

The Anti-Agency Playbook

How Smart Businesses Take Back Control Without Going It Alone

by Robert Rees

Founder, Adz.Solutions | Creator, The Traction Blueprint

Foreword

This book is for the business owners who were told to “trust the process” while watching their ad dollars disappear. You don’t need more hype—you need transparency, systems, and a partner who tells you the truth.

If that sounds like you, welcome. Let’s rebuild your confidence and your growth—one transparent step at a time.

Intro — The Problem Isn't Ads. It's Distrust.

Let's be honest—most business owners don't hate marketing agencies. They hate not knowing what they're paying for. If you've ever stared at a pretty report with arrows and percentages and still wondered, "So... did we make money?"—this book is for you.

Before I spent years behind the mic as a talk radio host I was an entrepreneur.

After getting into radio I worked behind the scenes helping businesses market themselves, first in radio and then in digital. I provided digital services wholesale to marketing agencies all over the country before offering services directly to businesses. I've seen how the game works, where the waste happens, and why so many people feel burned. Most business owners or managers don't want to do everything themselves and they are okay with a marketing agency making money too —they just want to know they're not being taken advantage of.

This playbook is the antidote to that distrust. You don't need every tactic; you need a system you can see through. By the time you're done, you'll know what actually matters, how to measure it, and how to partner with someone who puts your results ahead of their margins.

If this sounds like you, go back to 1995 to grab a pen and paper (or stay in 2025 and open your notes app) — this book might save you thousands.

Chapter 1: The Agency Illusion

Why So Many Businesses Lose Money on Ads That Should Have Worked

Most agencies don't set out to mislead anyone, but the traditional model quietly rewards the wrong behavior.

Here's something most people don't realize:

When an agency recommends a "strategy," they're often recommending what *profits them most* or they'll recommend something they are most comfortable with — not necessarily what *performs best* for you.

Let's say you walk into an ad agency and tell them, "We want to get more leads." They might push you toward whatever platform they have the best margins on — maybe Google, maybe Facebook, maybe Search Engine Optimization (SEO.)

And sure, those might work fine... but there's a difference between **fine** and **profitable**.

See, agencies make their real money in one of three ways:

1. **Media markups** – buying ads wholesale, reselling them to you retail.
2. **Commission structures** – taking a percentage of your ad spend (so the more you spend, the more they make — whether it works or not).
3. **Service upsells** – "You need social media management!" (Do you? Or do they need another billable line item?)

Not All Agencies Are Evil — Just Incentivized Wrong

Many advertising agencies are afraid to be irrelevant. They try to make it appear that what they do is so exclusive you have to hire them.

This fear stems from the fact that nearly every advertising or marketing product or service could now be done DIY. So, agencies like to send elaborate multi-page reports or have a robust dashboard with lots of charts, graphs, and numbers or they do tricky things like create your website but they put the domain name under their own account and you never have access to it, so they hold your website domain name hostage so you can't leave them and go to another agency. I have even taken over advertising for businesses where the previous ad agency removed the business' own access to their own social media!

What those types of agencies don't realize is that although many *could* do their own advertising, most business owners or managers don't have time or patience to do it on their own—they just want someone they can trust to handle their marketing and, unfortunately, those types of agency practices increase distrust of marketing agencies.

It's like the mob, but with better fonts. You don't owe them protection money — just your Google Analytics password.

Now, let me be clear: most agency people aren't bad people. I know because I was the back end support for hundreds of agencies. I worked inside the system and, heck, I even created my own ad agency system in similar fashion because that's all I knew! And what I saw was smart, creative people forced to hit sales goals that didn't always align with client results, or effective personnel who understood just one aspect of marketing and tried to fit that product or service to every business model.

It's like being a chef told to use cheaper ingredients but still make the food taste gourmet. Or worse, a chef who is given just a few ingredients and told to make Italian, Mexican, Chinese foods with just those ingredients. You do your best — but it's not the same.

The real problem isn't dishonesty. It's misaligned incentives.

