

How I Went From Almost Closing My Business To Creating A World-Class Creative Agency

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Build awareness for your services, market to a global audience, and use leverage to command a premium price through strategic positioning and lead generation.

- Unlock the secrets to finding and attracting qualified leads with ease, whether you're just starting out or scaling your agency.
- Discover the missing piece that even the most skilled salesperson needs to succeed - a consistent stream of qualified leads.
- Join us on a journey of discovery as we reveal the power of being super specific about who you are, who you serve, and why it matters.
- Learn to speak to your audience in a way that resonates with them and builds trust, creating loyal clients who keep coming back for more.
- Make the brave decision to specialize and commit to serving a specific industry with a unique service, gaining authority and expertise along the way. This is the key to unlocking your business's potential.

● Video

All Companies Get Stuck.

And yet, great businesses are built. How do they come up on top in a crowded market?

Whether you started building a creative agency or you already have some experience, growing your brand is the hardest thing, especially when surrounded by companies that offer the same thing.

In fact, that's the **NUMBER ONE problem** entrepreneurs struggle with, and I get frequently asked:

“Hey Chris, how do I differentiate my business in a competitive niche and get out of the crowd?”

It's possible that you're feeling overwhelmed by the challenges you're facing, and the constant barrage of setbacks has drained your motivation and confidence.

The feeling of being stuck can be paralyzing, and you may be struggling to find a way forward. Perhaps you're also dealing with self-doubt and questioning your ability to overcome the obstacles in your path.

SYMPTOM 1

You are too busy.

You are working all day but the hard work doesn't seem to pay off. You don't even have time for your family and all your energy is going into

your business. You've made some progress but now everything stopped and for some reason what you're doing just doesn't work.

SYMPTOM 2

You are working with the wrong clients.

Clients are coming but not the ones that you want. You start projects but when it's time to deliver you realize that you're offering mediocre work just because you offer broad services to the wrong people...All this just to lose those clients after your first project.

SYMPTOM 3

You're not making more money.

Your bank account's balance is staying the same, or worse, the balance is slowly going down. Even though you have some people you are working with, you are afraid of increasing your prices, simply because you have the fear of losing them.

SYMPTOM 4

You deliver mediocre services.

Providing weak value it's not what you want. You've never had satisfied clients that are happy to pay you double just to work with you, people that would bring you an extra 2-3 leads simply because they love what you're doing.

SYMPTOM 5

You feel like bigger clients are out of reach.

Dream clients are either going to the competition or simply prefer to have their own-trusted people. You don't know how to approach these sharks, and it doesn't look like they would be interested in your services either...

You are feeling lonely and you think that you are the only one in this situation...

But keep your head up, **I know you are here because of one of two reasons:**

Reason #1- you've been waiting to try this positioning thing...maybe to sell your new idea, to a specific market, so you can finally scale your creative business...

But maybe you haven't pulled the trigger because you're still "strategizing"...

You're sitting back trying to make sure that you have all of the right moves in your head before you start applying.

But in really...the truth is...you may feel scared of all the "risks" that you need to assume, just because you've heard someone telling you that you don't have enough experience...

Reason #2- you do have an online business...and maybe even a product from us...but for whatever reason...you're just avoiding this positioning idea...

Maybe you invested countless hours...drained your savings...and **POURED** your soul into your business, but it didn't go as you planned to be...

I know how hard that is...

But listen, you are not alone.

Meet Chris:
I've been exactly where you are.

Everything started in 1955 when I started my design agency. 1 year in and I got 2 multi-billion dollar companies as clients...everything was going well until I realized that...

My success was short-lived. Both clients decided to leave at the same time because we were offering 3 different types of services...while we mastered neither of them...

This made me almost go out of business and I needed to lay off my entire team...all being close friends. Imagine all the shame I felt at that moment...just because I was counting on old fashion ways to position my business.

The reality really **WOKE** me up. I was left alone as a graduate student and I needed somehow to get over this.

This led me to create a successful creative agency and work with companies like:

(Some companies the agency is working with)

- **24+ years in business**
- **Sold over \$80 million in design business**
- **Won every award possible, including an Emmy**

At that moment I understood that positioning your business is essential...

It's what turns companies with potential into great ones.

That's why I want to share with you my secret to growing a successful creative business:

Be At The Right Place, At The Right Time, In Front Of The Right People.

Going from where you are now to where you want to be is as simple as building a roster of great clients. But it's not easy.

Imagine being able to finally close those dream clients you've always waited for. Or charge premium prices you never dreamed about, without having to worry about your bank's balance anymore.

Your confidence skyrocketed and with every call, every closed client, and every penny made, your standards and only going higher. Dream clients like Google and Nike are the ones you are aiming for, simply because you are confident about bringing the expected results.

All of this is possible with better clients, and a "Positioning Roadmap" to get them.

Here's how it works:

1. Analyze your strengths:

The fastest way to progress is by analyzing your strengths and expanding the areas where you already shine. I will share

with you specific exercises to help you determine where your expertise lies and pass you all the strategies that I know so that you boost your reputation becoming an obvious choice for the leads.

By expanding your leverage you will be able to be favored as you will be the expert in your specific market...which leads us to...

2. Finding your tribe:

Finding your perfect target audience is the most important thing when it comes to positioning.

Selling to the right people gives you an immense **ADVANTAGE** by allowing you to charge two or even three times more than you used to. It's time to find your Goldilocks spot, not too wide, not too narrow but the perfect place where you can provide your services.

