

## Marketing Strategy 28: Why You Really Advertise

Today, we're going to address one of the most common questions regarding advertising. What is the purpose of advertising?

Most people think the only reason to advertise is to get new clients. Right?

Wrong.

And here's why...

Sure, it's true, you need advertising to bring in new clients. But, when your work for them is complete and they are satisfied, you must always ask these clients for referrals. Then you ask those new clients for their referrals and so on... See?

Referrals are where the real profits are hiding, but you'd be surprised at how many don't ask for them. Don't miss this opportunity. Ask your clients to refer you.

Eventually, in theory, you could just make your living from all of the referrals. But, I don't recommend this. It's a bit of a dreamland. Nobody really gets to that point of only working from referrals.

So to keep fresh clients coming in who will give you new referrals (when you ask for them), you need to advertise.

If you take a break or stop running ads, you'll see less new clients. With less clients, you'll have fewer people to ask for referrals and pretty soon...you'll be out of work.

You have to trust me on this one. Don't try it.

Instead, keep advertising! And to really get your money's worth from those ads... remember to ask for the referral!

### **TODAY'S TASK: Ask For Referrals**

Today's task is simple.

**1 - Make it a company mission to treat every client like your only client.** You never know who will refer lots of work to you. For example, the old lady who only wants one carpet clean a year may be worth thousands of dollars to you because she refers lots of people. Make every client count!