When your paycheck depends on selling a certain product — Radio, Display Ads, OTT, SEO packages — it's hard to recommend something that makes you less money.

So agencies start optimizing for what they need to hit their goals, not what you need to hit yours.

The Cost of Confusion

And that confusion costs you — not just in dollars, but in transparency.

When potential clients tell me they “don't really know what's happening” in their marketing, I know exactly what that means. They've been handed a thousand metrics, but none of them connect to reality.

When profit depends on what they sell—not what you need—recommendations get biased. You ask for growth; you get inventory.

I call this “*strategy by profit margin*” which is how nearly the entire advertising world operates. The result? Monthly reports full of vanity metrics and not enough transparency. You don't want 20 Key Performance Metrics (KPIs); you want one answer: *Did we make more money?*

That's where traditional agencies fail — not because they're lazy, but because they're overcomplicating to justify their existence. This business model is why so many small businesses end up frustrated and jaded after six months.

The Turning Point

I remember one client — a mid-sized local business in Orlando who, at one time, had been spending well over \$6,000 a month to ad agencies. Their previous agency gave them a

20-page report every month. Beautiful charts. Fancy graphs...that he never looked at because it meant as much as hieroglyphics.

The owner told me he wondered how much he was spending per month went into the agency's pocket versus how much went to trying to get him more customers. I asked if they gave him a way to track and increase in customers and he said "No, unless it was in that 20 page report, but I wouldn't know where to look anyway."

Although I would have done things differently for him than that agency, I wanted to do something that gave him even greater peace of mind with his marketing budget. That was the day I decided I couldn't keep playing that game.

If I was going to call myself a marketing partner, I needed to make sure my incentives were aligned with my clients'.

The Bottom Line

The agency world runs on fog. I run on glass.

The moment you can see through your marketing, everything changes — because now you can make decisions based on truth, not trust. And that's when marketing starts working again.

That was the birth of my Flat-Fee Model — one monthly price for consulting, full transparency, and then every dollar of ad spend going directly where it belongs.



In Chapter 2, I'll show you the flat-fee model that puts strategy first—and bias last.

Chapter 2: The Flat-Fee Revolution

How Transparency Turns Marketing From a Guess Into a System

If Chapter 1 was the diagnosis, this is the cure.

When I walked away from the traditional agency model, people thought I'd lost it. "Flat fee? You mean you don't take a percentage? You'll never make money that way."

But here's the thing: I wasn't trying to make *more* money — I was trying to make **marketing make sense again & build trust** with my partners (formerly called clients.)

The Broken Model

Traditional agencies sell marketing the same way dealerships sell cars. Often, a used car salesman doesn't really care if you buy a Toyota or a Ford — as long as you buy *something* from their lot. However, a new car salesman may actually earn an extra commission or bonus if you sell a particular new vehicle, so suddenly they are pushing that vehicle more than others.

Agencies are no different. They don't make their margin on your growth; they make it on **what they sell you** — ad space, add-ons, and "strategy calls" that somehow turn into increased spending for you without additional results.

You think you're buying expertise. What you're actually buying is inventory.

And when you look under the hood, you realize your "custom marketing plan" looks suspiciously similar to the one they sold your competitor across town.

That's not a strategy. That's recycling.

The Flat-Fee Idea

My model is simple:

You pay one flat monthly fee and I become your marketing partner — not your vendor.

Every dollar of ad spend goes directly to the platforms you choose: Google, Meta, OTT, website builds, email, whatever works. I help you come up with the most effective marketing strategy and I still build and manage your ad campaigns, *and* you pay for any advertising product or service **at my cost**.

No markups. No commissions. No "bonus optimization packages."

Just transparency.

Imagine buying a pizza and finding out the delivery guy gets a commission for every extra topping you didn't ask for. That's the agency model in a nutshell.

That flat fee buys you:

- Expert-level strategy and management
- Access to all my vendor networks and even exclusive tools (like WebID and Streamopolis TV)
- Honest answers — even if those answers mean spending less

My model is simple: you pay one flat monthly fee; I am your partner through a consulting fee and I help you come up with the most effective strategy and I build and manage your ad campaigns for that flat fee and you pay for advertising at cost. No markups. No commissions. No bonus packages. Just transparency.



