

# How to Live an Epic Lifestyle While Managing SEO Clients with Armando Saenz

Daryl Rosser: Hey it's Daryl Rosser here. Welcome back to another episode of The Lion Zeal Show, and in this episode, I'm sitting down with a good friend, Armando Saenz, and we're discussing how he's changed his business over the last year. So if you don't know Armando already, he did an interview with me around give or take a year ago, and he shared how he's doing around 35 to \$45,000 per month from his SEO agency, which is pretty damn impressive.

So over the last year though, he's massively changed his business, and that's all because of one realization, that he was working his ass off. And that's not necessarily a bad thing, but he remembered that the reason he got into this business was to spend more time with his family. To have ultimately more freedom, and instead of that he was working 12 hours a day, non-stop, go for it, managing his clients, and basically doing all the work for his clients.

So over the last year or so, he's kind of been shifting his business to the point where he can move freedom in his life, and actually enjoy the money he's making, on top of just making the money and working his ass off all the time. So we're going to discuss how exactly he did this, and how you can do the same. So if you're starting out right now, yes it's cool you can go out there and make 30, 40k a month doing what Armando did before, sure. But you don't want to work 12 hours a day, have no life, and just basically create a job for yourself, right? You want to have some freedom, you want to enjoy some time with your friends, your family, to do whatever it is you want to do. So that's what Armando's done now, and in this interview, kind of breaking down how exactly he did that.

The fundamental differences in his company now and back then, and really the change in his thinking that changed, that kind of allowed him to be able to basically have more freedom in his business, rather than him doing absolutely everything himself. So that's what was discussed in this interview today. I hope you enjoy it, let's get straight into it. Enjoy. Armando, hey man, thank you for coming back on the show, and 50 episodes later it's great to have you back for a part two here.

Armando Saenz: Thanks man. Thanks, glad to be back.

Daryl Rosser: So for anyone that missed the previous episode, or the video series you put together, or doesn't know who you are or anything yet, do you want to introduce yourself and explain like who you are, what it is you do?

Armando Saenz: Yeah, well my name's Armando, and I own a digital marketing agency here in Houston. I've been doing search and digital marketing for ... I started my agency I think back in 2013, but I've been in business development and marketing for well over like 19 years now.

Daryl Rosser: Nice.

Armando Saenz: Did a lot of work for a large corporate 500 company. Large Fortune 500 on the business development side. So I'm very much a process guy. We hooked up years ago, and we always sort of networked and connected since then.

Daryl Rosser: Yeah, that was probably 2014 maybe? Maybe even 2013, it was a long, long time ago.

Armando Saenz: Yeah, it was a while. I still remember when you formed Lion Zeal Mastermind, the group. Remember?

Daryl Rosser: Yeah.

Armando Saenz: Yeah.

Daryl Rosser: Yeah you were like the first 10 members.

Armando Saenz: Yeah.

Daryl Rosser: I'm pretty sure actually, that I did like zero advertising. I think it was you and some other members that basically shared it in other places, which made it what it is today. So thank you for that.

Armando Saenz: Man, you're welcome, you're welcome. Yeah, I posted in a bunch of places, because I was active. I mean I still am active in a bunch of groups, but this one had some potential. And the stuff that you were sharing, and doing anyways was pretty cool. So it was well worth the share.

Daryl Rosser: I appreciate it man. Actually I remember back, whatever it was, about 2014 I believe, and when we first met I remember you were sharing the tutorials, or just recordings basically ... Or you were doing cold calling all the way back then. Do you remember that?

Armando Saenz: Yeah, that's right, that's right. I shared I think it was like two or three cold calls that I did locally. I'm not a very big fan of them, I wasn't back then, but I sort of did them just because they still work, and they worked then, they work now. And I just kind of wanted to share my process with people. Sometimes I find that if you do that, others will look at it, and they don't realize that it's not that scary.

Daryl Rosser: Yeah.

Armando Saenz: You know it's not that scary as it is.

Daryl Rosser: Yeah.

Armando Saenz: So yeah, it's been a while since those cold call videos, yeah.

Daryl Rosser: Was that mostly like a mindset thing for you? Just to get yourself over that fear, and just put yourself out there?

Armando Saenz: Yeah, it's definitely a mindset thing. I think we've spoken about mindset ever since I've known you.

Daryl Rosser: Long time.

Armando Saenz: Yeah, you know 90% of everything that we do is sort of mindset. So in a way, making those recordings were good, because it gets them out there to people who are maybe getting started, and might be scared, or might be thinking how does this situation get handled? On the other hand, they're good for me, because I get to play them back, and I get to see how I handled that, and how I sort of came across. So it's both a training for me-

Daryl Rosser: Yeah.

Armando Saenz: And training for someone else to listen in.

Daryl Rosser: No I love that. Actually, my agency guy, I'm like, "Hey record every single call you do, listen back to it, and review it," because you pick up so much. It's kind of horrible. I don't know about you, but for me, I really struggle to listen back. I don't like it, but you learn a lot from it.

Armando Saenz: Yeah I don't like to listen to them myself. I hate the sound of my own voice.

Daryl Rosser: Everyone does, yeah.

Armando Saenz: Yeah, I catch myself like removing the um's and the likes, and sort of in my own head thinking through the conversation how I'm going to handle things.

Daryl Rosser: Yeah.

Armando Saenz: After about four or five times of doing anything, whether it's the video or the calls, you really get into your element, you become more comfortable.

Daryl Rosser: Absolutely. All right man, so I'm curious then, we chatted around a year ago. That's the first ever episode. I was probably very bad at interviewing then, so I appreciate you coming on and being a good guest for me. What has changed since then?

