

Dear Agency Owners,

What you are about to explore has been the culmination of **years** of creative-thinking, dreaming, refining, strategizing, and re-tooling. And now it is finally open to you, our most valued partners. Frankly, I'm nervous as hell...

*"You only get one chance to make a first impression!"* amirite?

I built my marketing agency, Loud Canvas Media, with the dream of helping clients enhance their marketing proficiency and grow their bottom line. This is no minor pursuit, nor a small amount of responsibility. As such, we ultimately crafted one of our company's Core Principles around this mantra:

*"We are stewards of somebody's dream; our work directly affects the livelihood of those who have entrusted us. Our success is critical to their success."*

This statement embodies both the magnitude of the potential **success** AND **liability** we take on each and every time we become the Agency of Record for a client. Our customers are often entrusting their livelihoods (and the very food they place on their kids' table) to our ability to deliver results. It is not something we would ever take lightly!

Similarly, I invite you to always consider the level of magnitude that your services portend as you grow your respective companies/agencies and bring new clients into your portfolio.

As such, **The Agency Platform** was created as a means to help streamline operations and bring value to clients faster, cheaper, and with far more quality than ever before! In no small way, this is a GAME CHANGER in the web and digital marketing industry.

- A professionally-designed (and bug-free) website that might have taken 3-6 months to put together before can now be created, tested, and deployed in a few short weeks.
- Products like comprehensive CUSTOM dashboards can be rolled out in days.
- Email addresses and hosting accounts can be requisitioned and provisioned in minutes.
- Strategic SEO and other digital marketing services can be ordered at the click of a button.

The frictionless environment of the **The Agency Platform** also functions as a hub of connectivity between you and agency-owners who have been there --- allowing you to share success stories, discuss project challenges in real time, and gain assistance/support from your peers. In short, it will help you bring deliverables to market 10x faster, cheaper, and with higher quality, and a SUPPORT NETWORK that ensures you never have to go it alone.

I am proud and excited to roll out this product to you and allow you to use it to enhance your own offering to your clients. I believe strongly in the "abundance mindset." We are so much stronger together than we are separately.

Yours sincerely,

Sean Dempsey  
*Founder*  
Loud Canvas Media