The Transparency Effect

When you strip away the markups, something magical happens — **strategy gets smarter**.

Because I don't have a financial reason to push one ad platform over another, I can finally recommend what's *best for your outcome*, not mine.

For some clients that means shifting budget from Google to retargeting and email. For others it's geofencing or OTT/CTV. Transparency forces problem solving.

Transparency forces creativity. When the profit motive disappears, the problem-solving begins.

Three tiers keep it clean and predictable for every business:

Tier	Ad Spend	Monthly Fee	Ideal For
1. Foundation Builder	Up to \$5K	\$2,000	Small business owners ready to scale up with real systems
2. Growth Partner	\$5K-\$20K	\$4,000	Companies looking to dominate locally or regionally
3. Expansion Partner	\$20K+	\$7,500 or 10%	Businesses ready for multi-channel scaling and brand expansion

Most clients immediately save 30–50% in hidden waste—and performance improves because decisions finally serve strategy.

What Clients Say (and Mean)

The first thing clients tell me after switching is always the same:

“I’m actually seeing results.”

Sometimes those results means an immediate increase in website visitors, sometimes it's more actual customers walking through the door that we tracked.

The second thing they say is:

“Why couldn't my other ad agencies do this?”

That's not a coincidence. Transparency and performance are always connected.

When you understand what's happening and trust your marketing partner because of transparency, then you make better decisions.

A Quick Story

A local service business left my services for a big ad agency that wowed him with fancy pitch decks and graphics. He came to me a year later sheepishly asking if I could help him again. The ad agency convinced him to pay 3 times more than what he was paying with me and he received no leads in a year of working with them. When he tried to come back to me he found that he was in a long term contract and they had total control of his website and social media.

I was able to get him control over everything again & now switched him to my flat-fee system. Because even though he already trusted me because I had gotten him leads in the past, he now was skittish of all ad agencies. Now, he spends less total per month with my flat consulting fee and ad spend but he is getting results again and feels good about it!

That's the power of transparency.

The Point

You shouldn't have to choose between 2 evils: DIY stress or agency mystery. There's a third option: **transparency with partnership.**

I call it *The Flat-Fee Revolution* — and it's built for business owners who are done guessing.

Next, let's connect the dots so your marketing acts like one machine, not ten separate parts.

Chapter 3: What Actually Works

How To Make Every Part of Your Marketing Work Together

Here's a secret most agencies don't want to admit: Most marketing "failures" aren't because your ads were bad — it's because your *system* was.

When your marketing runs like a scattered garage sale — a little SEO here, a few Facebook posts there, some Google Ads someone set up two years ago and never looked at again — you're not building traction, you're just making noise.

Marketing only works when the pieces talk to each other.

Stop Thinking in Platforms, Start Thinking in Systems

It's easy to get seduced by shiny tactics. Everyone's talking about "TikTok ads," "AI tools," or "YouTube Shorts." Those can all be powerful — *if* they're connected. Otherwise, it's like trying to play a symphony when half your orchestra doesn't know there's a song.

