

## Marketing Strategy 58: Diversity

Sky divers have a spare parachute in case of emergencies. SCUBA divers have extra breathing equipment. Climbers use safety ropes.

They all have backups!

Yet, many carpet cleaners will make the mistake of finding one strategy that works, and then *only* using that strategy.

Of course, this is not an issue when the strategy is working. But if it stops producing results all of a sudden, you are in trouble.

Believe me, this can happen.

That's why you should always have backup marketing strategies - multiple ways of getting clients.

Two, five, ten ways to get new jobs instead of only one. Then if any system starts to produce less income, you'll have 9 other marketing strategies that can still earn you the big bucks.

Bottom line... diversifying your marketing brings *stability* to your business, and that means a *bigger, better* and safer business for you.

### **TODAY'S TASK: Don't Put All Your Marketing Eggs In One Basket**

1. **Look for opportunities to further diversify your marketing.** Use at least 3 of the strategies in this series to make sure you add stability to your business.
2. **But don't spread yourself too thin.** It's good to diversify, but don't "over-diversify" and lose focus on the main objective of bringing in business.