

## Marketing Strategy 1: Goal Setting

Over the past two decades, I have worked with a lot of carpet cleaners.

I've seen many people make a great income in a very short space of time. I have also watched with sadness as others struggled to pay the rent despite the amazing potential in their business.

**For years, I wondered what made the difference.**

When I finally discovered the answer by asking the well-off cleaners, I was amazed.

The key to success is nothing to do with how smart you are... or what suburb you clean in... or how long you have been in business.

It has nothing to do with how hard you work either.

In fact, what I discovered is that there is one thing that separates successful carpet cleaners from everyone else.

A simple habit.

Even more amazing, this habit takes just 15 minutes a day. It requires very little effort. And you can do it anywhere - at home, on a beach, in the park.

Yet, if you apply it consistently, you can potentially **double your income** in as little as 12 months from now.

**What is this habit?**

Simple.

Developing a plan to achieve their goals.

That's right!

Taking the time to plan.

You see, more than 8 out of 10 carpet cleaners have no idea where their money comes from.

They don't know how many new clients they get, how much each client is worth, or how many clients they need.

This is crazy because unless you have clarity about these details, you can never grow your business.

That's why the first step in this program is to develop a simple marketing plan. And that's what you are going to learn how to do right now.

## **TODAY'S TASK: Create Some Foundation Goals**

**1 - Jot down the weekly income you want to earn.** If you are not sure what this is, work out how much money you need to pay your bills and multiply that by three. Online tools like Mint or Pocketbook can help you get clear on your spending habits.

**2 - Write down how many clients you have now and how much money you make each week.** Then calculate your average earnings from each client. For example, if you make \$1,500 a week and you have 10 clients, you earn on average \$150 per client.

**3 - Figure out how many extra clients you need to reach your weekly income goal.** Imagine you want to earn \$1,800 a week. But you only make \$1,500. If each client is worth \$150 on average, then you need two extra clients every week to make the additional \$300.

When you've done these 3 things, decide on a time each day where you commit 15 minutes to reading the marketing strategies in this course to get extra clients. Schedule it in your diary NOW, set it to recur daily and make this a priority.