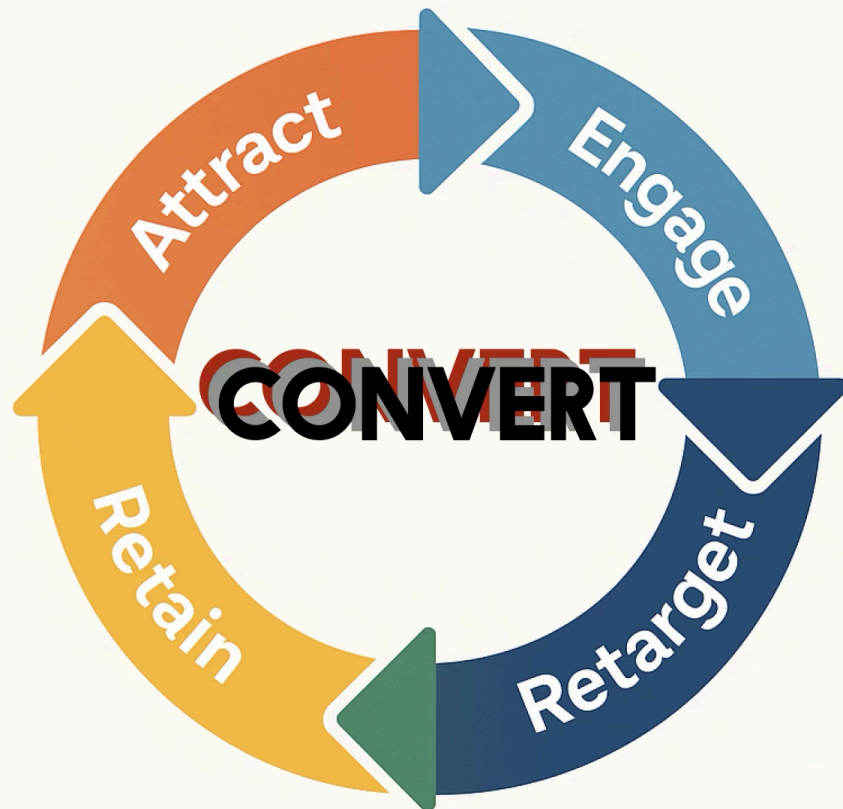
When I sit down with a client, we don't start with, "What platform do you want to use?" We start with, "What story are we telling — and who needs to hear it? How are you different from your competition and where do your typical customers come from? Where do they shop? What websites do they typically search? What events do they attend?" Once you know things like that, everything else is logistics.

The Traction System

Here's the basic outline I use with clients — simple, repeatable, and brutally effective:

1. **Attract** – Get the right people to notice you.
(Display Ads, Social Ads, Video, SEO, and OTT/CTV.)
Engage – Give them something worth paying attention to.
(Great creative, clear message, helpful content, offers.)
2. **Retarget** – Follow up intelligently.
(Retarget website visitors, social media visitors, video viewers, or people who opened your emails.)
3. **Convert** – Make it easy to act.
(Optimized landing pages, Google My Business, Geoconversion Zones, phone tracking.)
4. **Retain** – Keep showing up.
(Email campaigns, SMS campaigns, social consistency, good follow-up.)

The Traction System



Every tool in my toolbox fits somewhere in that system — not just because it’s neat, but because it’s *how traction actually happens*.

Think of each channel as an employee. If no one’s in charge, you get chaos. When everything reports to one strategy—the boss—you get momentum. Same budget. Better flow. Different results.

Your Marketing Tools Are Employees

Think of each marketing tool like an employee.

If you hired 10 people and told each of them to “just go be awesome,” your business would be chaotic. That’s how most businesses treat their marketing.

SEO is trying to generate traffic, Social media is trying to entertain, Google Ads is fighting for clicks, and your email list? Probably waiting for someone to remember it exists.

When everything works in silos, you lose momentum, but when they all report to the same strategy — the same boss — they move in sync. That's when marketing starts working like a machine instead of a guessing game.

Real-World Examples

A home services client came to me frustrated. They were running Google Ads, posting on Facebook periodically, and although capturing emails for each client they only email they would receive was when they scheduled an appointment— and none of it felt connected.

We didn't change the platforms. We changed the flow. We optimized their Google Ads, and began a bi-monthly email marketing campaign offering a discount for the month. A Facebook ad was created monthly to coincide with the monthly email offer and it was pinned to the top of their social media each month.

—

An urgent care doctor was frustrated with his marketing and came to me. He had done some email marketing, some radio ads and some social media posts but nothing consistent.

We created short educational videos for Facebook and his website, then we used those to build audiences, and retargeted everyone who watched at least 3 seconds. We added our proprietary WebID product to identify visitors to their site and send them personalized follow-up emails. His monthly newsletter now had a link to his educational video for the month, providing value to his former clients and reminding them of his expertise and bedside manner.

