

Marketing Strategy 5: Model Successful Ideas

Today, I want to tell you about one of the most important strategies I have learned over the past 20 years.

This strategy can help you to avoid costly mistakes.

It can save you time and energy.

But most important of all, it can help you to uncover breakthroughs...

**Breakthroughs that give you an unfair advantage and
accelerate your business growth faster than ever before.**

Sounds like a big promise, yes?

But once you start using this strategy, you will be amazed at how many more clients, more sales and more profits it helps you to generate.

And you will be delighted by the extra time you have to spend with your family, enjoy your hobbies and live the type of lifestyle you have always wanted.

Let me tell you about this strategy...

Over the years, I've worked with many successful carpet cleaners.

One interesting thing I noticed is that the people who make the most money understand a very important fact...

"Success Leaves Footprints"

Instead of trying to create systems from scratch, top cleaners look at other successful business. They then model the ideas that are already working.

By using proven systems, they can get results faster and with less risk.

This is what you should do in your business too. Learn from others. Take good ideas that work for others and use them. It becomes almost like joining the dots.

You will be amazed at how easy it is.

**Don't' limit yourself to modelling ideas
from carpet cleaning business either.**

Look at businesses outside of the carpet cleaning industry. An idea that works in one industry can often be adapted to your business.

Take McDonald's for example. They didn't invent drive-throughs. They just took the idea from the banking industry.

And FedEx took the model that banks used to clear cheques and used it to deliver packages.

As you can see, breakthroughs can come from anywhere. So today's action step is to keep an eye out for great ideas...

... and then ask yourself, *"How can I use this in my carpet cleaning business?"*

TODAY'S TASK: Search For Success Ideas

1. **Go To Amazon.com.au:** Search for 'Direct Marketing'. Browse through the bestselling books to get new ideas you can use in your business.
2. **Visit [BuzzSumo.com](https://www.buzzsumo.com).** This is a website that organises the most popular articles on a topic. Search for terms related to business growth and carpet cleaning. Look at any articles that jump out.
3. **Create a list of at least 3 ideas that you like,** then write out the steps you need to use them in your business. Set time aside to do at least one step every day, so you're always moving closer to your goals.