

YESENIA NELSON

CO-FOUNDER · SEVEN FIGURE AGENCY

Helping agency owners trade chaos for freedom and build teams that never want to leave. Co-author of *The Seven Figure Agency Roadmap 2.0* and the new book *Beyond Seven Figures*.


197

AGENCIES PAST SEVEN FIGURES

400

AGENCIES IN OUR MASTERMIND

\$250M+

MEMBER REVENUE GENERATED

8 Figures+

THEIR OWN BUSINESSES COMBINED

CONTACT & DETAILS

NAME / TITLE	Yesenia Nelson · Co-Founder	
COMPANY	Seven Figure Agency · also co-founded Plumbing & HVAC SEO	
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INTRODUCTION FOR THE STAGE

With her husband Josh, Yesenia Nelson has built businesses past eight figures combined and helped 197 agencies cross seven figures. Please welcome Yesenia Nelson.

SIGNATURE TOPICS

THE TEAMS THAT WIN: THE LEADERSHIP SHIFT THAT SCALES AGENCIES

The leadership framework Josh and Yesenia built their businesses on, the one that led to an eight figure net worth. Your agency will only ever grow to the level of the people inside it: how to afford A Players, how to find them, how to keep them, and how to topgrade the team to all A Players.

THE FREEDOM FOCUSER FRAMEWORK

The unlock that took Josh and Yesenia past eight figures combined: the leadership team framework that grows the business, paired with the house manager framework that gives back the Visionary's time at home. How to design the life you actually want so it supports the business instead of competing with it for your time, building the team and support structure that carry the load, and stepping fully into the work only you can do.



BIOS

Three approved lengths. Use as written.

SHORT BIO

70 WORDS

Yesenia Nelson is co-founder of Seven Figure Agency, where she and her husband Josh have helped 197 digital marketing agencies scale past seven figures. Together their own businesses now generate over eight figures combined. She built the operations, retention, and account management systems behind that growth, and is co-author of *The Seven Figure Agency Roadmap 2.0* and the forthcoming *Beyond Seven Figures*, written for agency owners scaling past seven figures.

MEDIUM BIO

156 WORDS

Yesenia Nelson is co-founder of Seven Figure Agency, where she leads operations, the leadership team, and events as a Visionary, and co-author of *The Seven Figure Agency Roadmap 2.0* and the new *Beyond Seven Figures*. Alongside her husband Josh, she has helped 197 agency owners break seven figures. Their own businesses now generate over eight figures combined, and their mission now reaches further: helping agency owners cross eight figures too.

She builds leadership teams and topgrades the entire team to all A Players, and designs the onboarding, retention, and client experience systems agencies run on, the work behind frameworks like *The Teams That Win* and *The Freedom Focuser Framework*, which give owners back their time at work and at home. She co-hosts the *Scaling Together* podcast with Josh, where they talk openly about how they built an eight figure net worth alongside marriage, kids, and faith. She lives in Miami with Josh and their three boys.

LONG BIO

294 WORDS

Yesenia Nelson is co-founder of Seven Figure Agency, the mastermind that has helped 197 digital marketing agencies grow past seven figures. She also co-founded Plumbing & HVAC SEO, the niche agency she built with her husband Josh and their business partner Dean Iodice. Their own businesses now generate over eight figures combined, and their mission aims higher still: helping agency owners build eight figure companies of their own.

Yesenia is the systems half of the partnership. She architected the account management, onboarding, and retention processes that turned a small local agency into a nationally recognized brand, now taught to hundreds of agency owners inside the mastermind. She is co-author of *The Seven Figure Agency Roadmap 2.0* and of *Beyond Seven Figures*, their new book for agency owners looking to scale past seven figures. She also co-hosts *Scaling Together* with Josh, the podcast where they share how they built an eight figure net worth without trading away married life, their boys, or their faith.

From humble beginnings in Miami, Yesenia met Josh at seventeen and built everything with him since. A trained educator who later worked inside a Fortune 500 organization, she teaches for a living and builds systems that hold under pressure. Today, as a Visionary of Seven Figure Agency, she leads operations, the leadership team, the culture, and the three live events a year that draw hundreds of agency owners.

On stage she teaches the full operating side of an agency, building the leadership team, topgrading the entire team to all A Players, the client experience that makes retention effortless, and the frameworks that give an owner back their time. Her message is practical and personal. You can build a business that grows without giving up your family, your health, or your faith.

