



# Snapshot

It's January 1st, 2025 and KlientBoost is at 500 team members, on 3 continents, and the go-to performance marketing agency for companies across the globe with a desire to aggressively grow their revenue.

We focus on continuous improvement by simplifying things, speeding things up, and increasing performance that grows all organizations and humans in the world.

For organizations, we do this by increasing revenue, increasing profit, and improving marketing performance.

For humans, we do this by helping them make more money, helping them reach new career heights through promotions, helping them learn new skills, improving their mental and physical health, and helping them achieve any other personal goal too.

The goal of this document is to share our vision for the long-term future, while giving clear steps on how to achieve our shorter term vision too.

With all team members at KlientBoost, we'll transform the words on these pages into reality by keeping everyone accountable to our vision of continuous improvement through our values.



# Our Vision

**“To Continuously Improve  
The Growth of All Organizations  
and Humans In The World”**

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## **“Continuously Improve” Definition:**

- Make something simpler
- Make something faster
- Improve the performance

## **“Growth” Definition:**

**Organization:** Revenue increase, profit increase, reach/impact Improvement

**Human:** Financial, job titles, mental, physical, spiritual, happiness, skills, improvements

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# Our P.A.R.T.Y. Values

Combining our values creates the Mighty Morphin Power Rangers strength that KlientBoost is known for.

We break the mold of any traditional corporation as we're able to celebrate, have unfair amounts of fun, and truly be recognized to be the best in the world when it comes to marketing.

## **(P)USH**

We push ourselves by continuously raising the bar. We believe we can continuously improve by making things simpler, faster, or perform better in all aspects of our lives. Not just through our work, but through our health, relationships, and personal goals in life.

## **(A)CCOUNTABILITY**

We never point fingers, we look for solutions. We immediately look for how we individually could've done better in any situation and we humbly welcome feedback from anyone inside or outside of KlientBoost to improve.

## **(R)ESILIENCE**

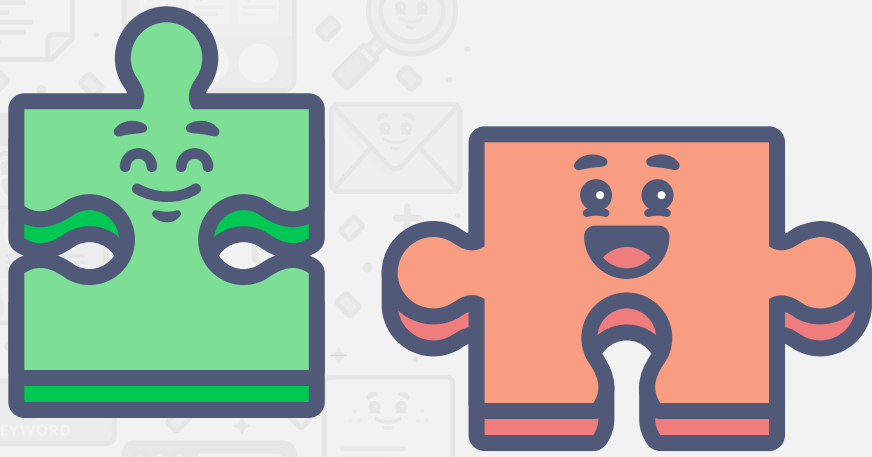
We know that everything won't be easy, so we're prepared to have bad days. Because of our preparation, we lessen our emotional reactions to bad news and look logically as to why a bad thing happened to prevent it from happening again in the future.

## **(T)RANSPARENCY**

We're the most honest people you've ever worked with. We tell the truth, even if it may hurt. We don't hold anything back. As soon as there's an issue, we bring it up. Same goes for information. We share as much as possible so everyone can operate from the same set of information to get to solutions faster.

## **(Y)OU**

We have stronger empathy than what you've experienced with your own family. We care. We put our people first. We listen for feedback and we act on it. We continuously improve to make your life better and better at KlientBoost.



## Our Culture **Radiates Energy & Makes People The Best Version of Themselves**

There are no “Sunday Scaries” for anyone who works at KlientBoost.

Working at KlientBoost isn't draining, it's like solving problems and overcoming challenges with your best friends. It gives you more confidence as a human being because **eventually nothing seems hard to achieve.**

There's a strong belonging for both introverts and extroverts at KlientBoost. Someone who doesn't engage with their teammates at KlientBoost for a while finds that they miss their teammates after a longer period of time.

We attract future amazing teammates and amazing clients through word of mouth because of our positive culture.