Armando Saenz: Oh man, pretty much everything's changed. My business has gone through a lot of change, and a lot of evolution I would say. Even the services that I offered at one point, I was sort of all over the place offering everything and anything to everyone when I first started. And at the time that we spoke, I was sort of narrowing down what I did for folks, and who I did it for.

Daryl Rosser: Yeah.

Armando Saenz: And I sort of got even better at the pre-qualifying, or qualifying piece of it.

Daryl Rosser: Okay.

Armando Saenz: So I scaled back, but I've grown. I don't think anybody really goes into business thinking that they want to work 100 hours a week. You know? The reason I did it, I wanted to have more time. I wanted to buy myself time to do things with my kids, and my family, and all these things.

Daryl Rosser: Yeah.

Armando Saenz: Throughout the year, I've sort of been really picky of who I work with, and that whole selection process. I went from really offering a bunch of different services, to really having to say no a lot.

Daryl Rosser: Okay.

Armando Saenz: And that felt great. You know? That felt really great, saying no to people. No I can't work with you, no you're not in my price point, no we can't do this for you. But also my entire business has taken a more holistic approach, where I do a lot of SEO still for clients, but I don't really necessarily take on new business, unless it's really solid referrals from my existing clients.

Daryl Rosser: Okay.

Armando Saenz: I've gotten really good at picking clients that want to grow within their field, and their business, so they want to open multiple locations, and have a plan to open multiple office, and multiple clinics across the span of a year, two years.

Daryl Rosser: Is that a dog in the background?

Armando Saenz: Actually, I'm surprised you're picking this up, because I'm in my office, and he's in the backyard.

Daryl Rosser: Wow.

Armando Saenz: I can barely hear him, but I guess you can hear him pretty loud.

Daryl Rosser: It's cool, it's cool.

Armando Saenz: So I've gotten really good at picking partnerships with companies that are themselves looking to grow. And so I've gotten a very smaller client base, but a more consistent, and a higher paid client because of it. So I'm working less, making more. You know? With working less. I've gone through an evolution where I've viewed everything as a holistic thing in my business. SEO is sort of a vehicle, but still the thing that people want are the results that release the sales, the transactions, all that.

Daryl Rosser: Yeah.

Armando Saenz: SEO is just one piece of that, one vehicle. So with that in my mind, the selling process has even become easier, because-

Daryl Rosser: Interesting.

Armando Saenz: I've used that verbiage a lot in what I'm pitching. So a lot of transformation has happened. I still take on one off clients here and there. I still do like one off things.

Daryl Rosser: Yeah.

Armando Saenz: I still have clients where I enter an agreement with them, I have them only 10 or for maybe six months, and it's not a forever thing. There's an end to the billing cycle, and that's worked out really well for me as well. So a lot-

Daryl Rosser: Cool man.

Armando Saenz: Has changed, what a year.

Daryl Rosser: I'd hope so. I'm curious then, so would you say that over the last year, or slightly before that, like your revenue was going up massively, but you also put a lot of time into it. Like it got like a lot of time.

Armando Saenz: Yeah, it was a lot of time. A lot of my time was spent really on the management side of things.

Daryl Rosser: Okay.

Armando Saenz: But also on the technical side of things, even though I did have, and I still do have VA's, but I brought a guy here locally now who helps me do that. He sort of handles all the technical side of things, and really I tried to take a step back in my business, and really-

Daryl Rosser: Yeah.

Armando Saenz: Become the person who needed to do the one thing that was going to take me to the next level. That's really what my focus became. How do I formulate that?

How do I become? How do I do and figure out the thing that is going to take me to the next level while not having to have my time occupied by all these little technical things that I could really outsource, or have an in-house person do.

Daryl Rosser: Okay.

Armando Saenz: That was a shift in mindset as well.

Daryl Rosser: What was the thing to take you to the next level?

Armando Saenz: The thing is always sales. It is always relationship building, it is always that. It is always meeting people. It is always talking to somebody, and understanding their business, understanding where they're coming from. Understanding their problems, understanding their pain points, and making sure that they understand that you're the solution to that. That is the only thing that will move forward, that'll move anybody else forward. Because without that, you just have a hobby.

Daryl Rosser: Very true.

Armando Saenz: Very expensive hobby. I focused my energy and everything on that, building those solid partnerships, and getting introduced from my previous good clients to their friends who had businesses who were solid clients. Who could become great clients, and that's how I was able to scale back and still grow, if that makes any sense.

Daryl Rosser: Yeah. So you're not trying to turn it into like a livestock business, where you can work a couple hours a day. You still want to work a lot, but you also don't want to be massively stressed out with everything. You want to grow, while still being able to step back a little bit. Is that right?

Armando Saenz: Yeah, for sure. For sure. I want to be the god who's in charge of my business.

Daryl Rosser: Yeah.

Armando Saenz: We talk about this all the time, because that book has such a big influence on everybody, the unit. It keeps coming back, but I wanted to be that guy. I couldn't be that guy if I was building PBN's. If I was building review funnels. If I was building all these different things, and still managing my people, and managing-

Daryl Rosser: Yeah.

Armando Saenz: The clients to be that guy. So I had to scale back, and just sort of focus on the one thing that really couldn't be outsourced. Or I should say I didn't want to outsource, that was relationship building. Talking to clients, and making sure

that their answers were met, and then my people knew exactly what they needed to do based on the training. That's been a big change for me.

Daryl Rosser: I like it man. That's an awesome progression. Let's talk about pre-qualifying then. I just got off a webinar like 47 minutes ago, so not long, an hour ago, and I asked people on it, "Who here has had a bad experience with clients?" And I'd say pretty much every single person who was responding said yes. So how do they avoid that happening? Or at least avoid it happening as much as they possibly can?

Armando Saenz: Yeah, so before I answer that, you're right. I remember still firing my first client. It was a pretty big account, it was like 5,000 a month.

Daryl Rosser: Nice.

