

How I Went From \$5 To \$50 Per Hour As A House Painter: Marketing Secrets For Minimum Wage Earners



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Marketing Secrets For Minimum Wage Earners



Tim is a struggling home painter who has been self-employed for the past two years. He desperately wants to increase his business. Hes good at what he does but would also like to branch out to other areas of interest such as real estate and investments. His goal is to make \$100,000 per year through his painting business coupled with his other interests. As we talk, we determine that, in his painting business, Tim is only netting about \$5 per hour after expenses, taxes, and his own time. Part of his low net profit is because he is so meticulous at his work that he takes more time than other painters. As such, he has been advertising himself as an upscale service provider through the referral networks that he is involved with. The bottom line is that Tim needs to make more than \$5 per hour. We discuss how Tim should develop his Unique Selling Proposition. What makes Tims painting service so unique? Of course, his meticulous work would be one unique benefit. However, because he spends more time than other painters, he should charge more than other painters. Another benefit in Tims USP should be that Tim uses an environmentally friendly paint where there are no allergic reactions to the paint that is used. I feel that this is a very good angle. As we continue to talk about how Tim could make more money, my brainstorming skills really kick in. This is where youre going to want to take notes because the strategy that we discuss can be applied to any business that you are operating. We discuss a few possibilities which subsequently lead to the ultimate plan of Tim becoming a marketer of home repair and improvement services utilizing a network of alliances with businesses that specialize. FREE REPORT reveals in detail how you can take your own ordinary \$28 book, e-book or even a concept you have and turn it into a information product you can sell of up to \$3,900 or more. in major areas of home

repair and improvement. For example, Tim should partner with a gardening company, a pool maintenance company, etc. Tim could even partner with a painting company and get out of doing painting himself. To start this business, Tim needs to do the following: Determine 8 or 9 categories of home repair and improvement then develop a list of items within each category to be used when he does home assessments. I explain where he can obtain this information. Create alliances with a companies specializing in each category. His alliances would involve being paid a percentage of any job that one his partnering companies obtains through Tims marketing efforts. Tim should call each of his past painting customers to re-introduce himself and his new business of home evaluation with repairs and improvements to be done by his Team of Experts. Tims objective would be to set up an appointment with the homeowner to do a walk through to determine any home repairs and improvements that the homeowner would like to have done. To obtain appointments, Tim could offer a \$25 gift certificate good for any type of home repair or improvement if he can stop by and perform his walk through. We discuss in detail how Tim can ensure that he will be paid his percentage by each his alliances. With this type of arrangement, Tim does not need to do any of the work. His job is to do the marketing and the walk through evaluations. Tim also needs to determine how to qualify his service providers to insure that they are reliable and do their job well. When qualifying his team of service providers, he needs to find each of their Unique Selling Propositions and what makes them special. Tim and I also get into some very clever marketing ideas such as doing an audio interview with each of his service providers. These interviews could be burned onto CDs that prospects can listen to. The CDs would serve as valuable information as well as an advertisement for Tims one stop shopping service.

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