

# Building a Successful Lifestyle Agency with Quinn Nolan

This document summarizes a case study and interview with Quinn Nolan, a successful digital marketing agency owner. Quinn shares insights on how he built a profitable agency with high margins and minimal overhead by focusing on a specific niche and product offering for real estate investors.

[WATCH THE FULL CASE STUDY INTERVIEW HERE](#)

**J** by Jacob Morris

# Quinn Nolan's Agency Overview

Quinn Nolan has built an agency that many would envy:

- Generating \$25,000+ in monthly recurring revenue
- 85% profit margins
- No employees - Quinn runs it solo
- Focused on one niche and one product offering

This case study examines how Quinn achieved these results and how other agency owners can follow in his footsteps.

# Quinn's Agency History

Quinn has been using [UpHex](#) for his agency for a significant amount of time. He publishes content on YouTube to share his insights and experiences. Quinn's approach is characterized by his focus and ability to avoid distractions, allowing him to build a highly profitable "lifestyle agency".

1

## Started Using UpHex

Quinn began leveraging [UpHex](#) to streamline his agency operations and ad management.

2

## YouTube Content Creation

He started publishing content on YouTube to share his agency insights and experiences.

3

## Niche Focus

Quinn narrowed his focus to a specific niche and product offering, avoiding distractions.

4

## Lifestyle Agency Achievement

Through his focused approach, Quinn built a highly profitable "lifestyle agency" with minimal overhead.

# The Power of Focus

Quinn's success can be attributed to his ability to stay focused on his core offering. He avoids getting distracted by new trends or constantly changing his approach. This focus has allowed him to build a consistent, profitable business model.

1

## Consistent Approach

Quinn maintains a consistent strategy, avoiding frequent changes to his core offering.

2

## Resistance to Distractions

He resists the temptation to chase new trends or constantly modify his business model.

3

## Refined Core Offering

By focusing on one niche and product, Quinn has been able to refine and perfect his offering.

4

## Profitable Business Model

This focused approach has resulted in a highly profitable and sustainable business model.

# Quinn's Niche: Real Estate Investors

Quinn's agency focuses on a specific niche: real estate investors looking to find off-market properties. His service helps investors find motivated homeowners who need to sell their properties quickly. These investors then either flip the houses or wholesale them for profit.



# Quinn's Product Offering

Quinn offers two main products to his clients:

1. Done-for-you service: Quinn manages Facebook ads and Go High Level automation for clients.
2. Do-it-yourself option: Clients can sign up for software access (SaaS model) to run their own ads using [UpHex](#) within Quinn's High Level account.

This case study focuses on a client who chose the do-it-yourself option.

# Case Study: DIY Client Success

The case study examines a do-it-yourself client who achieved significant success using Quinn's system:

- Client invested \$9,200 in Facebook ads
- Generated \$55,000 in closings
- Closed 6 deals from the system
- Client had no prior experience running ads

This success led the client to upgrade to Quinn's done-for-you service.

# The Power of Simplicity

One of the key takeaways from this case study is the power of simplicity. The client's success came from following Quinn's proven system without overthinking or overcomplicating the process. This "innocent" approach allowed the system to work as intended without unnecessary interference.



## Simplicity

The client followed Quinn's system without complicating it.



## Trust

The client trusted the proven system and let it work.