Because of our culture, we can take someone who wasn't confident, courageous, or optimistic and help them become that simply because they're part of the KlientBoost team.

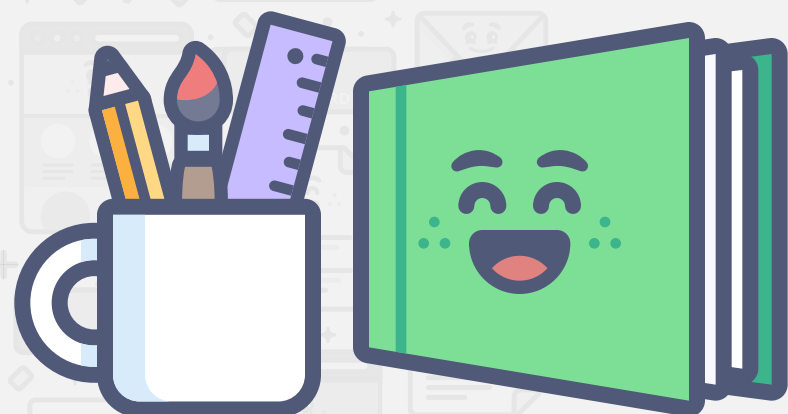
The families of KlientBoost know they're taken care of beyond just a paycheck as well. People of KlientBoost know that help is there if unexpected family emergencies happen.

Our empathy runs deep to ensure that even families continue to improve because the family member working at KlientBoost continues to improve and brings their improved communication and empathy skills home to their family and friends.

This helps the KlientBoost team member's family and friends continuously improve without them even knowing they're doing it, because the KlientBoost team member is setting the “Diamond Standard” of what it means to be a human being.

**We win more awards for the best place to work, putting our people first, and other happiness awards than we do when it comes to marketing awards.**

But we also win the most marketing awards.



## Our Academy Levels Everyone Up & Is Taught at Ivy League Schools

Because of our quick and successful rise, university marketing programs around the world have taken note of what needs to be done in today's world in order to get results through marketing.

Universities are teaching our way of teaching because they know their marketing programs will be more successful the faster they can make their students successful marketers.

With our Academy, we're able to achieve a reputation unlike any other marketing agency because of how **well trained our team is for both their hard skills and their soft skills** that helps us all achieve these Academy goals:

- To have all graduates be 100% self sufficient and not need human help for anything taught in the Academy (otherwise the training isn't the best it can be)

- To be able to get someone to achieve their role KPIs as fast as possible
- To cater to different types of learners so there's a learning format for each type
- To be an ongoing training resource because our systems continuously improve through feedback

This means that our Academy team has all the resources needed to prove the continuous improvement through our people.

While it's easy for us to keep raising the bar, our Academy helps turn our team members into Olympic pole vaulters to clear that new bar.

Where other agencies grind their people to a pulp, KlientBoost empowers our team members to do more than even they thought possible.

**We help them see that they can do so much more individually than even they expected, and show them how that impact multiplies the minute they see themselves as part of a team.**

We have an entire team of people demanding more of themselves and each other, and what's unique is that it's in an environment where it's fun because we tell ourselves, "let's see how far we can go!"





## Our **Feedback Loop System** Means That **Every Voice Is Heard** & The **Best Idea Wins**

Not even our founder has the best ideas.

Every idea can be further improved through the feedback of everyone at KlientBoost.

We call this “idea meritocracy”, and it means that new initiatives will come from the brainstorming of countless people who each contributed different percentages.

The more information we have, the better decisions we can make, and we do that through our Feedback Loop System.