Armando Saenz: And I just couldn't deal with it anymore. I couldn't deal with the phone calls, that I couldn't deal with the distrust issues of why isn't this happening fast enough? I just couldn't deal with all that, and I ended up firing that guy. So to anybody who's ever dealt with a bad client, I'd much rather not work with somebody who is like that, I'd much rather not have that money, and have my sanity, because I can't get my sanity back. I can always make money.

Daryl Rosser: And they bring you down, right? Like it stops you from getting more clients.

Armando Saenz: Yeah. Like this guy I remember man, I would hear the phone ring and it was them on the phone, and it would completely destroy my entire week. Like I was down, I was like in a bad place. Like oh, this guy just ruined my whole week by even calling.

Daryl Rosser: Yeah.

Armando Saenz: It's just not worth it. It's not worth it at times. It's better to just let them go, and focus your energy on growth.

Daryl Rosser: Absolutely.

Armando Saenz: To answer your question, the way I pre-qualify is that there's a book, it's called Ask.

Daryl Rosser: Ask, Ryan Levesque.

Armando Saenz: Yeah. And that book is phenomenal. That process is incredible. Through that process, I was able to implement a lot of his teachings, and basically create a process for picking which clients I'm going to work with, and who I'm not going to work with. Again, following this whole holistic style approach, but still having some hard things. Now the way I qualify things because I'm a process guy, I like to see everything drawn out on a whiteboard with arrows and everything. It

basically came where I had two types of clients. Group A and group B. Group A is the kind of client that is not aware that they need marketing services. These are the guys that will tell you, "I've grown my business for the past 30 years with flyers, and my truck wrap, and everything's fine."

Daryl Rosser: Yeah.

Armando Saenz: "I don't think a SEO's going to work, I don't think Facebook's going to work. I still believe word of mouth is the best. Go and knock on doors, blah, blah, blah. But, but, but if you hook me up for free, I might go ahead and take you up on your offer, and then I'll let you prove me wrong, right?"

Daryl Rosser: Yeah.

Armando Saenz: There's that client. And then there's client B, who has a marketing budget, who understands that everything is about marketing. Who understands that without that piece of it, their business doesn't grow. They understand what needs to happen, they just don't know how to make it happen, and they want some help with it.

Daryl Rosser: Yeah.

Armando Saenz: So very distinct people, right? Working with client A is a nightmare, and working with client B is nirvana, and yet so many people are trying to convince a business or a business owner that SEO works, or that they need marketing. So I basically put these two people into a bucket, and I said, "If anyone even gives me a slight signal that they're in the A bucket, I'm not going to waste their time or mine, I'm just going to politely excuse myself, and just say that we are not a right fit for them, and move about our business."

Daryl Rosser: I like it.

Armando Saenz: We will categorize anybody that comes to me, anybody that comes to me I say ask them a series of questions, and then I put them in bucket A, or bucket B. Then based on that, we move forward or we don't.

Daryl Rosser: What about Mr. Beginner out there that's just getting started, and he's speaking to someone. He knows that the guys going to be a total pain in the ass to deal with, but it's \$1,500 a month and he's broke.

Armando Saenz: Yeah.

Daryl Rosser: Does he suck it up and take it? Or does he think positively, and think like, "If I turn down this guy, it gives me more opportunity to get another client?"

Armando Saenz: Yeah that's kind of a tough one, right?



Daryl Rosser: Yeah.

Armando Saenz: Because on one hand you could make money, on the other hand it's your sanity.

Daryl Rosser: Yeah.

Armando Saenz: The old me would have said, "Yeah, take it, work with this guy, and then trade up." The new me says, "Don't even bother with this guy." If you already know in your mind they're going to be trouble, they've already given you all the indications that they're going to be trouble. They're even flakey at \$1,500, or \$1,000 per month.

Daryl Rosser: Yeah.

Armando Saenz: They're questioning your integrity, whether you can say you can deliver what you're going to deliver. They're going to be a pain. This is the kind of person that even if they sign on the dotted line, is going to take 100% of your time and energy, and will prevent you from growing. You will be stuck at \$1,500 for six months. But if you never start with them, you may scale up to 28,000 in the same six months focusing on the right kind of client.

Daryl Rosser: Yeah.

Armando Saenz: So I would definitely say as hard as it is, as hard as it may seem, stand your ground, and express the power of no. Just say, "No, I can't do this. It's not worth my sanity, it's not worth my time."

Daryl Rosser: I completely agree. I'm sure some people are going to think it's easy for them guys, they're already doing pretty well. But no, it holds you back, and it can stop you getting opportunities that you could have got if you said no to them.

Armando Saenz: Yeah, it's relative right? Because the word easy, it's relative, right?

Daryl Rosser: Yeah.

Armando Saenz: It's easy for somebody who's been doing it for a long time to say it's easy.

Daryl Rosser: Yeah.

Armando Saenz: Just it's easier for somebody who's a master chef to cook up a meal, but if you've never cooked before it almost seems impossible.

Daryl Rosser: Absolutely.

Armando Saenz: But, you've got to think about the long term game, and your sanity, and your mindset, and everything else. It is custom for a beginner to land a client who's a pain in the ass from the get go.

Daryl Rosser: Yeah.

Armando Saenz: They may not continue, they may end up getting fired from that client anyways.

Daryl Rosser: That's very true.

Armando Saenz: They may never continue. They may give up because of that. So I would always turn them down no matter what.

Daryl Rosser: That's a good point. So what's the opposite spectrum? Because we see a lot of this in the groups, where people hate clients. They're like never do that, just build your own sites. Do Affiliate marketing. What's the opposite spectrum? What's it like working with a good client, and you get several good clients, and it's really fun to work with them. How does that work out?

Armando Saenz: So it's more of a relationship. It's more of a marriage clients.