3. Build your awareness:

Instead of focusing on pure luck, we show you where your clients are hiding so that you can simply choose the ones you want to work with. This will give you an unfair advantage over your competition...

By making you the authority in your specific market so that you finally start having an abundance of clients waiting for you.

4. Eliminate the competition:

We will make sure that you find the weak points of your competition so that you end up in a space where you are the one dominating. Just think about it:

You are the only one that sees the hidden opportunities...the “hacks” that everyone is talking about so that you dominate your market as a creative agency while your competition is struggling to survive.

5. Map out your customer journey:

We'll help you define your perfect audience and understand their current state, roadblocks, and what they are looking for. You'll be able to create the solution and **develop a roadmap that will turn prospects into clients...**

So that you have a repeatable system that you can just copy-paste whenever you need extra leads, all this just by using permission marketing strategies without a penny on ad-spent.

Who is this for?

Whether you're just launching your service-based business or scaling your agency, this course will make it easier for you to get found, and once you're found, give leads a reason to care.

One of the things that was missing from my flagship program, Business Bootcamp, was the ability to find clients. You can be an expert at sales and negotiation and pricing, but those skills are irrelevant if you aren't generating a consistent stream of qualified leads.

So I did a deep dive and made sure that my own strategies for attracting clients aligned with today's marketing thought leaders. And my theories

were confirmed- you need to be super specific about who you are, who you serve, and why it should matter.

If you narrow down your target, you'll be able to speak to leads in a more authentic way. They'll feel understood. They'll feel taken care of.

So don't be afraid to make the difficult business decision of specializing. Make a commitment to serving a very specific industry with a very specific type of service. This is how you'll gain authority, build expertise, and grow your business.

What's Included:

Value Packed-Video Tutorials

Get ready to be guided by over 5 hours of clear, concise, and straightforward lessons, designed to make the process of generating leads a breeze...

Workbook PDF

From my experience, I learned that knowing all the pure theory isn't enough to create a successful agency, and that's why I want you to...

Take your learning to the next level with our comprehensive study program, complete with challenging homework assignments, valuable resources, and interactive activities that you can complete right from your room.

Exercises And Prompts

Transform theory into action and unleash your full potential with our hands-on approach.

Not only that you will develop a better understanding, but you will also:

- **Be actively engaged in the learning process**
- **Put your skills and knowledge into practice in a real-world setting**
- **Boost your progress so that you create a money-generating machine.**

Additional Resources List

Delve deeper into the material and uncover hidden knowledge to give yourself a distinct advantage in your field.

Get access to my complete list of books that will help you get an immense advantage over your competition.

Life Time Updates

Stay ahead of the curve and never miss a beat with our exclusive access to the latest lessons and valuable resources. As we continue to grow and expand, you'll be the first to get your hands on every new piece of knowledge and tool, ensuring your learning journey never stops.

BONUS#1

Transform Your Success with the Dynamic Duo - Ben and Matthew's Cutting-Edge Positioning Strategy

Everyone wants the transformation, but can you actually make it? I want to make sure that you will make it happen, that's why I want to add an extra bonus, The Cutting-Edge Positioning Strategy explained by the Dynamic Duo in persons: Ben and Matthew.

Inside the training, Ben and Matthew will go through and show you what a strong position looks like, the seven deadly sins of positioning, and provide additional exercises that once applied will give you a brief idea of your perfect positioning.

BONUS#2

Unlock Limitless Potential with Ben and Matthew's High-Octane Lead Generation Tactics

What does limitless potential really means to you? Is it unlimited progress in whatever you want to do? Is it a signal that you can just "take a rest" because you have enough time? Or the real power that is hidden in you?

Believe it or not, your beliefs are the ones that will reflect what limitless potential means to you. In my case, limitless potential means that with lead-generation tactics, I can achieve whatever I want, including determining my perfect positioning and finding out how to build relationships that matter...

All these because I choose to believe that. What about you?

BONUS#3

The Ultimate Q&A Recording Session With Ben and Matthew

Having unanswered questions is the worst thing that can happen, especially when it comes to positioning your business...because if you understand it the wrong way...you could easily lose all your savings.

That's why we've decided to think about everything and give you access to a prerecorded Q&A so that you can get the response to your biggest questions asked by Futur students and answered by Ben Burns and Matthew Encina.

This will help you dive deeper into specific principles that you need to pay attention to so that you have everything you need in order to start the work.

Why The Time Is Not Your Friend...

You see, right now we are in a really big economic impasse...

Recession, wars, natural disasters...and no one knows what's coming next.

That's why if you are considering investing in this course, getting it now may be better than later.

We can't guarantee overnight success (but let's be real—that doesn't happen for anyone). What we can promise you is that your investment in the Positioning & Lead Gen Course will save you more time, money, and months of progress in the long run.

The material we share in the course took us decades of bumpy roads, skinned elbows, and financial flops to learn... And that's why we want you to avoid it.

Now You Have 3 Options:

1. You can leave this page, forget everything you read and get back to your normal life.
2. You can try to figure it out by yourself and create your own strategies and tactics, risking losing months if not years of progress.

OR

3. You can let us share with you decades of experience so that you won't repeat the same mistake I did with my agency.

Positioning and Lead Generation

Build awareness for your services, market to a global audience, and use leverage to command a premium price through strategic positioning and lead generation.

- **43 Videos**
- **Over 5 hours of content**
- **Workbook PDF**
- **Exercises and Prompts**
- **Additional Resources List**
- **Lifetime Updates**

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