## Results

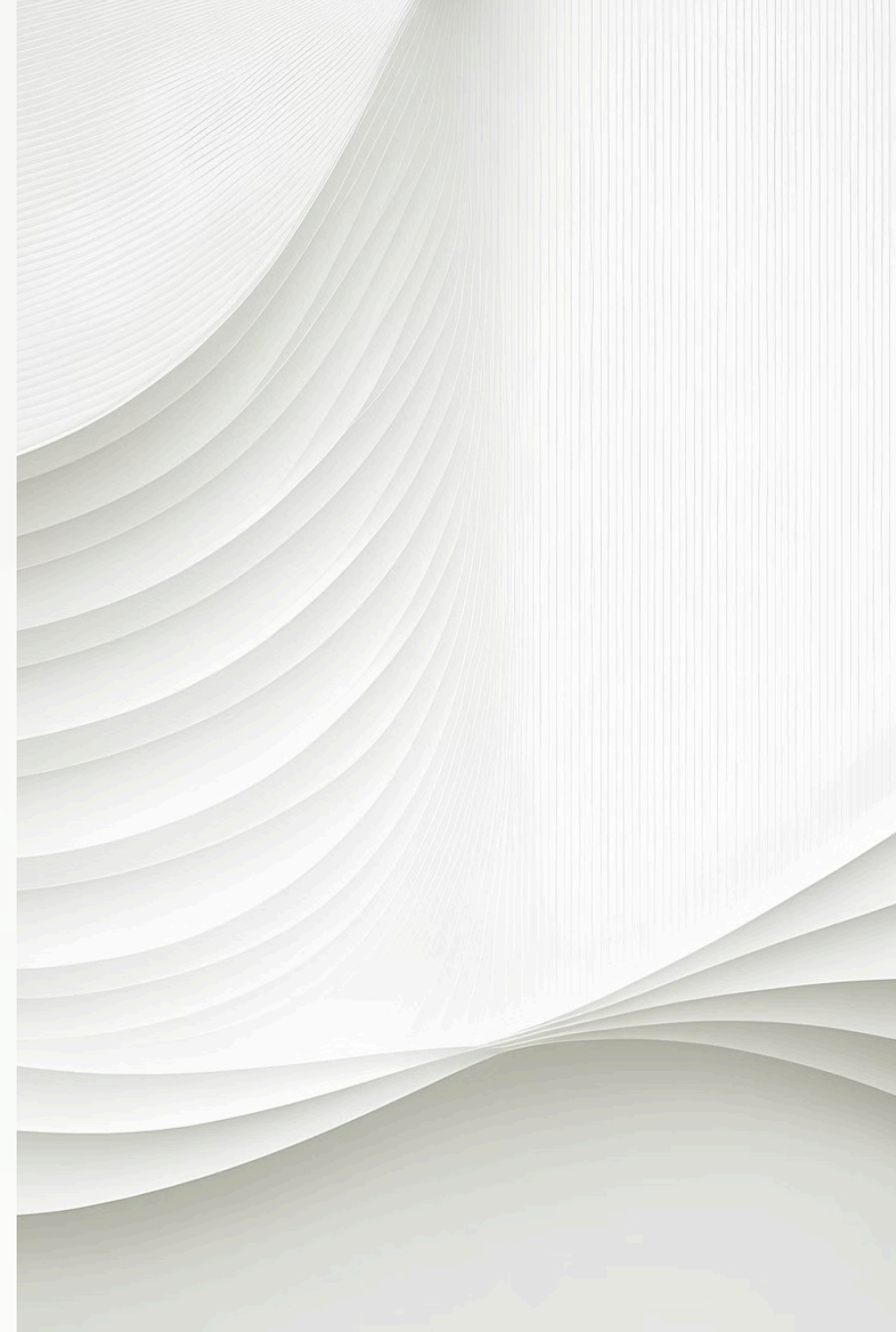
This simple approach led to significant results for the client.



