

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Cleaning Up Your Marketing**

**By Charlie Cook**

**Cleaning Up Your Marketing by Charlie Cook**

Has your once well-organized marketing plan come to resemble the jumble of stuff in your closet (not to mention the garage and the attic)? If you are like most people, each time you come across a new marketing idea you try to adopt it and add it to your existing approach.

Strategies and tactics tend to accumulate and linger even when they may not be working as well as you'd like. Like the ill-fitting clothes that accumulate in your closet or the broken tools still in the garage, they are hard to get rid of, whether because of habit, emotional attachment or just plain not getting around to cleaning them out.

To improve your marketing, you'll need to clean out some old ways of working. While I don't want to get anywhere near your closet, and in fact I could use some help with mine, I can show you how to clean up your marketing plan so you're ready to take advantage of the New Year to grow your business.

**Cleaning Up Your Marketing Plan**

Every morning my friend Michael Angier of SuccessNet.org sits down at his desk and asks himself the following three questions about his business.

1. What's working?
2. What's not working?
3. What can I improve?

You may not want to review your marketing plan five times a

## Cleaning Up Your Marketing

week, but it is a good idea to do it at least once a year. So take out your pencil or fire up your computer and assess your marketing plan:

### Your Marketing Plan

1. Is your plan working?
2. Do you have a well defined marketing strategy that helps you achieve the three phases of marketing: Getting Attention, Positioning, and Selling?
3. Do you need to write or rewrite your marketing plan?
4. Do you need additional information or coaching to complete your marketing plan?
  
5. What are you going to do to improve your marketing plan?

### Getting Attention

6. Does your marketing message prompt prospects to contact you?
7. Do your ads, letters, and web site motivate prospects to contact you?
8. What are your conversion rates?
9. What steps can you take to improve them?

### Positioning

10. What are you doing to establish your credibility with prospects, to help them know and trust you?
11. Is it working as well as you'd like?
12. What could you improve?
13. Is the value of your products and services clear to your prospects or do they question you about merits and price?
14. Want to learn how to ensure that your prospects understand the value of your products and services?

### Selling

15. How successful are you in selling, that is, in getting commitments for everything from appointments to orders?
16. What's your conversion rate of prospects contacted to clients and customers?
17. Do initial s/ales generate repeat s/ales and referrals for years to come?
18. Want to learn how to generate more s/ales from each client?

### Evaluating Your Marketing Plan

Use Michael's three questions to summarize your comments about your marketing plan and your success in getting attention, positioning and selling.

1. What's working?
2. What's not?
3. What do you want to improve?

The hardest part about cleaning out your closet, attic, garage or your marketing is getting started. It may be time to straighten up or throw out some of your old marketing strategies and tactics and replace them with new more effective ones. Start 2005 with a well organized marketing plan, one that helps you Get Attention, Position your

products and services and Sell and you'll find your business growing in leaps and bounds in the coming year.

## **7 Proven Tips To Market Your Cleaning Business**

**By Khali S.**

Marketing your cleaning business is something that you will already have an idea about when you start your business plan. Nothing is better for an emerging cleaning business than a really good marketing strategy. This is when all of your research will work to your advantage. Cleaning business or any other type of service business cannot survive without a proven marketing plan, In order to build a good marketing strategy you must first:

1– Correctly assess your competition and what they are doing to market their businesses. You have to offer your clients something that is fresh and different if you want to get their attention.( You can offer free information on keeping your clients area clean – this will show your clients that you are an expert in your field).

2–Survey your potential market beforehand so that you can establish what your clients are missing in their current needs as consumers. You will want to know what they want and give it to them.( may be they need special cleaning product or prefer more special services)

3–Learn what types of advertisements work best in your business' locale. Sometimes commercials are best whereas other area get a better response by utilizing the local newspaper or pennysaver.( how about direct response marketing? )

## Cleaning Up Your Marketing

4–Begin your promotion before you plan to start your cleaning business so that you can garner an interest in your services before you even start. Building up some interest ahead of time can help to ensure good contract. If some consumers are not satisfied with their current cleaning service they could be waiting for any opportunity to switch to a different cleaning company.

5–Promotions and discounts are a necessity to running a successful residential or commercial cleaning business. You must make sure that you are in a position to compete in this manner. Your business start–up will run a lot better if you begin with a special promotion.

6–The key to successful marketing will be your ability to meet the basic supply and demand of your community. Be sure to stay on top of this because these things are always changing. You can offer extra services that are not supplied by most of your competitors.

7–You should be able to keep up with market changes and try to anticipate them beforehand because it keeps you a step ahead of the average consumer. This will prove invaluable to you later. by following the news about the cleaning field.

Khali S,

How to start & run an office cleaning business.  
Cleaning Business StartUp Free Mini–Course.

7 Proven Tips To Market Your Cleaning Business

Clean Up In An Office Cleaning Business

House Cleaning Services – Choosing The Right House Cleaning Service For Your Home

Switching To Day–Time Cleaning

Strategies For A Successful Cleaning Company

E@sy List Cleaner

BEFORE You Borrow Money

PodCast Teleprompter

Affiliate Marketing PLR Kit

The Great Big Book of Internet Marketing



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**