Daryl Rosser: Okay.

Armando Saenz: My clients that I work with, they're fairly large. These are guys that after an extent have planned to expand and build multiple locations across an entire city, or an entire state. Or even many states across like a year or two. So they're continuing this growth. These kind of clients are very involved in decision making, but they're also completely hands off. So basically, you become an extension of their business, and they trust you as their advisor, as their marketing guy, that you're going to make the right decisions. That you're the expert in this field.

But yet they still want to make certain decisions and say, "I want to break into this market," or, "I want to go aggressively after this tactic that you said would bring us a little bit better return, and then roll with it." So they become very partner like, as opposed to a client customer type of relationship.

Daryl Rosser: I like that. Your requirements you said, you're looking for someone that is firstly believes in marketing already, and secondly is expanding, growing fast.

Armando Saenz: Yeah, yeah, and I ask some questions. I ask questions like for example, where I asked a question in the beginning process where we speak, and I say, "Why is it that you decided to contact me," or, "Such and such gave you a referral for me. Why is it that you right now you're contacting me, and what is different about now that was a year ago in your business? Or six months ago that you decided that you needed to reach out to somebody now?"

Daryl Rosser: I love it. Just the pain point.

Armando Saenz: The last question, yeah, it's very powerful, because sometimes they'll say, "Well, I tried this before, and it didn't really work. I still don't think it works, but I want to give it another shot." That is category A.

Daryl Rosser: Yeah.

Armando Saenz: All right? They have already decided in their head that it doesn't work, something's telling them call somebody else to see if they can prove you wrong. Okay?

Daryl Rosser: Yeah.

Armando Saenz: They've already decided it doesn't work. Right? So the other side of that is I hear is something that goes like, "Well, here's the deal, we didn't need to do any of this before, because we were very small. Right now we're in expansion growth, and we want to go over the next year. We have plans to go A, B, C services, and we need help from somebody who knows this side of the business to help us grow. We have a marketing budget, that's why we contacted you."

Daryl Rosser: Yeah.

Armando Saenz: So A and B right? B knows what they want, they know they have a marketing budget. They believe in this, they're just really asking for somebody to help them out with it, and that's a much better client. So there is a series of questions that I ask that sort of guide them through the path. Then I have a set price. You know, obviously I let them know, this is my price, and I don't do like, "Oh, that's too expensive, what can we do for half?" I don't do that.

Daryl Rosser: Yes.

Armando Saenz: I start at the very minimum, and they go up from there. If you're cool with that, we can continue this conversation. Once you put them in bucket B from the very beginning, that price isn't really an issue for them, because they don't really care. They're just looking for the right person to help them out.

Daryl Rosser: I like that man. I agree completely. I remember actually one of the very few clients I still work with personally today from years ago when I got them, when they came to me they were a startup. Which is generally people say, "Oh, don't work with startups." It's one of the exceptions I made. They're a brand new startup, and they came to me and they said they used to work for another company, and they started to do it on their own. The company they work for were crushing it with SEO.

And they believed in SEO 100%. They knew 100% that it'd work. They just wanted to know if I was the right person to help them out. I showed them what I could do. They signed up easily, and the easiest client ever. I speak to them like once every three to six months, or less to be honest, because they believed

100% in SEO before. I didn't have to sell them SEO, they knew what they wanted. I just had to convince them I could help them do it.

Armando Saenz: Right, right. And that's what I think is a big difference. That's what I see a lot of people trying to do. And I'm the groups lurking, and asking questions sometimes, and I hear the same question come up all the time. "What do you say to a client who tells you this may not work?" "What do you say to a client who tells you they don't believe that SEO works?"

Daryl Rosser: Yeah.

Armando Saenz: They're giving you a glimpse into the future, into their mind right now. They're already convinced that it doesn't work. I'm not here to convince you that it does work, I'm here to work with somebody who knows that it works that needs my help.

Daryl Rosser: You know, I think we last spoke about this a year ago on the last episode about our mindset, when we were like, "Hey here's our minimum price in. Here's what we offer. If this is of interest to you, then let's get started, and I can get you some results. If not, hey no worries, I can recommend you someone else. That's cool, you can go somewhere else, it doesn't matter." That abundance mindset, right?

Armando Saenz: Right, right. Yeah. It's interesting, but it's also hard. I'm not saying it's easy, it's hard to change that mindset. You've got to work on it every day. Every single day is a mindset thing. You've got to get up and know that you're putting out there, whatever work that you're doing, you're doing in a honest way, and you put out the best service that you can possibly put in the best interest of your clients. And that's the kind of mindset you have to have to be able to charge higher prices. Otherwise, if you're not confident in what you're doing, then you're going to bubble. You'll say, "Well okay, I'll do it for \$250 if this guy's doing it for \$500."

Daryl Rosser: Yeah.

Armando Saenz: You know? Then you get all these inconsistencies, right? Some guys are like, "Oh, I'll only charge \$99 a month." Then another guy charges \$39 a month. Then you've got all these crazy pricings because of that.

Daryl Rosser: Yeah, sure. Let's put a name on it, let's call it 'The Armando Method'. Let's say what you're doing today is the Armando Method. So first up, you want to categorize like there's A and B. There's the people that are a pain in the ass, basically, and the people who are easy to deal with, they understand marketing. Then also ideally, they're a fast growth, and you get them on the phone, you ask the same questions. Like why are they speaking you today? Is there any other examples of questions that you love to go through?

Armando Saenz: Yeah. I want to know what their biggest struggle is with growing their business.

Daryl Rosser: Okay.

