

# Nick Avaria

Connect With Nick:



Nick has spent over a decade as an agency owner, and scaled multiple agencies past multiple 7 and 8-figures per year.

He has bought and sold 7 agencies and is no stranger to merging leadership teams and company cultures.

His philosophy is simple: Make more profit, re-invest that into training for your staff, they perform better so you pay them more (above market preferably), hire new top performers to inject new energy into your team, and repeat.

Nick started consulting with other agency owners when he saw how burnt out his peers were while trying to scale and working 60+ hours per week. He wants them to see their hard work pay off so they can grow fantastic work places where employees and clients can thrive, all while spending less time behind their desk.

He has been in (and still is in) the trenches, he still owns agencies, and now he's finally found a system that consistently scales agencies at high profits.

Nick is a great fit for conversations about scaling, leadership, founder burnout, systems, and building businesses that support a meaningful life.

## Suggested Topics:

- The Missing Middle - Why your business can't scale
- The System and Blueprints To Scale Agency to 8-Figures
- The biggest hiring mistakes that agency owners make that kills their profitability
- Why client retention matters more than sales in an agency/firm and what to do about it
- How to deliver service that turns your clients into lifelong partners
- Why 80%+ of agency purchases break even or worse and how to avoid it
- How to double your agencies profit in less than 6 months (without more sales)

## Suggested Questions:

- What is required to generate a winning company culture?
- What would you say to an agency owner that is looking to sell their business or buy others?
- What is the #1 blocker for agencies to grow and scale their businesses?
- What are the top 3 most important things to scale profitably?
- What's the biggest change you had to make at your agency to grow to 8-figures+?
- What advice are you giving to agency owners in 2025 with the volatile landscape?
- As a parent, can you actually balance running an agency and parenting?