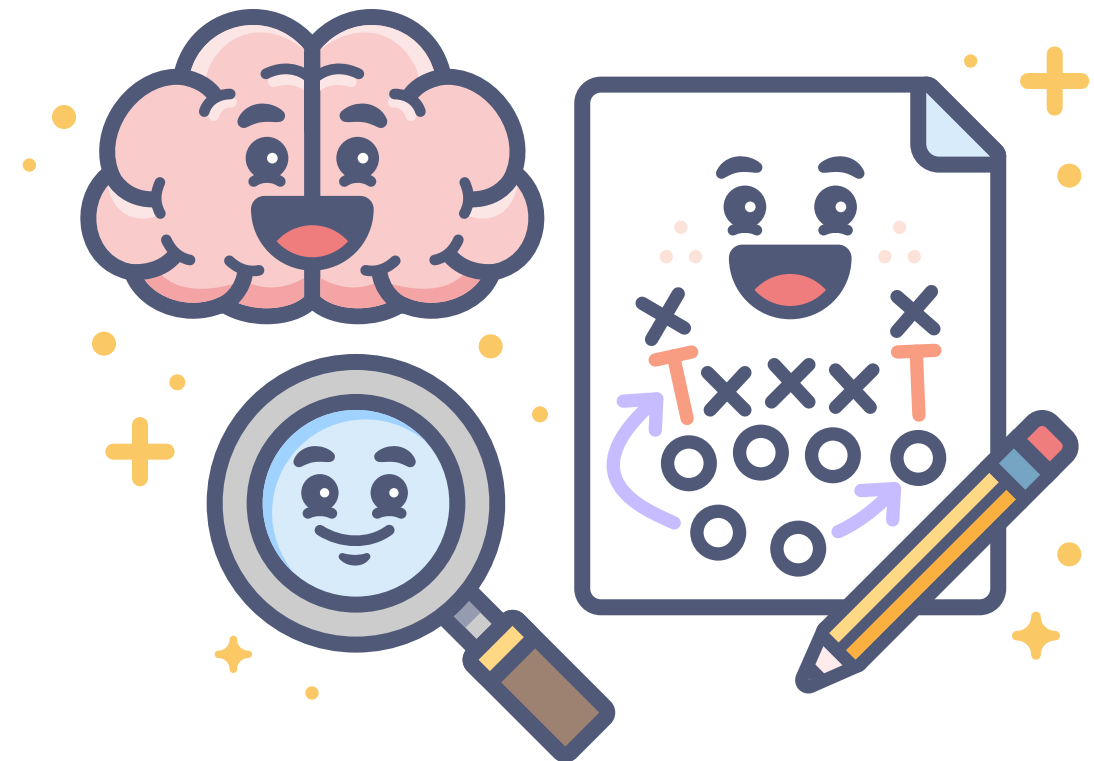
By asking everyone within KlientBoost to continuously improve what we do on a daily basis, our rate of improvement can exponentially help everyone achieve their individual growth goals faster.

A 1% daily improvement means that something will be 37 times better within one year (that's the power of compounding).

It's also known as the power of tiny gains (just ask Justin Briones for further clarification).

Through the Feedback Loop System, our Academy team will prioritize feedback through scoring and work on creating new Diamond Standard Systems and further improve existing ones.

Then, training will be deployed and live action role play (LARP) repetitions will help everyone achieve results and confidence will grow in the individual as they're learning new skills helping them accelerate their own growth through their own performance and future promotions.





## Diamond Standard > Gold Standard - How We **Continuously Improve** The **Best Way of Doing Something, Faster**

The main difference between a gold standard and a diamond standard is the frequency of improvement.

Because we want to continuously improve, we allow every way of doing something at KlientBoost to be scrutinized.

These are the main parts that all Diamond Standard systems must include:

- The system must have a **goal**, what is it trying to achieve?
- The system must include the “why” it is built the way it is appealing to logic and emotion
- The system must be a very clear path to solve a specific problem by showing the **most efficient (fast)** and **most effective (performance)** way of doing it

- Has already been through **leadership feedback** and **rest of KB feedback** to agree via consensus that this is the most efficient and effective way to do it
- The system video must achieve a balance between being **educational** and **entertaining** (to make the Academy fun too)
- The system needs to be fully **written out** with **screenshots**, and **videos** (hear it, say it, see it, do it)
- The system must allow the person to **prove they can replicate the results** of the system (live action role play/LARP)
- The system must have a **grading standard for pass/fail** grading so that anyone can grade a LARP submission
- The system must have an **audit trail** to ensure **correct execution** continues to happen within KlientBoost
- The system must show how it **plays with other systems** either through a strategy map for a client (if it's a client specific marketing strategy) or a chronological timeline connecting other systems
- The system must have a **fast and easy way to provide feedback to continuously improve** that system within the Academy

# Goals

## 100% Team Member Happiness With Vision & Value Aligned Team Members

We believe that 100% of our team can achieve 100% happiness.

The people who aren't happy at KlientBoost are people who don't believe in our vision or values.

The ones who do are happy about welcoming the challenges to continuously improve.

We will achieve this goal by ensuring that:

- Everyone's feedback from the team is acted on through our Academy training
- Everyone has the tools and resources needed to achieve their KPIs without stressing
- Everyone's growth tracks are laid out clearly and are achievable
- Assistance and investments are made to individuals who want to continuously improve



## 95% Client Quarterly Goals Achieved

With partnering with ideal clients primed for continuous improvement, we choose which clients we want to work with based on their potential, business economics, and chance of success.