Armando Saenz: So if they say, "I'm looking to grow in the next year," and then I ask them, "Okay, well what's the biggest thing that is preventing you from growing to that goal?" Or, "What is the biggest obstacle that you're having with having to grow that?" A lot of times you'll discover that it's not really SEO at all. It might be sales. Their sales team doesn't really function right. Maybe they have weak scripting, or something like that. But they'll tell you straight up like, "We're so busy doing this, and we need help in this department, and this item, and this person is in charge of this, etc." you can't really handle it. And it turns out that it's a time management issue. So then your angle becomes, "Hey, I am the guy that can manage that time for you, because I'm not really on your ... I mean I'm on your payroll, but I'm not like in your office."

Daryl Rosser: Yeah.

Armando Saenz: So I ask why they contacted me. I ask what their biggest struggle is with that. Then I ask what their goal is. What do you want to get to, and what does this thing look like? If you could wrap your goal up, and put a bow on it under the Christmas tree a year from now, what would that look like to them, to you? Then usually they're just like wide open. "Oh, you know, this is what it'll allow me to do. This is why ideally I would have x amount of employees, and I would have this and that."

So you get to know right away what their real pain is. The real pain point is, and how you can either solve that, or not solve that. So the other thing that's key with that is that I'm providing usually one service for one person at a time. I'm not doing a search, and then Facebook advertising, and then review funnels, and all these different things. I am providing one service for you at one time.

Daryl Rosser: Okay.

Armando Saenz: If and when we get to the point where that is refined, then we can start looking at other things. But I will not take on like four or five different things. I'm not going to be the guy that does your ad words and this other stuff all at once.

Daryl Rosser: Yeah.

Armando Saenz: And fail at everything, you know? So I let them know straight up, "Hey, we work on this thing. We knock it out of the park, and once we've got this thing knocked out of the park, then we look at strategy B. Or I can help you outsource strategy B to some people that I know that can work on it at the same time, obviously if you've got a good budget."

Daryl Rosser: Okay, so how does the call end? How do you tell them what your name of pricing is, and how do you proceed from that call basically?

Armando Saenz: It's a pretty straight transition for me. Usually I let them know exactly on the call what's going to happen, whether I can help them or not. Then I follow up immediately with them, and I say, "I'm going to send you this proposal that's got everything that we spoke about, and how this thing is going to be laid out." We'll be doing month one, month two, month three, month four, month five, and then where do we collect payment, and how we collect payment.

I use PandaDoc so everything's electronic. PandaDoc, and I send it to them, they e-sign it, and then they've got three days to accept the proposal, and they pay via Stripe, and then they get re-billed every 30 days until the extension of our contract. And usually I do depending on the scope of work, it's either going to be a three month agreement, or six month agreement, or a one year agreement.

Then after that, we revisit and decide did we meet our goals? Did we get to where you wanted to go? And if so, we sort of revisit the relationship, and say, "Okay well where do we want to go? Do we continue to provide the service?" And a lot of times I say, "Hey, we got you where you needed to be in this amount of time. You don't need our services anymore," but they still want to stay on as a retainer.

Daryl Rosser: Okay. Interesting. A lot of services you offer, like not just SEO anymore, right?

Armando Saenz: No, so we offer search, we offer SEO, and we do Facebook ads.

Daryl Rosser: Okay.

Armando Saenz: So SEO, Facebook ads. Then the SEO also includes ... We do on page and then off page, but the SEO really includes just things that work. It's not just like, "Oh, we're going to send like five links to you." It's not a link package.

Daryl Rosser: Yeah.

Armando Saenz: It's working truly on their SEO presses to make sure that they are what they need to be. So SEO and Facebook ads, and then we still offer those review funnel pages that we build out. We do that for a very specific niche, so we only work with people in the health and wellness space, and that is it.

Daryl Rosser: I like it. It helps, right?

Armando Saenz: Oh, it helps tremendously. If you pick one vertical to go work in, and you master that, and you understand the lingo, and you understand the vibe, and you start to understand what really helps these businesses grow. What is really pushing that industry forward, and where to pull back, and where to give more. The next

time you work with someone in the same industry, it's going to be really easy. You don't have to reinvent your process over again.

Daryl Rosser: Yeah.

Armando Saenz: You don't have to reinvent the wheel. You don't have to reinvent the research. You just sort of take your methods, and then plug them in another client. But if you're working with a whole bunch of different industries, kind of like you have to do that process all over again with each client.

Daryl Rosser: Yeah.

Armando Saenz: So that allows us to scale a bit smoother, if you will.

Daryl Rosser: I agree. So you mentioned something that is very different I think to how most SEO's are doing it. That most SEO's, they want to charge say ... I don't know what your minimum pricing is, but let's say a couple thousand dollars. So they charge \$2,000 a month, and they want that client to pay them for an eternity, and never stop.

After six to 12 months maybe there's not really that much work to do anymore, it's just kind of retaining it. There's still a little bit, but not as much anyway. So you don't do that? You just charge say six months? So then lower fee afterwards to maintain it? Or how does that work?

Armando Saenz: Yeah, so everything that we do is three, six, and 12 months and that's going to be based on the analysis that we do from their site. Now the other thing I should mention is that we want to be successful, right? So we want only want to work with those clients who have the most potential to be successful.

Daryl Rosser: Sure.

Armando Saenz: So if you came to me with guidance all spammed, because you bought a fiver gig, or you pay somebody \$99 a month, and they spam you with all like Asian, or Russian links or something-

Daryl Rosser: Yeah.

Armando Saenz: And now you're coming to me to help. Even if you are a category B, I won't work with you.

Daryl Rosser: Sure.

Armando Saenz: Because it's an uphill battle. So we work with real businesses who A, have almost never done anything themselves. They know they're going to need help. Or they've done very little, they've outsourced very little, but nothing's been nasty out there on them.

Daryl Rosser: Sure.

