



Attention Agency Owners and Service Providers

How I Scaled a \$20 Million ARR Agency in Just Five Years

It's not me against you (other agencies), it's all of us against Amazon.

400 +

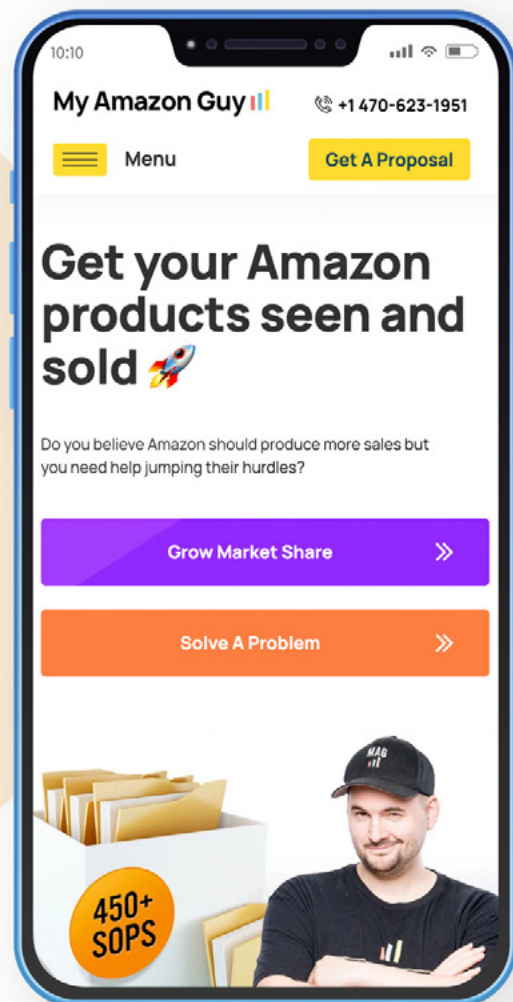
Brands currently managed

800 Million+

Annual revenue managed

400 +

Employees



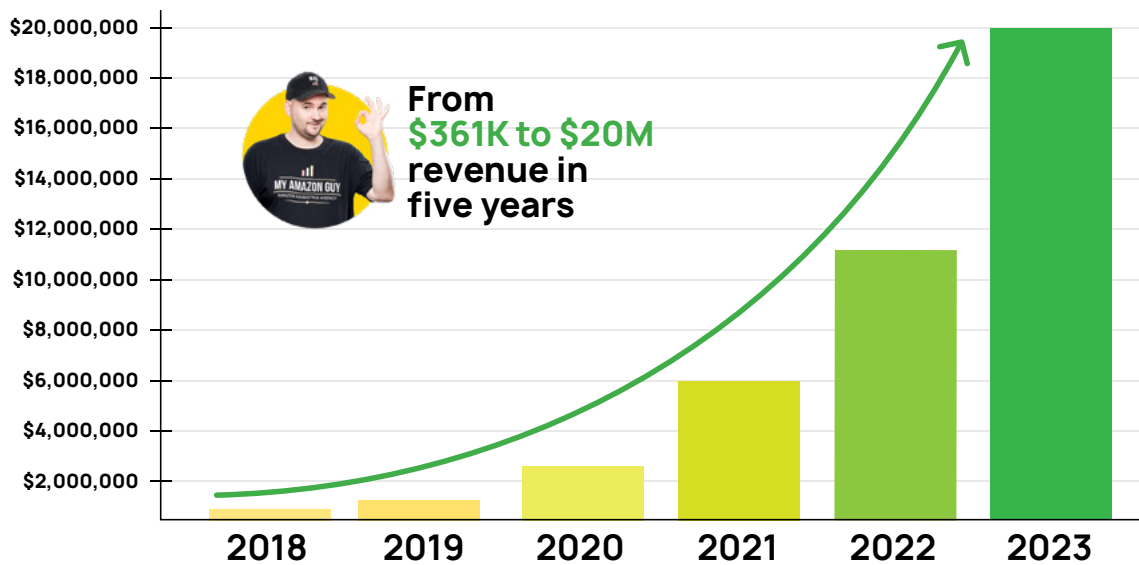
I've successfully scaled my agency to \$20 million with a repeatable system

Discover how you can grow your agency too.