# Case Study Metrics

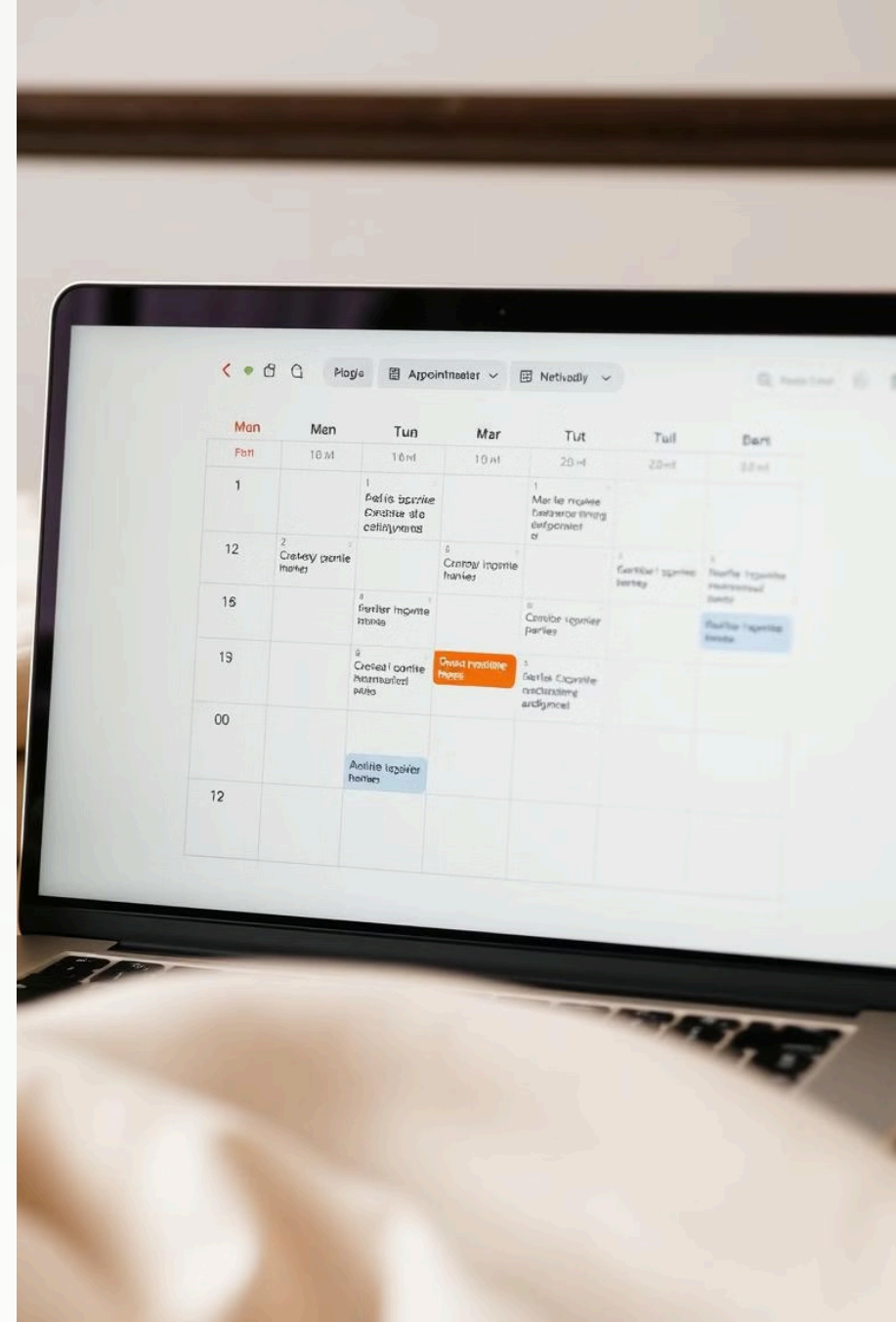
The case study produced impressive metrics over a seven-month timeframe:

Total Leads Generated	385
Cost per Lead	\$24
Automated Booked Appointments	60
Additional Properties Under Contract	15
Closed Deals	6
Total Revenue	\$55,000
Cost per Closed Deal	\$1,500
Return on Ad Spend	6:1



# The Importance of Automated Booking

Quinn's system includes a calendar page within the [UpHex](#) snapshot. After filling out the lead form, prospects are taken to a longer form survey and then a calendar page where they can book an appointment. This automation resulted in 60 booked appointments for the client.



# Unexpected Insights from the Case Study

The case study revealed some unexpected insights that challenged Quinn's preconceptions about best practices:

1

## Starting Budget

The client started with a \$10/day budget, which Quinn would have previously advised against.

2

## Budget Management

The client managed ad budgets directly in [UpHex](#) through High Level, contrary to Quinn's usual process.

3

## No Targeting

The client used templates without any specific targeting, which still produced results.

