

# Three Ways to Earn New Business Quickly

Searching well on Google is one of the most cost-effective ways for painting contractors to earn business, but it doesn't happen overnight. Here are three ways to earn business while you're waiting for your new website to "take hold" and generate results.



## Ask for Referrals

Personal recommendations are a powerful form of marketing. If a customer says they are impressed with your work or great service, ask them to refer their friends and co-workers to your painting business.

To enhance the likelihood of a referral, provide them with a high-value coupon that is only provided to new referrals. If each one is individually numbered, you can even track which customers are providing referrals! This allows you to thank them personally.



## Grow Local Awareness

One challenge for small businesses is just getting the word out that you exist. And while marketing services will happily fill mailboxes with your flyers, nearly all of those will go immediately into the trash.

Instead of mass marketing, try to find ways to stand out. Ask nearby businesses if you can leave some coupons in the customer area. Introduce yourself to real estate agents and provide references. And make sure you ask customers if you can leave a yard sign if you are doing work at their house!



## Declare Your Differentiator

Most areas are served by multiple painting companies. You need to give customers a reason to select yours, and if you want to be profitable, it should be something other than price.

Businesses need a differentiator - something about them that's better than any of their competitors. Anytime customers see your business's name, they should also see your differentiator. Whatever your differentiator, make sure to deliver on it!

*Give them quality. That's the best kind of advertising in the world.*

Milton Hershey