This helps us set goals for the clients that we easily achieve or exceed on a quarterly basis while having all the tools and resources to do so.

We will achieve this goal by ensuring that:

- Everyone has objective visibility to measure progress towards client goals
- Everyone has a priority list of which strategies to use to achieve goals





## \$100 Million ARR + 30% Profit Margin

At the time of writing this, we're nearly at \$20 million ARR. We believe we can hit \$100 million ARR by January 1st, 2025.

As soon as we achieve these goals below, then it will only take us an additional 10 months to achieve a run rate of \$100 million ARR:

### Marketing

- 300 MQLs/mo

### Sales

- 50% MQL to SQL Rate
- 50% Close Rate

### Finance

- 30% Profit Margins (EBITDA)

### HR

- 10 future bench hires/role AM/CM
- 5 future bench hires/role CRO
- 3 future bench hires/role Email/SEO

### Ops

- 97% Client Retention Rate (MoM)
- \$10,000 Average Client Value
- \$100K/mo Upsells

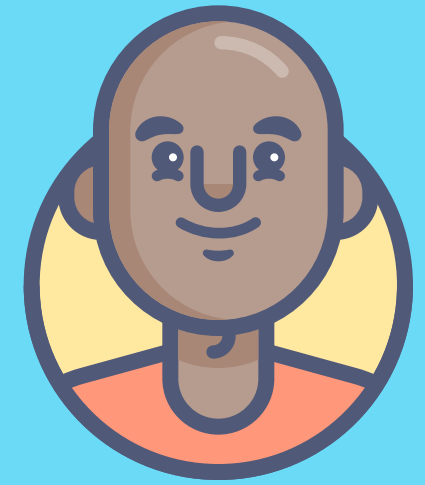


## Client & Team Member Experience That Is The Best In The World

To achieve the goals we have set out, we need to also ensure that we have the best team member and client experience you could imagine.

To do this, it means we need to:

- Beat all team member expectations
- Beat all client timeline expectations 95% of the time
- Beat all client goal expectations 95% of the time
- Beat all relationship expectations 95% of the time
- Use our G.L.U.E. system to impress and surprise our clients
- Use another G.L.U.E. system to impress our team members
- Ensure that everything we do is the most efficient and effective way of doing it
- Achieve an average of 5 referrals per client



## 500 Team Members

By the time we're achieving a \$100 million ARR run rate, we anticipate working together with around 500 team members.

These team members will be in different categories like:

- New areas of leadership like Head, Director, VP, and C-Suite titles that currently don't exist
- New service lines like Amazon ads, influencer marketing, and others
- New brands under the KlientBoost umbrella like software (Kite), an SMB, and an enterprise agency division
- New geographic expansions like Europe, Asia, and Latin America

We plan on having clear growth tracks for everyone at KlientBoost so they know:

- What's needed to perform well in their current role
- Which multiple paths they have to get promoted
- What the requirements are for all roles
- What the salary expectations are for each role

## Social Impact + DE&I That Creates Lasting Positive Change & Generational Wealth For Minorities

We'll have an abundance of resources through time and money once we achieve the goals of KlientBoost and our team members.

This means that KlientBoost will be able to achieve social impact milestones such as:

- Helping 100 young Black entrepreneurs start full-time jobs in the marketing world
- Helping 100 women achieve marketing leadership roles within their jobs
- Helping other efforts like environmental, poverty, or other areas that KB'ers want to help with

# KB

## Our Brand Has The **Brand Equity Strength** of Apple & Coca Cola

The KlientBoost brand is known as both the most educational and entertaining brand when it comes to marketing.

If anyone wants to learn about a marketing topic, they already know that KlientBoost will have the best resources on that topic.

The KlientBoost brand is on it's way to be as well known as the Apple's and Coca Cola's of the world as **people will eventually see that marketing is in everything.**

The positive ripple effects the KlientBoost brand has means it makes it easier for us and our teammates to accomplish our goals, faster.



# Welcome To The Rocket Ship, We Challenge You To P.A.R.T.Y. Hard So We Can Achieve Our Vision

“To **Continuously Improve**  
The **Growth** of All **Organizations**  
and **Humans** In The World”

# P A R T Y

We Push  
Ourselves

We're  
Accountable

We're  
Resilient

We're  
Transparent

We Focus  
On You