

Marketing Strategy 59: Be Consistent

Today's lesson is a short one. Yet, it is vital for your long-term success.

I want to discuss a huge '*cash flow killer*' that causes stress and sleepless nights for many carpet cleaners.

This 'killer' normally strikes when your marketing first starts working.

You get a few clients. You start to feel comfortable. You ease off on sending direct mail and then all of sudden, you hit a bare patch – a week or two when you don't have a lot of appointments.

You have no money coming in, but the bills still need to be paid. And you end up with cash flow problems that keep you up worrying.

So what's the solution?

You must develop consistency and avoid '*here and there*' marketing.

You see, the only way to grow your business surely and steadily is to market and test continuously. Business is like swimming - as soon as you stop moving forward, you are treading water.

It may seem like a small thing, but I can tell you about carpet cleaners with great marketing who barely scrape by on \$50,000 a year because they are inconsistent.

And I know cleaners with average marketing who easily earn a 6-figure income because they diligently apply the lessons in this program.

TODAY'S TASK: Develop Consistency

- 1. List out the different marketing strategies you are using in your business right now.** Take your time. You want a complete list.
- 2. Develop a marketing calendar.** Plan when you will use each of the strategies, so you always have at least one campaign running at any given time that will generate leads for your business. If there are gaps in your annual marketing calendar, decide which strategies you can test and measure during these weeks or months to ensure you have a steady flow of customers all year-round.