

Marketing Strategy 40: Reasons People Fail

In today's lesson, I want to do something a little different.

Instead of giving you a new tip, trick or strategy, I want to warn you about some of the pitfalls that can prevent you from succeeding as a carpet cleaner.

These pitfalls can hold you back even if you know the best strategies in the world.

They can cost you time, energy and effort... and they can leave you feeling frustrated and defeated.

But if you avoid them... and if you follow this program, then I'm confident you are virtually assured of success.

What are these pitfalls? Here's the list...

Pitfall 1: Not taking action

The first pitfall that prevents carpet cleaners from succeeding is the habit of not taking action.

Look, these strategies work, but they won't magically bring you clients.

It's not enough to simply spend time reading this program, learning the strategies, if you never use them.

You need to actually follow the steps to see results.

Pitfall 2: Not finishing what you start

Another mistake people make is starting something, but never finishing it.

It happens like this...

You look at the strategies in this program. You get really excited about the possibilities. You try to do everything at once, but become overwhelmed and give up.

To counteract this pitfall, you should work on one strategy at a time. Implement it fully. Put all your focus and energy into making it work. And once it's up and running, move on to the next strategy.

Pitfall 3: Not being consistent

One of the biggest differences between successful carpet cleaners and everyone else is that they are consistent.

They find a strategy that works and then they continue to apply that strategy regularly unless it stops getting results.

Many people make the mistake of doing something that works, and then stopping.

It sounds crazy, but if you have ever started a new habit, talked about the benefits to your friends, and then quit, you have fallen into this trap.

This program works best when you follow it regularly over time.

Pitfall 4: No plan

A great carpet cleaning business will not happen by accident. If you want to be successful, you need a plan.

Creating a plan is not difficult, but many people put it off because they are worried it will change.

All I can tell you is this...

Your plan will change, but when it does, simply adjust it to account for the new circumstances.

Otherwise you will be like a ship without a rudder, constantly getting pushed where the currents take you.

Pitfall 5: Starting 'tomorrow' instead of right now

Finally, the biggest mistake that prevents carpet cleaners making a great living is procrastination - putting off until tomorrow what they need to do today.

People make excuses like:

- I don't know which suburbs to target
- I can't write ads
- I don't have the best equipment.

The truth is, there is always something you can do to move forward. Do something, and do it now...

TODAY'S TASK: Avoid The 5 Pitfalls

1. Write down a list of the 5 pitfalls. Stick the list somewhere you will see it everyday.

2. Use them. Whenever you feel frustrated or down, look at the list. Figure out what pitfall is causing the problem... Then take action!