—

A new car dealership was already spending tens of thousands of dollars per month on TV, radio and digital products, like google ads, social media and even display ads. They spent time and money mining leads from their CRM (email database) to email former customers to come in for a test drive. They felt like all of these tools were beginning to be stale.

We switched them to our flat-fee model. Because of their budget size they had a dedicated account representative who helped strategize monthly how to get them fresh leads.

We added WebID where they received fresh daily leads for their team to follow up on and we established a regular video walk around of new cars showing up on the lot. We tied these to their social media campaigns and email marketing. Then, because they now got advertising at *my* cost, they got a lot more impressions and clicks than they ever had before while also tracking results.

Same budget. Same tools. Completely different results.

That's the power of systems.

The Myth of “The One Thing”

Business owners often ask, “What's the one thing that works best right now?”

Here's the truth:

There is no “one thing.”

There's only the right combination of things done consistently. If you want traction, you don't need a new platform — you need a new pattern or system.

Your Small Wins Add Up

Here's what real traction looks like:

- Your email open rate goes from 10% to 25%.
- Your website load time improves by 1 second.
- You get one extra Google Review per week.
- You start retargeting people who watch 3 seconds of your video ads.

Those small things compound into big results — just like money in a savings account. That's the magic most businesses miss: momentum is built, not bought.

The Bottom Line

If you're tired of marketing that feels like a slot machine, stop thinking in ads and start thinking in systems.

Ads bring traffic. Systems create traction.

And traction — consistent, predictable progress — is how small businesses quietly win while everyone else keeps chasing the next big thing.

If you want traction, don't chase platforms—build patterns. Next, we'll measure what matters.

Chapter 4: See the Truth in Your Numbers

How to Finally Know Whether Your Marketing Is Working — and Why That Changes Everything

If there's one thing I've learned after years of managing campaigns, it's this: business owners don't fear numbers — they fear nonsense.

You don't need a master's degree in analytics; you just need to know what's real. And once you can see it, the fog lifts.

How to Measure Marketing That Builds Trust and Drives Action

Advertising has two jobs — and they're both essential:

1. Brand Awareness — helping people remember you exist and trust your name.
2. Direct Response — getting someone to take an action right now.

Most agencies blur that line. They report “clicks” and “impressions” without explaining what the ad was actually designed to do. That's why some campaigns look unprofitable when, in reality, they're laying the groundwork for conversions later.



The New Way to Measure Success

Instead of tracking only conversion-based KPIs, think in two categories:

Brand Awareness Metrics

Use these when your goal is visibility and trust-building:

- Impressions / Reach — how many saw your message
- Video Views / Watch Time — how long they engaged
- Engagement Rate — likes, comments, shares (attention is currency)
- Branded Search Lift — more people Googling your name or products
- Website Visitors / Returning Visitors — proof people remembered you

Performance Metrics

Use these when your goal is response and conversion:

- Leads / Sales Generated — bottom-line outcomes
- Cost Per Lead (CPL) — efficiency of your campaigns
- Conversion Rate — how well your message persuaded
- ROAS (Return on Ad Spend) — for measurable sales campaigns

How to Interpret Results Honestly

If your campaign's purpose was awareness, don't judge it by sales alone. If it was meant to convert, don't settle for vanity metrics.

The right way to evaluate success is:

“Did this campaign achieve the goal we set for its stage in the customer journey?”

When your brand and direct response efforts are coordinated, awareness lowers the cost of conversion. That's where most businesses find their breakthrough — not by chasing more leads, but by building familiarity first.

Mini Audit

1. Label each campaign: Awareness or Conversion.
2. Match the metric to the goal.
3. Track how awareness campaigns affect conversion costs over time.

The Problem with “Pretty Reports”

Don’t get me wrong, I make nice reports and dashboards as well. However, most agencies drown clients in dashboards that look impressive but say nothing. You get CTRs, CPMs, CPCs, and CPA graphs — but no idea what any of it actually means to your bottom line.