Armando Saenz: So both have a high potential of getting ranked, and getting to a good spot on the search. So what we do is once we get to that ... If it takes us six months to do, we do that six months, and we say, "Okay, we've met all our KPI's. We've met all our goals, we've met everything that we said that we're going to deliver we deliver at the six months. Here's how this works. Can somebody else come behind you and bump you? Yes. Can this stuff drop? Yes, if it's not maintained, yes absolutely. But,"-

Daryl Rosser: Okay.

Armando Saenz: "Our agreement was for six months, we got to peak. You don't need to pay us for an eternity, we can ship this budget to do another now form of traffic. Maybe paid advertising, or something else."

Daryl Rosser: Okay.

Armando Saenz: "Or, you could split this pay. You're going to pay me on a retainer anyway, so that I can keep an eye on this stuff and provide changes as I see fit. And as the industry changes, I'm here for you making sure that you don't get bumped. Or you can end it right now." And surprisingly most of them will say, "I'd rather not end it." You know, "I'd rather just keep you on retainer." Or, "Why don't we do 50% on retainer, so you can keep a good eye on this. Then we'll switch the rest to another form of traffic," or something like that.

Daryl Rosser: Interesting man. What made you make that shift? Because obviously beforehand, you charged them a certain amount every month, then you're making more money, ideally.

Armando Saenz: Yeah ideally. You make more money, but it was sort of a ... Again, after assisting so much into this whole self-discovery thing, and it was like would I like to pay a student loan for the rest of my life? The answer is no. Do I want to pay rent for the rest of my life? And the answer is no. Do I want that carno? No. I'm looking to build partnerships and relationships, and this allows me to really be transparent with them. And allows them to actually trust me enough to give me those solid referrals.

Daryl Rosser: Yeah.

Armando Saenz: Through this entire process, obviously I worked with some that I've been charging for years, and they're happy to pay, because they're constantly in growth mode, and they know that my process is ironed out. But others come to me, and they say, "I need help. I need to be able to do this," and then I look at them and I say, "Okay look, maybe you need is a map strategy. Your website's positioned well, but you're nowhere in the three pack."



Daryl Rosser: Okay.

Armando Saenz: "And here's where I see the opportunities. And so it's going to cost you x amount of dollars, and we're going to aim for a six month goal of this, but know that after you've paid this money, if you're still not there in six months, and maybe take eight months before you start seeing the results. But you're not going to continue to pay for that, because you've already paid for that work."

Daryl Rosser: Okay. You're selling them that fixed package. So they sign up for say \$2,000 a month for a six month, you're actually selling them a \$12,000 package. It's not like a \$2,000 a month for the rest of eternity, until we somehow manage to get you some results.

Armando Saenz: Right, right.

Daryl Rosser: Okay.

Armando Saenz: And the reason I'm able to do that, is because again, when you take a look at their sites ... And we work with clients who have a very high potential of getting ranked. You know who these guys are, right? Somebody comes to you, they've been in business for 10 years, they've got a 10 year old website. They're reputable, they've been published in medical journals. They've got links coming from Wall Street Journal, and a lot of solid EDU links that are legit, because they're written their own articles.

Daryl Rosser: Yeah.

Armando Saenz: They've never done SEO before, but their site is completely clean, well-written. It's like all I need to do here is give it a little bump, you know?

Daryl Rosser: Yeah.

Armando Saenz: And fix the technical issues, a lot of on page, and maybe a few off page things. Then you're going to be where you need to be, because your site is so strong, and it's got so much trust, that you're right there on the cusp, you know?

Daryl Rosser: Yeah.

Armando Saenz: So we cherry pick who we work with.

Daryl Rosser: I like it man. Cool, so you mentioned the name holistic Armando. So there's holistic Armando, there's a year ago Armando, what's the difference? What's the three big I don't know, big changes, or realizations and stuff that you've had over the last year?

Armando Saenz: Yeah, the biggest thing is really understanding the patterns, and seeing where those opportunities are. And being self aware of the signals that are there when you shouldn't work with somebody.

Daryl Rosser: Yeah.

Armando Saenz: Or signals that are there when you should work with someone. So even with our agency, the things that we do, before I would say, "Yeah, it's going to be \$2,000 a month, and I'm going to charge you for the rest of your life, and we're going to work towards this goal. And here's what we're going to do. We'll get out like hammer the PBN's, and then you're going to rank. You're going to rank."

Daryl Rosser: Yeah.

Armando Saenz: Because you will. Now I look at that and I say, "Okay, let's work on everything that's going on here. Let's take a look at the Google my business. Do we need to have maybe more citations done on this month? We still need some PBN's, but need to be a little bit more careful with them. Maybe we need to reach out and do some actual guest posting, or other things." So it's a combination of everything coming together, as opposed to just one tactic. Even the PBN is still the core foundation, you know?

Daryl Rosser: Yeah.

Armando Saenz: That is what works and often times that's all that's needed, so the holistic me now looks at things and says, "Okay, here's what the whole package is going to be. Here's where the timeframe. Here's what you can expect from us. The type of communication you can expect from us. Oh, and by the way, we want you to be involved in this process, and not completely on, because we'll need pictures of your staff. And we'll need bios, and we'll need maybe for you to approve content, and other things along the way."

Daryl Rosser: Yeah.

Armando Saenz: So that's what's really the biggest difference from then and now.

Daryl Rosser: Okay, that makes a lot of sense. I'm curious about your ranking strategy, is it pretty simple then? We always talk about this, that everyone over complicates it. Like for the people that are worried about it, how do you rank it in an overview sort of way?

Armando Saenz: Yeah it's really simple. It's almost too simple, right? I take a look at what you got going on, and say somebody comes to me, and they've got a 10 year old site. They've been in business for 10 years, they've got a Google marked business listing, but it's not playing. They maybe don't really have consistent map. They don't really have that manufacturing stuff. If they do, they're coming from the right choice from like Yelp, or something like that.

