

02

— **FREE DOWNLOAD**

HOW TO JUDGE ANY AGENCY

Three questions that expose a content agency in the first meeting. Ask us the same ones.

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BEFORE YOU READ

This is the same material we hand clients on day one. Not a watered down version, the actual thing.

I give it away because most people who read it will never hire us, and I would rather you post good content than bad. The industry has enough of the other kind.

If you get to the end and want it done for you, the content audit is free and it is thirty minutes. If you want the machine, the app is free for seven days. Both links are at the bottom of every page.

NICK

Nicholas Remondos, founder

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WHAT IS INSIDE

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01 THE THREE QUESTIONS

We wrote this knowing it costs us work. It stays in anyway, because the agencies that fail these questions are the reason business owners think content does not work.

1. Ask for results with dates and client names attached

Then go and check the accounts yourself. Cropped screenshots with the handle removed tell you nothing. A dated message from a client, a screenshot with the account name visible, or the live account itself. That is the standard. If they cannot show a record, the number does not exist.

2. Test whether they will say no to you

Pitch a bad idea in the meeting and watch what happens. An agency that agrees with everything is an order taker, and order takers make content that flatters the client and bores the audience. You are paying for judgement. If the room has none, the content will not either.

3. Ask who actually does the work

Plenty of agencies sell you the founder and hand you an intern. Ask who plans, who films, who edits, who writes the captions and who you call when something is wrong. Get the answer in writing before you sign.

Ask us those three. If we come up short, we deserve to lose it.



02 THE REST OF THE CHECKLIST

Bring this to the meeting. Tick what you actually saw, not what they said.

- ☐ Showed a result with the client's name and a date, and it checked out when I looked
- ☐ Explained why a result happened, not just that it happened
- ☐ Disagreed with me at least once
- ☐ Told me who films, who edits, who writes, who I call
- ☐ Asked about my sales process, not just my posting schedule
- ☐ Talked about what my customers ask on the phone, not trending sounds
- ☐ Had an answer for what happens in a bad week when I cannot film
- ☐ Did not promise a number of followers or leads by a date
- ☐ Did not tell me to post every day
- ☐ Would put the plan in writing before asking for money

Red flags that end the conversation

- "We promise results by a date." Nobody honest can.
- "You need to post every day." That is a full time job, and you have one.
- A results slide with no names, no dates, no handles.
- The founder in the meeting, someone you have never met on the account.
- A strategy that could be handed to your competitor unchanged.

What a straight answer sounds like

- "Here is the account. Here is the message she sent us. Here is the date."
- "No, that idea will not work, and here is why."
- "Month one is setup. Judge us on the inbound in month three."
- "If content is not your bottleneck, we will tell you on the call."

Want that read for your business? The content audit is free and thirty minutes:

getknown.com.au

03 WHERE TO FROM HERE

Reading this puts you ahead of most owners. Filming it puts you ahead of the rest. Three ways to make that happen, in the order we would pick.

01 · FREE, THIRTY MINUTES

BOOK YOUR FREE CONTENT AUDIT

We look at your account with you and tell you what to fix, whether or not you work with us. Done for you from there if you want it: plan, film, edit, post.

getknown.com.au

[BOOK THE AUDIT →](#)

02 · SEVEN DAYS FREE

TRY GET KNOWN AI

The seven brains we plan with, and a score for any video before you post it. No card to start.

app.getknown.com.au

[START THE TRIAL →](#)

03 · YOUR NEXT STEP

BOOK A FREE CONTENT AUDIT

Thirty minutes on your account with Nick and the team. If content is not your bottleneck, we will tell you.

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