

Marketing Strategy 36: How To Spread Your Marketing Message

If you're the type of person who enjoys writing and has some extra time, here's another tactic you may be interested in.

This tactic is not for everyone. It can be slow and unpredictable. But if you are on a very tight budget, it could be an excellent way to start building your business.

Let me explain...

As you know, currently there is an abundance of websites and local newspaper that are starved for content. You can solve their problems by volunteering to write in interesting column about carpet cleaning in exchange for publicity.

This can help your business in a number of ways...

First, it can make you look like an expert. If people regularly see your name on websites or in the newspaper, they are likely to think you are the expert. This means they will choose you when their carpet needs cleaning.

Second, it allows you to explain the benefits of your service in a non-salesy way.

TODAY'S TASK: Become A Guest Writer

- 1. Contact the editor of the publication(s) of your choice.** Call and let them know your idea. Be specific about how their newspaper/website and readers would benefit from having a column from your service.
- 2. Send a powerful sales letter explaining what you just discussed with them.** Be sure to focus on your credibility and include any charities or other organisations you've helped.
- 3. Follow up with either emails or calls.** Be persistent. If you are persistent and don't give up, you should eventually get a chance to write a column.