

Marketing Strategy 67: Workshops

In this lesson, I want to tell you about a great strategy for getting 3, 4, 5 clients with just a few hours' work.

This strategy is a great way to get people interested in your services. You can easily pick up \$1,000 worth of jobs in an hour, not to mention the money you can make from referrals in the long term.

What is this strategy?

Workshops!

Let me explain...

Workshops are a fantastic way to educate people about your service.

They allow you to get in front of an interested audience, talk to them about the carpet cleaning problems you regularly see, and then tell them how you solve those problems.

The most effective way to get people to attend workshops is by partnering with an organisation. That's what I am going to show you how to do in today's task.

TODAY'S TASK: Hosting a Workshop

1. Find organisation in your local community with a majority of senior members.

Seniors generally need help cleaning their carpets, they are worried about the effects of air quality, and they can afford your services. Churches and RSLs are great too.

2. Call the organisation and ask for the event manager. Tell the person that you have a way to make more money for their organisation.

3. Ask if you can come over and discuss it with them. Most people will be happy to give you a few minutes of their time.

4. Tell the event manager about your workshop idea.

- First, explain how it will benefit their organisation. A good strategy is to give 5% of your fees from the jobs you get at the workshop to the organisation. Another strategy is to give organisation members a discount.
- Second, explain what exactly the members will learn even if they don't use your services.
- Third, tell them that all they have to do is provide a room and allow you to send some advertising about the event to their members.

5. Prepare your presentation. You need to provide valuable information at the workshop – otherwise people will feel ripped off. Focus on important topics like air quality, allergies and making carpets last longer.

6. Advertise to the members. Do not let the organisation announce the workshop. Write the marketing material yourself, so you can make it interesting and get a good response.

7. Take reservations. You can take the reservations or you can let the organisation do it. Make sure you have a deadline of one week in advance for people to sign up. This gives you a chance to prepare the correct number of handouts.

8. Offer all attendees a Free Carpet Cleaning Inspection if they sign up on the day. Don't forget to give them the discount you agreed with the organisation. You can potentially get 3, 4, 5 clients for just a few hours' work.

Another great place to offer workshops is at the local carpet store. Many clients at these stores buy expensive carpets, but don't know how to take care of them. Again you can offer the retailer an incentive.