regular FTE freelancers, Ers NI & Ers pensions

**Revenue per head (p.a)** £75,000

Across all team members (billable and non billable)

**Revenue per fee earner (p.a)** £120,000+

Just fee earners (assumes £800 day rate at standard recovery rates) includes PMs

**Net profit %** 9-14%

Growing agency

**Net profit %** 15-25%

Agency optimised for profit

**Min. annual billing to recruit role** £72,000

£6k pm of one service until you recruit

**Marketing budget as % of GP (to achieve high growth)** 5%

Excludes marketing salary and associated costs. No more than 10% including salaries.

**Pod sizes** £750k-£1m

In gross profits

**Sector concentration** 25%

No one sector more than 25% of the annual revenue



### **Client size % of GP**

20%

No one client more than 20% of annual revenue

### **Value of weighted pipeline**

3x your monthly target revenue  
(minus any retained business)

Total opps under 80 days x gut feel

### **Billable vs non billable staff**

80:20

Typically this level, but can vary

### **Minimum billability**

80%

Assuming that you record all time, across every billable employee (7.5 hrs a day), when you take off the following, 25 days leave, bank holidays, 2% average sick rate and a 5% allowance non chargeable time you will be left with 80% of a team member's time, which will be available to charge to clients. Of that remaining 80%, we have always assumed that at least 80% of that time should be recovered on the basis that Agencies either inherently overservice or have an element of inefficiency.

Therefore, 80% of 80% is 64%.

Whilst 64% should be every Agencies base target rate as a minimum, Agencies should strive to get up to the high 70-80% level.

### **Office - sq ft per person**

100

This is the minimum level – as much space as possible to provide a comfortable working environment for your team

### **Rent as % of GP**

3-6%

Depending on geography. If you have no office, use some of this as budget to make home/remote working more comfortable for your team. Includes company meeting budget too.

Chapter 12 - 40 Ways Image



**The Authors - Pete Hoole & Spencer Gallagher Image**



**THANK YOU FOR LISTENING TO OUR BOOK!**

**[We would be super grateful if you could leave us a great Amazon Review!](#)**