

**CAN TOUGH TIMES LIKE THIS ACTUALLY BE
AN OPPORTUNITY IN DISGUISE
FOR A CLEANING SERVICE TO GROW?
READ THIS!**



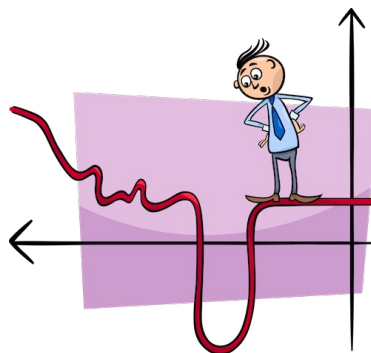
During a recession or a social shutdown, there's not much you can do with regard to marketing. Right?

"Wait a minute, let me tell you a story."

Early in my career (think 1970s) as a marketing executive I worked for a smaller company that sold electronic components. I ran ads in *Electronic Engineering Publications*.

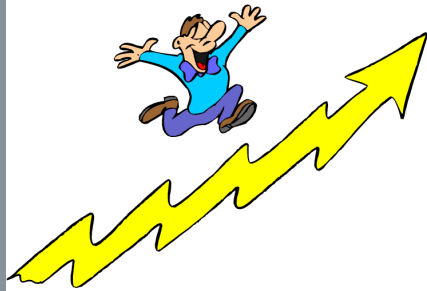
During a normal month, I'd get 75 to 100 responses. People asking for more information about the product. I'd send them out a brochure and a reply card that made it easy for them to request a quote on a custom component.

**"It worked.
We got lots of leads and my boss was happy."**



"Then a recession hit."

Pretty bad one. My quarter-page, black and white ads were still out there, but I wondered for how long. Surely responses would drop off big time.



"But that's not what happened."

Right before we made a decision to pull the plug on the ads for a while, I noticed that I wasn't getting the usual 75 to 100 responses. I was getting 200 inquiries or better every month!

"One month nearly 300 responses!"

What was going on? They weren't buying, but they sure were shopping. Why? You can make your own conjectures. But as I mulled it over in my young man's brain, I decided that they were shopping because they had time to shop!

"They didn't have to get a transformer ordered that day, they had time to look around for better, more competitive suppliers to meet their needs when things got better."

It turned out that this recession was a golden opportunity to get attention, to worm our way into the brains of countless engineers and buyers. My boss left my budget alone, while out competitors were cutting back to nothing.



"A recession is a golden opportunity to pick up market share. And did we? Oh...yes. My company went from \$1.2 million in annual sales to nearly \$4

million in the 3 and half years I worked there, with a big jump right after the recession."

Lesson One

Buying decisions are made at the subconscious level. Think about it. When a problem arises, doesn't a resource immediately come into your mind? It does.

One Harvard professor (*Gerald Zaltman in his book, "How Customers Think: Essential Insights into the Mind of the Market,"*) says 95% of purchase decisions are subconscious.

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When marketing a product or service, the most effective way is to target the subconscious mind. How many people immediately think *Servpro* or *Sears* or another big brand name within a second of discovering they need some help.

"These advertisers worm their way into the subconscious with costly television campaigns. And it works!"



What does that mean now?

"While your competitors huddle in fear, is this actually a once in a decade opportunity for you to pick up market share?"

In the 1970s there was no internet. But those engineers were shopping. We had a chance to get their attention in a way that we would never have had during their normal hustle and bustle of quickly getting products specified, ordered and shipped to them.

**"Today there is the Internet.
And many homeowners and business folks**

are stuck at home, doing what?"

Surfing the Internet, perhaps? Roaming YouTube. In a Facebook frenzy. Wanting to connect with others in the only way they can. Shopping around online.



"A hard sell never works at a time like this."

What does it matter if you offer to clean someone's carpet for half price, if you are not permitted to clean anything. Besides, you are a stranger, and no one wants some stranger to enter their home or business at times like these.



"But it is a golden time to capture their attention."

You can grab a share of their subconscious, before things return to normal when you can't possibly grab attention so easily.



"You have to be careful with your money"

I know. But this is not a time to give up on your visibility, particularly online. Be seen on YouTube. Be seen on Facebook and your other social media outlets. But be seen as helpful. Worth trusting and not so greedy for business for the time being.



Do it as economically as you can. But do it. You have time right now to expand your marketing horizons a little. Maybe a lot. You may discover that it only takes you minutes to do things you've payed others hundreds of dollars to do for you.

Showcase information that will be helpful to your prospects and customers right now, when they are thinking about nothing else. Appear helpful because you are being helpful.

"You will be remembered for your concern."



Lesson Two "BE YOUR OWN SUPERHERO!"

Don't despair. While others despair, you take action. Bad times never last. Take advantage of this time when your prospect's minds are especially open to new possibilities. In fact, they are desperate for them.

You are ready. Your market is wide open, like it rarely is, and ready to receive your help and concern. When things get better....and they always do, you'll be remembered.

"REMEMBERED = NEW BUSINESS"

Just do it!

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