My Amazon Guy was founded in 2018 by Steven Pope in his basement with a single LinkedIn post and a dream. Since then Steven has grown the company into a \$20 million dollar agency with over 400 recurring revenue clients and over 400 employees.

Along the way, he has had to reinvent the company multiple times to be able to keep up with the demand, and unfortunately, there has not been a roadmap on how to grow an agency this large in the Amazon space.

Consistent progression from start to success!



Year	Revenue	Clients	Employees	Growth % Revenue	Growth % Clients	Growth % Employees
2018	\$361,000.00*	10	3	205%	500%	167%
2019	\$1,100,000.00	60	8	127%	100%	275%
2020	\$2,500,000.00	120	30	140%	67%	233%
2021	\$6,000,000.00	200	100	83%	40%	150%
2022	\$11,000,000.00	280	250	82%	50%	80%
2023	\$20,000,000.00	420	450	-	-	-

* First client signed on April 2, 2018

HubSpot
Onboarded CRM year 4. Used Jotform/Google sheets/email for lead flow Years 1-3

Built a Sales Calculator for sales team to pitch anyone without ever needing approval.

My Amazon Guy's consistent growth from 2018 with 3 employees, to 2023 with 450 employees and \$20M in revenue.



Growing and scaling an agency in the Amazon space is hard.

The challenges can be overwhelming. You have to keep up with the ever-changing Amazon algorithms while also keeping up with what can sometimes feel like a revolving door of clients. You get a new client and are excited.

Then a client emails to say they aren't happy with the results they're getting and wants to cancel... how do you keep up with it all? (and keep sanity with your life. Then there are staffing issues and how do you create systems that don't require you to be involved.

Sellers have an almost infinite stream of content teaching them what to do and how to grow their businesses, but who is there to help you? (especially in this ultra competitive space)

Here's the good news: You don't have to figure it all out by yourself.

My Amazon Guy has gone through all of the growth hurdles that you have faced. And the company continues to grow no matter what happens with the economy and competitors.

We are excited to introduce our Agency Growth Programs. You will learn how to create the exact systems for growing and scaling your business so that you can grow your book of business, provide excellent results for your clients, and focus on building your business and life on your terms.

Steven Pope, founder of My Amazon Guy, has scaled past all of the hurdles that you may be facing whether you are just starting out, scaling to 7-figures, or looking to scale to multiple 8-figures. In our programs, he will show how to create the systems so that you can too.