It’s like paying someone to fix your car and they hand you a 12-page report about your ‘engine visibility metrics’ instead of just saying, “Yeah, we replaced the alternator.”

Here’s the truth: metrics are only useful if they connect to your goal of the campaign.

Your Numbers Have a Story to Tell

Every data point is like a breadcrumb.

The trick is learning to follow them back to the source.

- If clicks are high but calls are low, you have an ad message problem.
- If calls are high but sales are low, you have a sales process problem.
- If both are low, you have a strategy problem.

The goal isn’t to memorize analytics terms — it’s to ask the right question:

“What’s this number trying to tell me about human behavior?”

Tools That Put You Back in Control

You don’t need fancy dashboards. Just these three essentials:

1. Google Analytics (or GA4) – shows where traffic comes from and what people do.
2. Tag Manager – allows us to better collect the data that makes Analytics work accurately.
3. WebID (my secret weapon) – connects anonymous visitors to real people.

That last one changes everything. When you can see who visited your site — their name, email, and sometimes phone — you can market smarter, follow up faster, and waste less.

Instead of guessing who clicked, you can retarget with precision or send a personalized email.

That’s not just data — that’s leverage.

The Transparency Advantage

When you see your numbers clearly, you start making better decisions — and you spend less or at least more efficiently.

Transparency turns marketing from a mystery into a map. You know where you're going, how you're doing, and what to fix. That's why my Flat-Fee clients love this approach — because they never have to wonder what's working again. We work together to optimize the strategy.

The Bottom Line

Marketing data should be a flashlight, not a fog machine. When you stop chasing vanity metrics and start tracking truth, you get back something priceless — control.

Now we'll explore how to turn that awareness and transparency into a long-term partnership — where every dollar you spend has purpose, proof, and momentum.

Chapter 5: Partnering for Real Growth

Why Real Growth Happens When You Stop Buying Vendors and Start Building Partners

Most businesses hire marketing help the way people hire plumbers — something's broken, and they just want it fixed. The problem is, marketing isn't a leak. It's a living system.

You can't patch it once and expect it to flow forever. It needs attention, consistency, and someone who understands the entire structure — not just one pipe.

That's what a true marketing partner does.

Vendor	Partner
Executes tasks	Builds systems
Reports numbers	Interprets results
Works <i>for</i> you	Works <i>with</i> you
Sells services	Solves problems
Waits for orders	Brings ideas

A vendor runs your ads.

A partner runs your growth strategy.

You don't just want someone who can "run Facebook." You want someone who sees how Facebook affects Google, how SEO affects sales, and how your message affects trust.

That's the difference between marketing that costs and marketing that compounds.

Why Most Businesses Stay Stuck

I meet so many business owners who've been burned before. They've paid good money to agencies that talked a big game but didn't deliver transparency.

So they pull back. They start thinking, "Maybe I should just do this myself."

And for a while, that feels empowering — until they hit the wall of overwhelm. Too many logins. Too many acronyms. Too many hours learning things they never wanted to learn.

That's when I tell them this: "You don't need to become a marketer. You just need the right one in your corner."

The Power of Alignment

Here's what changes when you work with a true partner:

- You stop guessing and start seeing.
- You stop being sold and start strategizing.
- You stop chasing trends and start building traction.

Because when we share the same goal — your growth — I'm not incentivized to push what's convenient; I'm incentivized to find what works.

That's why my model is flat-fee consulting. No commissions. No markups. No surprises.

Just aligned incentives.

What Real Partnership Looks Like

When I take on a client, here's what we do together:

1. Audit everything — not to shame you, but to see what's really happening.
2. Create a system — build a blueprint for sustainable traction.
3. Deploy and optimize — we start small, test, refine, and scale.
4. Communicate weekly — clarity beats assumption every time.
5. Report honestly — the truth, even when it's inconvenient.

You always know where your money is going, and what it's producing. That's how business relationships should work — on trust and transparency, not tension.



