

# So You Want to Start a Digital Agency?

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*A talk for the entrepreneurially curious.*

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# My Journey

*Photo by [Pixabay](#)*



**CHROMATIC**

**There were months where I  
didn't take home a single  
dollar.**

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Today

2017 Chromatic team retreat, Reading, Vermont

A close-up, slightly blurred photograph of several Euro banknotes stacked on top of each other. The focus is on the texture and patterns of the paper. In the center, the word "Money" is written in a large, bold, teal-colored serif font, set against a dark grey rectangular background.

# Money

*Photo by Pepi Stojanovski*



# Making Money

# Business Development

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Doing great work

Networking



# Pricing

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# Focus





# Taking Money

*Photo by Vladimir Solomyani*

The background of the image consists of several tall stacks of coins, likely pennies, arranged in a way that creates a sense of depth and texture. The coins are dark and have a metallic sheen, with some showing signs of wear. The lighting is dramatic, highlighting the edges of the coins and creating strong shadows.

# Borrowing Money

*Photo by Kim Gorga*

**Don't.**





# People

*Photo by [rawpixel.com](http://rawpixel.com)*

*“You are the average of the 5  
people you spend the most  
time with.”*

*–Jim Rohn*



**Dave Look**



A close-up portrait of a young man with long, straight brown hair, looking slightly to the right of the camera. He is wearing a purple t-shirt. The background is a blurred, rocky or pebbly surface with dappled sunlight and shadows. The text 'Gus Childs' is overlaid in the bottom left corner in a bold, red, serif font.

**Gus Childs**

A close-up portrait of a man with a very short haircut, light blue eyes, and a wide smile showing his teeth. He is wearing a dark-colored t-shirt. The background is a plain, light-colored wall.

**Adam Zimmermann**



**Mark Dorison**

# Culture



*“Company culture cannot be built or bought.  
Culture emerges from attention, interaction,  
and countless tiny moments every day.”*

*–Todd Ross Nienkerk, Four Kitchens*

# Core Values



# Employee Handbook



# Benefits







# People

*Photo by [rawpixel.com](http://rawpixel.com)*



# Details

*Photo by photostockeditor*

# Legal

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# Bench Players

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**Don't forget these**



Money  
Details  
People

# Thanks for listening.

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Photo by [Alphacolor 13](#)

 [@chrisfree](#)

# Resources

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- On business structures and entity types:
  - [NerdWallet's has a short quiz and great rundown of pros/cons](#)
  - [SBA.gov breakdown of different business structures](#)
- [SuperFriendly's Open Source Service Agreement](#)
- Operating Agreements:
  - [Operating Agreements & Single Ownership structures](#)
- [Todd Ross Nienkerk's – \(More Than\) Ten Things I've Learned in Ten Years](#)