My Amazon Guy founder Steven Pope

 46K+ followers

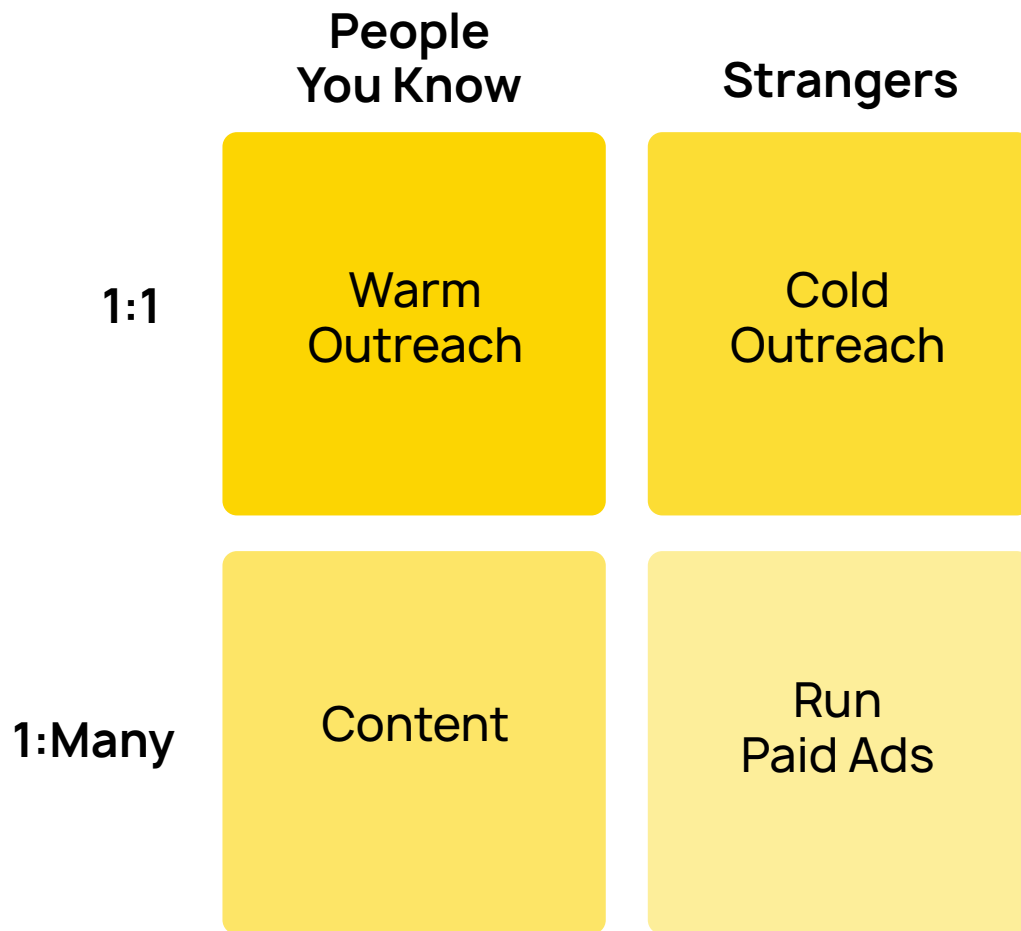
 4.5M+ views

[Get Started](#)



**Here's how
Steven Pope did it**

The Core Four of Lead Generation



CONTENT:

Warm Outreach

LinkedIn post got my first client for 3k a month within 48 hours (April 2, 2018)

This is warm outreach because someone in my network referred a client.

My Amazon Guy
Get Your Amazon Products Seen and Sold

Steven Pope (Amazon)
MyAmazonGuy.com Founder - \$20,000,000 Agency | Amazon Agency Owner Looking to Scale? Free Case Study at MyGuy.Agency

My Agency Guy
Weber State University

👑 Top Advertising Voice

Talks about #sales, #amazon, #amazonfba, #ecommerce, and #executiveleadership

Atlanta Metropolitan Area · [Contact info](#)

45,711 followers · 500+ connections

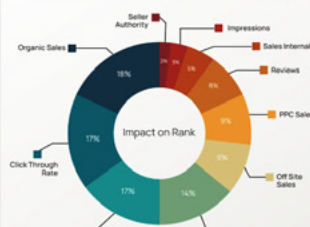
[+ Follow](#) [Message](#) [Book an appointment](#) [More](#)

Featured

Post

Want to break the Amazon SEO game? Tap into CTR magic....

SEO Factors 2023



513 · 98 comments

Post

Follow these 26 people now, to level up your Amazon Seller game:

Best Educational Content overall:

[Jonathan Tilley](#)
[Scott Needham](#)
[Victor Dwyer](#)
[Jason M. \(AMA king\)](#)

PPC:
[Mina Elias...](#)

337 · 129 comments

Post

! It's here! Introducing #MAGai - Got a burning Amazon question...

Ask My Amazon Guy

Our AI-powered assistant, MAGai, will search SOPs and more to answer

172 · 88 comments

CONTENT:

Create daily videos



CONTENT:

Daily LinkedIn posts



Steven Pope · 3rd+

MyAmazonGuy.com Founder - \$20,000,000 Agency | A...
1mo · 🌐

+ Follow ...

I made 2,000 pieces of content and it made me a 20-million dollar agency. Here's how you can replicate my strategy.

You've heard Content is king. But consistently posting with personal pain pushes prospects to purchase.

PPPPPP

Post
Personal
Pain
Push
Prospects to
Purchase

Scroll through the slides to see the kind of content I made.

🔄 Repost this if you like my content

P.S. My first piece of content is still my highest performing. So if you start today...

[#agencygrowth](#)

20-Mil = 2,000 Content Pieces · 14 pages

My Amazon Guy

To make 20-million
dollars **make 2000**
pieces of content.



