

Marketing Strategy 79: Lending Library

Another interesting strategy you can use to build a community around your business is a lending library.

A lending library is a list of books that you are willing to lend to clients. Clients can pop into your office, and borrow any of the books free of charge for a fortnight.

The library should include books that are related to carpet cleaning. This can be topics like carpet cleaning, carpet buying, or even a history of different carpets.

They are dozens of books on Amazon to choose from.

But you don't have limit it to carpets either. You can branch out and offer books on furniture, home improvements and DIY.

TODAY'S TASK: Build Your Lending Library

1. Go to Amazon and select 4-5 top rated books related to carpet cleaning. Make sure that the books are interesting or useful for your clients.
2. Write intriguing descriptions for the books when they arrive. There is an abundance of information available today on the Internet, so you really need to sell clients on reading these books.
3. Add these descriptions about the lending library to your starter kit. Tell people that it is exclusive to clients and give them details about how to get the books.

One final thought: Always check that the book agrees with your ideas about carpet cleaning. If a book says that your method of cleaning is poor for instance, you don't want to give it to clients.