A Quick Story

A client once told me, “You’re the first marketer I’ve ever felt comfortable talking to.” I laughed, but I also knew exactly what she meant.

For years, she’d been working with other agencies that made her feel stupid for asking questions. When we started working together, I told her, “You’re supposed to ask questions — it’s your money.”

Within six months, her online leads had tripled. Not because I had some magic trick — but because we worked together on a system that made sense.

Marketing Should Feel Empowering

At its best, marketing isn't manipulation — it's communication. It's the process of helping people discover something genuinely valuable. When it's done transparently, it doesn't just build sales. It builds trust.

And trust, in business, is the ultimate growth engine.

The Bottom Line

If you've ever felt like marketing was a necessary evil, it's because you've only worked with people who profit from confusion. Once you experience transparency, you'll never go back.

Growth isn't a gamble. It's a system. And with the right partner, that system finally works in your favor.

If you're done guessing, let's talk about a transparent plan for your business.

Closing: The Future Is Transparent

Why the Next Decade Belongs to Businesses That Tell the Truth

If you've made it this far, you already understand something most agencies never will: transparency is the new currency.

In a noisy world full of sales funnels, "secret formulas," and overpriced retainers, the businesses that will win aren't the ones shouting the loudest — they're the ones communicating the clearest.

And the same goes for marketing professionals. The future doesn't belong to agencies with the biggest margins or biggest footprint; it belongs to partners with the deepest trust.

Transparency Isn't Just a Strategy — It's a Standard

When I created the Flat-Fee model, I wasn't trying to reinvent marketing. I was trying to restore integrity to it.

I wanted to build a business where honesty didn't cost you clients — it earned them. Where "transparency" wasn't a buzzword, but a baseline. Because when people know where their money's going, they don't just feel safer — they feel smarter. And when they feel smarter, they make better decisions. That's how business relationships should work.

The End of Guesswork

Marketing isn't supposed to feel like gambling. You shouldn't have to roll the dice on which platform or agency will finally deliver.

You deserve transparency.

You deserve strategy.

You deserve a partner who's invested in your results — not your confusion.

That's what The Traction Blueprint is all about: systems, truth, and small steps that compound into unstoppable momentum.

Where You Go From Here

If you're reading this and thinking, "This makes sense — I just want to know where to start,"

I've got you.

You have two options, depending on where you are right now:

1. Start Simple:

Download the Free Traction Checklist — it's a 10-minute audit that shows you

where your marketing is leaking traction and how to fix it fast.

2. Go Deeper:

Schedule a Flat-Fee Strategy Call with me. We'll look at your current setup, find out where the waste is, and design a transparent growth plan for your business.

Both are free.

Both will give you clarity.

And both will help you see your marketing in a whole new light.

Final Thoughts

The marketing industry doesn't need more secrets. It needs more honesty, more accountability, and more people willing to say, "Here's what's really happening — and here's how we fix it."

That's where the future is heading. And that's where I plan to take every client who's ready to grow with clarity, confidence, and traction.

Because the truth? Transparency isn't just the future. It's the only way forward.

Schedule your Flat-Fee Strategy Call or grab your free checklist at facebook.com/theTractionBlueprint.



About the Author & Brand

Robert Rees is a former top-rated talk radio host turned marketing strategist. After years of seeing businesses overpay for underperforming campaigns, he launched Adz Solutions and created The Traction Blueprint to bring honesty and transparency back to growth. His flat-fee model removes hidden margins and aligns incentives—so strategy serves outcomes, not agency profits.

Robert combines clean humor, crystal-clear communication, and deep technical chops across Google Ads, SEO, retargeting, OTT/CTV, WebID, email, and analytics. His philosophy is simple: small steps, repeated daily, create real traction.

Contact & Links

Email: rr@adz.solutions

Calendly: <https://calendly.com/rr-adz/quick-call>

Website: <https://adz.solutions>

Facebook: <https://facebook.com/theTractionBlueprint>

Streamopolis.TV: <https://streamopolis.tv>

© 2025 Robert Rees · The Traction Blueprint · Adz.Solutions