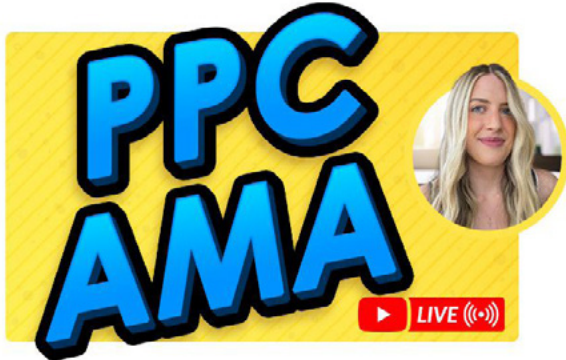
117

33 comments · 3 reposts

Reactions

CONTENT:

Live Q&A and create other influencers at agency



Amazon PPC AMA (Ask Me Anything)
Tuesdays at 12:00pm ET
With Marissa Linzey – Account Director



ASIN Review Live (ARL)
Wednesdays at 12:00pm ET
With by John Aspinall – Senior Account Executive



Ask Any Amazon Question
Fridays at 12:00pm ET
With Jason Mastromatteo – Vice President
of Brand Management

COLD OUTREACH:

Built an Outbound Sales System

- ✓ **Year 1-2:** Steven did all sales
- ✓ **Year 3:** Steven hired his father to help with inbound
- ✓ **Year 4:** Built outbound team hired to 12 AE/BDRs
- ✓ **Year 5:** Built cold call system, scaled to 30 sales members

[Get Started](#)



I am here: **COLD OUTREACH:**

PPC

- ✓ Ran video ads on YouTube, no idea if they helped.
- ✓ Currently testing LinkedIn and Google PPC to finish the 4th quad of lead gen.
- ✓ Proof you can get to 20-million dollars and not run paid ads.

Sales process



**Run
Paid Ads**

(I haven't cracked paid ads yet)



Contract Types:

- ✓ **Year 1-2:** Started contracts with flat rate only
- ✓ **Year 3:** Changed to small flat rate + high revenue share
 - ↳ Clients would cancel when we succeed
- ✓ **Year 4+:** Landed on Medium flat rate + small revenue share (1-3% revenue share depending on the size of the account)
 - ↳ Fairest between both parties, improved retention



Real experiences, real opinions – Trustpilot reviews straight from our customers.

Skip Wehner
1 review US



Apr 14, 2023

Get on base - MAG!

We have been selling on Amazon for about five years as a registered brand and been with MAG for about the past 18 months. They are a tremendous resource for our brand and those of us to manage that brand. I don't want to say they make it easy, because nothing about Amazon is easy, but we definitely sleep better knowing we have every tool and resource available to help us navigate all the never ending "Amazon-isms" that create endless challenges!

Te Lu
2 reviews US



2 days ago

The Only GEM in Amazon Agency Industry.

I have worked with our MAG team for almost 4 months, and the result is great especially we have for our multiple brands.

I was burned out for different projects since we are not only selling online but also locally. Our company is small and located in Santa Ana California.

I started out my Journey in 2019 and work on Dropshipping business, as you know, "the get-it-quick-rich business". But fundamentally, the business model is not for most product categories, and not a healthy ecosystem.

And then, I started to find some content on Youtube, and tried and tested several courses, just to learn the basic.

Mark Schack
2 reviews US



Jul 27, 2023

top notch service...

I consistently get top notch service from My Amazon Guy. My account manager is very persistent at making sure my advertising is getting the most results for my spend and it's done on a weekly basis. My sales have increased 40% in the year I have been using them but just as important I have way less stress over worrying about my PPC.

Dermasuri Inc.
1 review US



Jul 27, 2023

Highly recommend MAG!

Our My Amazon Guy team has been doing a phenomenal job managing our Amazon account. They have used strategic tactics to manage our PPC, SEO, and catalogs, and our overall brand has really benefited. We highly recommend them!

They have a deep understanding of how Amazon works, and they are always up-to-date on the latest trends. They don't just throw money at PPC or SEO. They take a thoughtful, strategic approach to each campaign, and they are always looking for ways to improve our results. They are meticulous about tracking our performance and making sure that we are getting the most out of our advertising. They are always clear and concise in their communication, and they are always available to answer my questions.

We've been working with them for a few years now, and have been consistently impressed with their work. They have helped our company grow and we are confident that they will continue to help me to succeed in the future.

If you are looking for a full-service Amazon management company, we highly recommend My Amazon Guy. They are the best in the business!

As Seen In:

MARKETS
INSIDER

The San Diego
Union-Tribune

Bloomberg



The Washington Post

BUSINESS
INSIDER

[NEWSNATION]

Constant Growth and Improvement

We built a culture focussed on people and learning.



Creating 100 Jobs

It's empowering to say we created 100 jobs. The first 100 were the hardest.