Daryl Rosser: Yeah.

Armando Saenz: We'll do this, and first and foremost we're going to attack the map pack. We're going to make sure that your map and citations are taken care of. We're going to do on page, which is going to be huge.

Daryl Rosser: Have to be.

Armando Saenz: Those things alone will give you a nice bump, right? Then what we're going to do is we're going to take a look at before we do anything to your site, we want to take a look at your competitors. Who are the top 10 guys, and what they're ranking for, how they're ranking for. We're going to analyze their sites, take a look at their back links. Can we get any of those strong back links that they're using on our site? Are they using donation links? Maybe they've donated to something, so we're going to go contact those people and say, "Hey, we noticed that you've got a section for sponsored ads, or sponsored links."

Daryl Rosser: Yeah.

Armando Saenz: "Put our link in there." So we're going to point out that. So everything that the competition of page one is doing that we can see, that we can snag, we'll go ahead and snag, right? We take a look at the competition's links, and-

Daryl Rosser: Okay.

Armando Saenz: We see what good, what isn't, and we steal whatever we can. If they go after the same sites. Then we start to drip PBN's-

Daryl Rosser: Drip PBN's, okay.

Armando Saenz: Then we really go after these informational type key terms that are going to bring traffic to their website, because we want traffic. Then that is going to help give us a nice boost. Really for local clients, that's about as deep as I go man. I don't get crazy with like EDU links, and like 10 iFrame strategies. I don't get crazy like that.

Daryl Rosser: Yeah, yeah.

Armando Saenz: It's just clean, and on a as need basis. A lot of times there's just going to out rank whoever is on page one because of it.

Daryl Rosser: Yeah, it's kind of you like you said, right? A good client is almost a perfect slide to rank. Like they've already got existing traffic. They've got brand signals, people are searching their name online and stuff like that. But they hopefully have a good site already, and they've got a brand name that's established. They've got citations and stuff like that. Like it's super easy.

Armando Saenz: It's like the perfect storm, right?

Daryl Rosser: Yeah.

Armando Saenz: We're doing a lot of cherry picking in the beginning by asking them questions, and taking a look at the research and everything. But if you tell me you've got a budget, and you understand marketing, and everything is great. Then I look at your site, and it's like spam, because you hired a cheap SEO, I'm not going to work with you. I'm just not going to do it. I can't deliver what I say.

Daryl Rosser: Yeah.

Armando Saenz: I've had situations where Mike came to me and he said, he was a doctor, and he's like, "You know at your rank I need to be in here. My competition is killing me. I've got a budget, blah, blah, blah." Fell in category B, I took a look at the site, it's like I couldn't believe it. You know? This dude's been published in male clinic.

He's been published in like big publications. He's written books, he's got literature out there that's he written research papers and everything. And what it came down to was his site really sucked. It was like HTML site that was not optimized on page at all. When we redid the entire ... I didn't even change the site's ... I left it HTML, because why change it?

Daryl Rosser: Yeah.

Armando Saenz: We just optimized it, and he shot up. Like he already the thing that he needed, he just was missing this one piece.

Daryl Rosser: Absolutely.

Armando Saenz: There's no reason to give PBN's to him. He was getting trust from like major publications. There was no reason to do it. I just reached out to a couple of those articles that I said, "Hey, can you change the anchor text here, because the link is wrong," and they did it. They were more than happy to do it, and that shot him up fairly easy.

Daryl Rosser: That's cool man, and he's happy right? He doesn't care. He doesn't care if you use PBN's or anything, he cares that he gets rankings and some money.

Armando Saenz: Yeah he doesn't care. He saw his map pack, he saw his positioning in the maps shoot to number one. We worked on a reduced strategy, I said, "We need to be proactive with this," because he had one rating, one star-

Daryl Rosser: Oh.

Armando Saenz: That was like a three from a maybe an unhappy client patient. I said, "Let's work on our review strategy. Here's what you need to do. Here's what your staff needs to do. Here's how this is going to work." And then within two months he had I think 56 or something-

Daryl Rosser: Nice.

Armando Saenz: Reviews organically from his patients that he was just asking. It wasn't crazy, right? I said, "I need you to ask. I need you to,"-

Daryl Rosser: Yeah.

Armando Saenz: "Fill a post, this little card that has the right URL to the review funnel, and just ask your happy patients, 'Will you leave me some honest feedback?' And people will go on there and do it from their cell phones."

Daryl Rosser: Yeah.

Armando Saenz: That was enough of what he needed to be bumped. So it's not anything crazy, right? It's just doing what needs to be done for the right client.

Daryl Rosser: That's awesome man. Final couple questions, then we'll wrap it up. By the sounds of it, you like to read. So is there like two or three books you could think of that were really helpful in the way you think and built your business as it is today?

Armando Saenz: Yeah for sure. So Ask. You know, Ryan Levesque.

Daryl Rosser: That one, yep.

Armando Saenz: You know, The E Myth if people haven't already read it. They'll read that book. Scrum, there's a book called Scrum.

Daryl Rosser: Okay.

Armando Saenz: The art of getting twice done in half the time, I think. That's a very good book, because it's a project management book, and it's about systems. And in the book, they talk about whenever you focus on one project, that project ... I don't know if you've ever read that book.

Daryl Rosser: No I haven't.

Armando Saenz: Okay. What they call this theory, right. It's not really a theory, it's practice. You focus on one project, your attention is 100% on that one project.

Daryl Rosser: Sure.