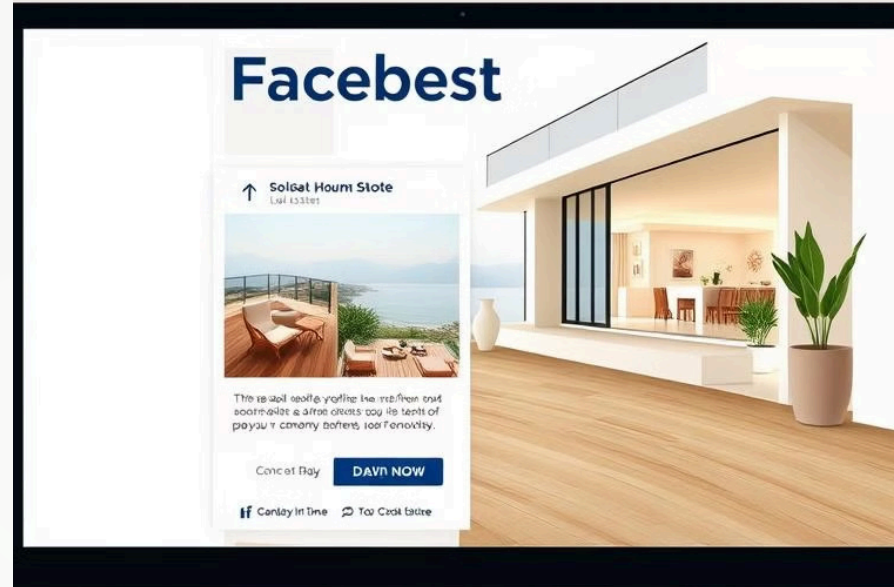
4

## Flexible Ad Management

The client turned ads on and off as needed, which didn't negatively impact overall performance.

# The Value of Proven Templates

Quinn emphasizes the importance of using proven ad templates. His do-it-yourself offer includes templates that have already demonstrated success in generating leads and closing deals. This approach gives Quinn confidence in his product and allows him to stand firm when clients provide feedback or question results.





# The Importance of Niche Focus

Quinn's success is largely attributed to his focus on a specific niche. By concentrating on real estate investors, he has been able to refine his offering and build a deep understanding of his target market. This focus allows him to:

- Develop highly effective ad templates
- Understand the specific needs and challenges of his clients
- Build a reputation as a specialist in his field
- Streamline his operations and improve profitability

# Quinn's Approach to Customer Acquisition

Quinn has developed a unique approach to acquiring customers that aligns with his values and business model:

## Content Creation

Quinn creates educational content to attract potential clients and demonstrate his expertise.

## Paid Consultations

He charges for consultation calls, which helps qualify serious prospects.

## Transparent Expectations

Quinn is upfront about the realities of the business, setting clear expectations for potential clients.

# The Power of Transparency

Quinn's approach to content creation and client acquisition is based on transparency. He freely shares information about his processes and strategies, which builds trust with potential clients. This transparency extends to his sales process, where he sets realistic expectations about the time and effort required to see results.

# Leveraging Software as a Team

Despite running his agency solo, Quinn views his software tools as his team:

## 1 UpHex as a Team Member

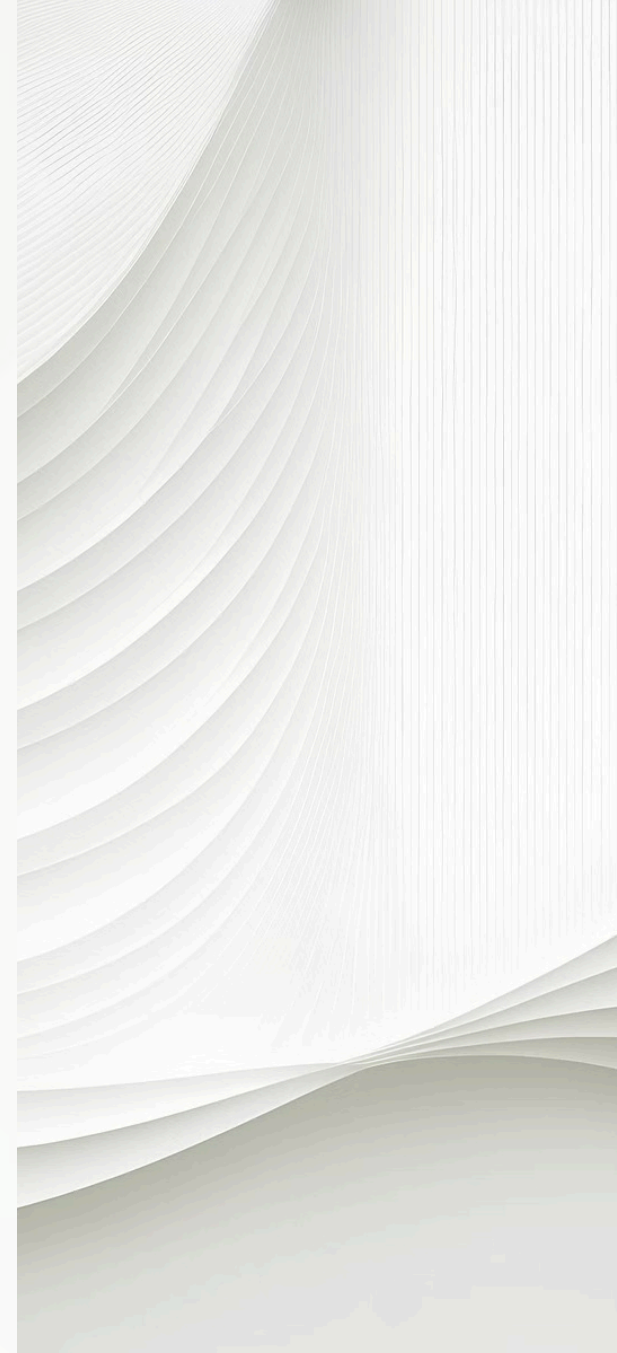
Quinn sees [UpHex](#) as a full-time team member working to improve his product.

## 2 High Level as Support

High Level serves as Quinn's support team, automating many processes.

## 3 Productized Service

By leveraging software, Quinn has created a productized service that's easy to manage and scale.





# The Importance of Proven Systems

Quinn emphasizes the value of using proven systems and templates. By sticking to what works, he avoids the pitfalls of constant experimentation and change. This approach allows him to:

- Confidently onboard new clients
- Maintain consistent results across different markets
- Spend less time troubleshooting and more time growing his business
- Build a scalable and repeatable business model

# The Role of Client Education

Quinn's success is partly due to his focus on client education. By helping his clients understand the process and set realistic expectations, he creates a better working relationship and improves overall satisfaction. This education includes:

1

## Understanding the Sales Cycle

Quinn educates clients on the typical sales cycle for real estate leads.

2

## Setting Realistic Expectations

He provides clear benchmarks for lead quality and conversion rates.

3

## Explaining the Follow-up Process

Clients learn the importance of consistent follow-up with leads.

4

## Demonstrating Long-term Value

Quinn shows how his system provides ongoing value over time.

# The Power of Simplicity in Scaling

Quinn's success demonstrates the power of simplicity in scaling a business. By focusing on one niche, one product, and leveraging software automation, he has created a highly profitable agency that he can manage solo. This approach allows for:

- Easier management and quality control
- Higher profit margins due to low overhead
- Ability to scale without significantly increasing workload
- Consistent results for clients across different markets



# Key Takeaways for Agency Owners

For agency owners looking to replicate Quinn's success, here are the key takeaways:

## Focus on a Niche

Specialize in a specific market or industry to build expertise and streamline operations.

## Use Proven Templates

Develop and stick to ad templates and systems that have demonstrated success.

## Leverage Automation

Use software tools like [UpHex](#) and [High Level](#) to automate processes and reduce overhead.

## Educate Clients

Focus on client education to set realistic expectations and improve satisfaction.

By following these principles, agency owners can build profitable, sustainable businesses with high margins and low overhead.