From 100 Employees to 300 in 8 months

Our growth accelerated and we had to hire a high volume quickly. We called it a BHAG - A Big Hairy Audacious Goal.



MAG School was Launched with Similar Growth

Teaching at scale and giving structure to thousands of students is dear to Steven Pope's heart.

Never lose a customer

Added a TON of services.

Large Fly Wheel.

- ✓ Amazon full service
 - PPC
 - SEO
 - Design
 - Catalog

- ✓ Trademarks
- ✓ My Refund Guy (Made a quarter million on Amazon refunds)
- ✓ MAG School
- ✓ Project Orders
- ✓ Live Video Coaching



PPC

Higher revenue, lower ACOS, and transparent advertising management.

[Learn More →](#)



SEO

Our 4-phase Amazon SEO plan is best-in-class and will show dramatic results in search rankings in 90 days.

[Learn More →](#)



Design

Enhanced Brand Content, Brand Stores, and graphics that convert.

[Learn More →](#)



Merchandising

Loading listings and optimizing attributes. We improve everything a customer sees.

[Learn More →](#)



Catalog Troubleshooting

Experiencing issues with your catalog? We'll handle it.

[Learn More →](#)



Audit

We'll do a full audit of your Amazon presence and performance so we know exactly what to do.

[Learn More →](#)



Shipping Plans

We strategically plan your logistics and inventory placement. Keeping FBA in stock, but not overstocked (saving fees). IPI Management.

[Learn More →](#)



Copywriting

Copywriting and SEO are important in an Amazon listing because they can help to improve the visibility and credibility of a product on the platform.

[Learn More →](#)



Platform Management

We'll take on the stress of managing the Amazon platform for you.

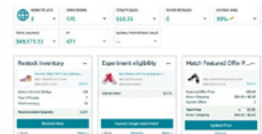
[Learn More →](#)



Social Posts

Your brand can capture the attention of more potential customers by sharing curated images about your products.

[Learn More →](#)



Reporting

We give you an overview of movements in the bigger picture, as well as reminders, alerts and news for more effective daily operations.

[Learn More →](#)



Monitoring

Get superb assistance to make sure all aspects of your account are taken care of and updated whenever Amazon makes changes.

Give Customers What They Want

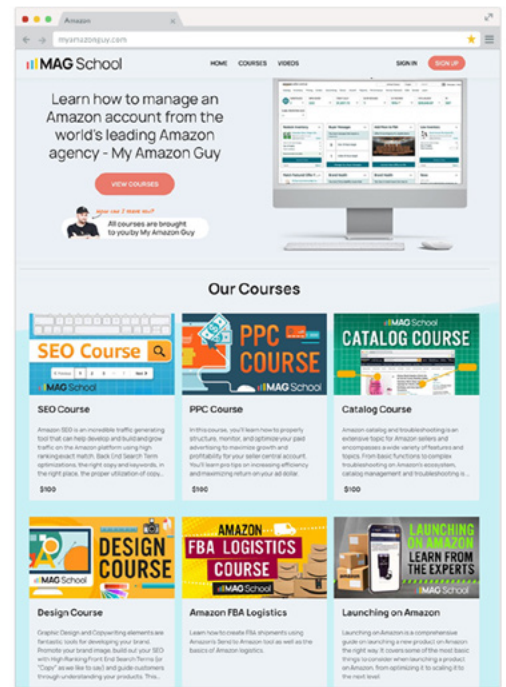
- ✓ I ignored the competition.
- ✓ Just asked customer, "What do you want?" and gave it to them.
- ✓ Only attended 5 Amazon conferences in 5 years.



Grew a strong team the right way

Over 100,000 people applied to work at MAG in two years. How did we find the right people for the company?

- ✔ Used Culture Index to auto reject 63% of candidates with 5 minute survey.
- ✔ Created personality profiles for each role. Example: High drive extrovert who is impatient for Account Executive role.
- ✔ Created ever green positions and NEVER stopped hiring.
- ✔ Discovered content glut in space so decided to invest HEAVILY into interns and built out full education program.
- ✔ Launched MAG School in March of 2022. Used certificate program as part of screening process.



MAG School now has 19 courses available to help both Amazon sellers and agencies manage the ever-changing landscape of Amazon.

[Visit mag-school.com](https://mag-school.com)



MAG's Mission: To be Earth's most seller-centric company

Core Values



Learning

Never ending acquisition of knowledge & skills.