Armando Saenz: So when you start two projects, you would say you've got 50% on attention on one, and 50% on the other. But that's not the case, because there's a time that you're switching between project A and project B. That takes about 30% of your attention, so that only leaves 20% ... Eventually, but more projects you have open, the more time you're spending on switching tasks than you are on completing, and that ends with you having nothing completed, which is in this industry, it's interesting, because people switch. "Oh I'm going to go after Affiliate. Oh I'm going to go after clients. Oh I'm going to go after Amazon. Oh I'm going to do this. Oh I'm going to use PBN's. Now I'm going to use web 2.0's, now I'm going to use triple hat trick."

Daryl Rosser: Yeah.

Armando Saenz: And so what ends up happening is they don't complete the one thing they started with.

Daryl Rosser: Absolutely.

Armando Saenz: And that leaves them like for six months or a year sort of hanging. So read that book Scrum, that's a very good book. Then another book that I recently read that was really good is 21 Refutable Laws of Leadership.

Daryl Rosser: Okay.

Armando Saenz: That is the best book to read. So I would read that book.

Daryl Rosser: Is that helpful for managing a team?

Armando Saenz: That book is about yes. It's about managing, and it is about the concept of levels of leadership, and how lower level leaders often times are in higher positions of leadership when they shouldn't be.

Daryl Rosser: Yeah.

Armando Saenz: So they never really truly get the respect of the team, because a leader who's say number eight, will never follow a number seven.

Daryl Rosser: Sure.

Armando Saenz: You know? Because there's certain categoristics that you never really want to ... If you're ahead of somebody, you never really follow them. So that's a very book to understand about where you're at personally, and you can say, "Wow, I'm like number whatever, and the people that I work with are like above me,"-

Daryl Rosser: Yeah.

Armando Saenz: "No wonder they don't respect me, or no wonder they can't get this concept right, because I'm lacking in this. Or I need to up my game on that." So that's a pretty good book.

Daryl Rosser: Cool man. Just to give some people some useful links and stuff like that, any tools or anything you use to manage your clients, or something that you couldn't run your business without?

Armando Saenz: PandaDoc, I use that for all my proposals and-

Daryl Rosser: PandaDoc, okay.

Armando Saenz: PandaDoc.

Daryl Rosser: Yeah.

Armando Saenz: And that's kind of key, because I see this in the groups all the time. I know you see it. "Does anybody have a proposal template they could share?"

Daryl Rosser: Yeah.

Armando Saenz: Like dude, if I even gave you mine, you couldn't use it, because you tear it apart, and add your own stuff to it.

Daryl Rosser: Yeah.

Armando Saenz: So PandaDoc, that's for ... you can be on the phone with somebody, you know, on the phone, and they could say, "Yeah, I'm ready, send me the information." Then just send, and right on the phone they get that PandaDoc email, they can sign from the phone and everything, electronically.

Daryl Rosser: Yeah.

Armando Saenz: So PandaDoc is a good one. I use Serve Fox for my rankings.

Daryl Rosser: Classic.

Armando Saenz: And aside from that, I use Trello as like my team management board.

Daryl Rosser: Okay.

Armando Saenz: To organize my boards and my VA's for the work that happens. And aside from that, there really isn't much. LeadPages, I use LeadPages. I use GetResponse as my keep up client.

Daryl Rosser: Cool.

Armando Saenz: For no particular reason, really. It's not a plug on them or anything. I just started with ... You know there was no reason to switch, so that's what I use. Aside from that, that's it.

Daryl Rosser: It's not a lot of tools, right? It's just about getting out there and building some relationships, and meeting some businesses.

Armando Saenz: That's it. That's really what it comes down to. If you want to go after clients, and you want to have a good client base, you need to out there and meet people. It's all a numbers game, right? If you meet 100 people, and one of them says yes, and 99 say no, well then now you have a baseline, and you know that for 100 people who you meet, what's going to say no.

Daryl Rosser: Yeah.

Armando Saenz: So if you want to get to 10 clients a month, well you need to meet x amount of people, right?

Daryl Rosser: Yeah.

Armando Saenz: And the more you meet, the easier things become, and eventually you starting closing more. You start getting more yes's. So it's really, everything is a numbers game.

Daryl Rosser: Absolutely. I think you're also one of the guys that has the same sort of belief of me. Is that we're in this business to help people. We want to make money sure, but we're in this to help people. It's how we make our money, we help our clients. So even if someone isn't willing to spend money resource, it's just like isn't ideal to spend money with us, we still give them some advice and stuff. Just trying to help people out in general, because that's how we grow our business. That's what we do.

Armando Saenz: Yeah for sure, for sure. There are people that fall, like I say, in category A. I don't work with them, and I usually give them what they need to do. I usually say, "Hey. You know enough to know what you know, and that's why you're a category A, because you got yourself in trouble, because you know just enough to get in trouble." And I give them, I say, I just give my advice, I say, "Here's what you need to do, I would focus on this. There's no need to hire services. Just knock yourself out." Really it's about the relationships.

Daryl Rosser: Absolutely man. Cool, well I appreciate you joining me today. It's been fun. Where can people connect with you if they want to message them some questions, message you some questions, I don't know, check out your site or whatever else?

Armando Saenz: You know I'm in the group. I'm in Lion Zeal.



Daryl Rosser: Yeah.

Armando Saenz: I'm active in there. So they can post some questions in there. That's cool, I can answer them in there. I don't really have a blog. I don't have, maybe one day I will. I have a-

Daryl Rosser: Just call it the Armando Method.com.

Armando Saenz: Yeah. One day I'll get around setting all those things up, but for now, also if you're in the group just hit me up there, and I'll be more than happy to answer those questions.

Daryl Rosser: Man, thank you for joining me again. It's been really cool catching up, and seeing how it's kind of changed over the last year, which as expected it's changed a lot, which is really cool.

Armando Saenz: Well cool man, thank you for having me. Thank you for having me, always a pleasure.

Daryl Rosser: All right man, thanks again for joining me, and hope you guys got a lot of value out of the episode, and I'll see you guys next week.