

Marketing Strategy 30: Learn Marketing Yourself

In today's lesson, I'm going to explain what the difference is between the marketing strategies I'm teaching you and what ad agencies do.

As a business owner, you will probably be approached by advertising reps making promises.

These reps may seem professional and knowledgeable, but unless they have actual case studies, I would not trust them to bring you new business.

Learn From Others Mistakes...

Over the past two decades, I have seen many situations where carpet cleaners regret hiring advertising agencies to bring in new clients.

They believe it will be the end of their troubles. And even though ad agencies are expensive, these cleaners convince themselves that the end would justify the means.

They could not be more wrong!

The problem with many advertising agencies is that they run with pretty looking ads and social media campaigns to build a brand.

But unless you are a large corporation with global visibility, brand advertising is not effective. After all, if nobody knows who you are, why should they care about your brand?

Instead, you need marketing that you can implement quickly and cheaply to get more clients. You need to be able to target small numbers of people at first and then scale as necessary.

This is called Direct Response Marketing and it's what I'm teaching you in this program.

TODAY'S TASK: Focus On Direct Response Marketing

1. Continue to study the Steammaster Academy manual, learning how to market for yourself to bring in new clients.

2. When you do try a new approach or ad, be sure to carefully track your numbers (using an Excel spread sheet is an effective way to do this) so you know what works and what doesn't work, what to do more of and what to do less of.