Eagerness

To get started. Keeness. Bias for fresh action.



Tech Savvy

Type 55+ WPM, Excel guru, Google enthusiast, uses Slack threads.



Consistent Communication

Frequently convey info with clarity, accuracy, and purpose to all parties.



Traction

Make MAG's vision a reality, everyday.

Manager Values



Multiply Yourself

Replace yourself to scale MAG. $1+1=3$.



Soft on the People

Treat employees with respect and sincerity.



Tough on the Issues

Accountability of those you manage. Holding to metrics.



Extreme Ownership

Seizes accountability. Prioritizes then executes. Maintains discipline to create a simple but often difficult plan of action in motion at all times.



Radical Candor

Feedback Faster. Telling direct reports where they stand every single day. Tell it like it is.

Scoring System

(+) Exhibits the core value most of the time

(+/-) Sometimes exhibits the core value and sometimes doesn't

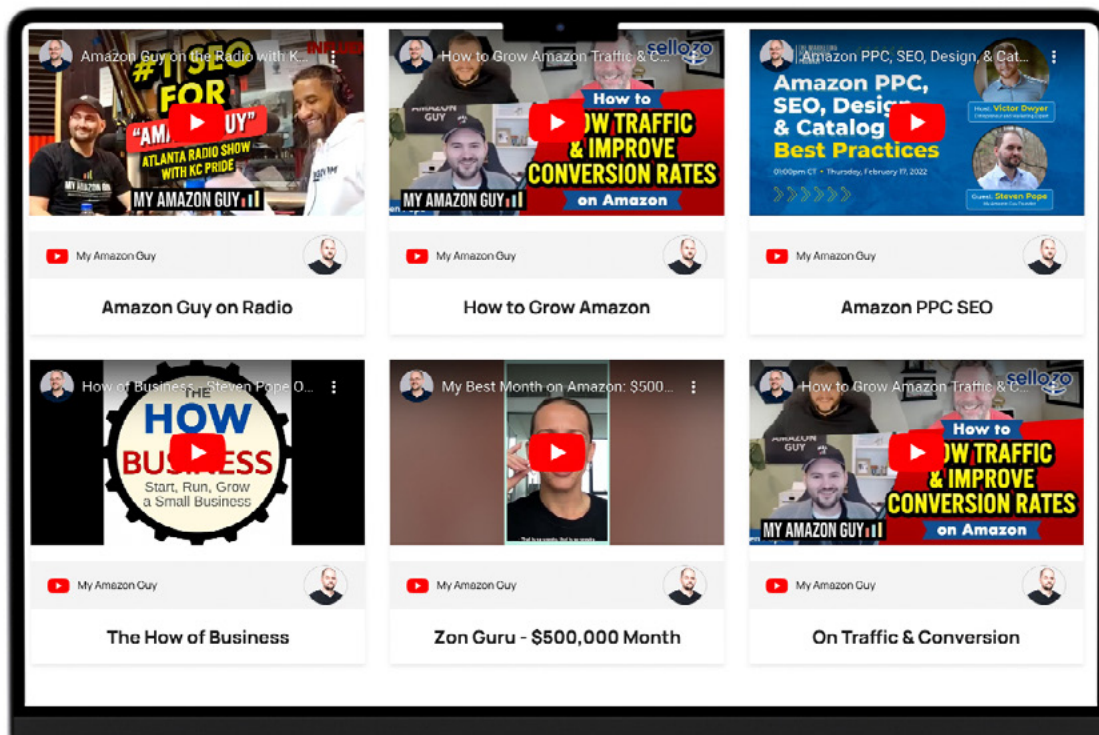
(-) Doesn't exhibit the core value most of the time

MAG Bar (5 Core Values)

Minimum score of (3+) and (2 +/-). A score of (-) on any of the 5 core values is an automatic failure.

PS: Things I tried that did NOT work to gain clients or generate revenue (for me)

- ✗ Hiring PR agency (got 100 interviews in 60 days.)
- ✗ Buying another agency
- ✗ Creating partnerships with other agencies
- ✗ Affiliates
- ✗ Attending conferences
- ✗ Sponsoring other podcasts
- ✗ Taking sponsors for my podcast
- ✗ Expanding to Facebook/Google services (staying niche to Amazon is a super power for us)
- ✗ PPC for the agency (My 2023 Q4 goal to crack)



PSS: Worst mistake I ever made

Spending 2-million dollars on creating a software.

Killed HiBird when Chat GPT came out (never launched it).

I was trying to recreate:

- ✓ CRM
- ✓ Project Management
- ✓ Time Tracking
- ✓ PPC Management



Why are we offering My Agency Guy to agencies?

Agencies, freelancers, and service providers frequently come to Steven asking for questions for help scaling. Because of this Steven has realized that although there is plenty of content to serve Amazon sellers, there is a gap in programs to help agency owners with their unique challenges.

That is why My Amazon Guy has created the My Agency Guy Growth Programs to help agency owners take their businesses to new levels.

[Get Started](#)



Watch Steven Pope talk about My Agency Guy and how it aims to help other agencies grow and perform better.

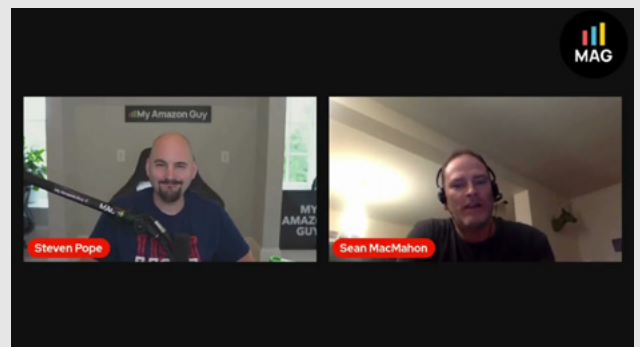
"I run an Education company that happens to be an Agency."

- Steven Pope

How to grow an Agency?

There are a lot of factors that go in to growing an agency. Here's Steven Pope sharing one aspect of during his Live Agency Q&A session.

[Watch now](#)



Mina Elias (\$0 to \$4M)

Hear from fellow Amazon expert and industry influencer Mina Elias as he talks about how he scaled up big time.

[Watch Now](#)

Ready to get started?

You'll be guided by 5 years of wide experience in Amazon, organized in programs to help you scale your agency.

You will learn proven systems to build and scale your Amazon focused agency. Backed up by My Amazon Guy's \$20 million revenue and experience generating over \$800 million in sales generated on Amazon for clients.

Scaling an agency is hard, but we will show you the way.

[Get Started](#)



"Your posts on YouTube and LinkedIn have been immensely helpful! From quick tips to longer tutorials, my business wouldn't be where it is without you. So... thanks!"

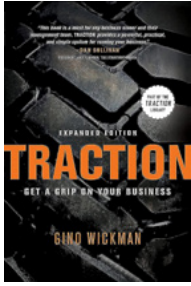
Derek McEwen



"Your live session of agency building was amazing. Special thanks for all the videos and courses you've built to help my agency grow."

Muhammad Athar

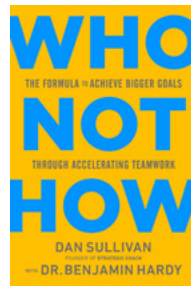
Top 5 Business Books that Have Helped Me in 2021:



[Traction](#)
Gino Wickman



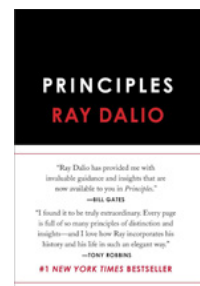
[Rocket Fuel](#)
Gino Wickman &
Mark C. Winters



[Who Not How](#)
Dan Sullivan with Dr.
Benjamin Hardy



[Who](#)
Geoff Smart &
Randy Street

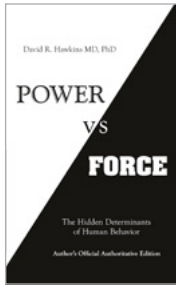


[Principles](#)
Ray Dalio

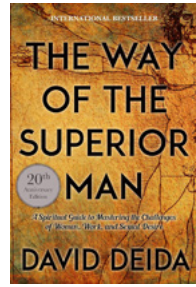
Top Books that Helped Me in Life:



[Book of Mormon](#)



[Power vs Force](#)
David R. Hawkins
M.D. Ph.D



[The Way of the Superior Man](#)
David Deida

The book I Published:



[Amazon Selling Tips](#)
Steven Pope

I listen to 2-3 audiobooks a week and I use [SHOKZ](#) while jogging to lose weight.