

STOP BOOSTING. START SELLING.

Build a measurable paid-marketing system: offer economics, campaign pages, creative tests, tracking, and decisions based on paid sales.

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LEARN THE STEPS. TAKE CARE OF YOUR PEOPLE.

LESSON 01 / LEARN THE SKILL

YOUR JOB IS PLUMBING. YOUR BUSINESS STILL NEEDS MARKETING.

Being great at the work does not mean people know you exist. A plumber can fix a leak and still lose the job to somebody who answers the phone faster and explains the offer better. That is not fair. It is business. You have two choices: learn the marketing skills or hire somebody who can prove they have them. Ignoring the job is a third choice, but it is an expensive one.

DO IT IN THIS ORDER

01. Write one service you can deliver well and profitably.
02. Name the customer, location, problem, and next action.
03. Assign a person to creative, setup, measurement, and follow-up.
04. Block two hours each week to review the numbers.

WORKED EXAMPLE / ASSUMPTIONS EXPLAINED

A local plumber advertises drain clearing within a real service area. The ad sends people to a page that explains the service and lets them request a call. Somebody owns the response. A pretty logo cannot do that job.

HELP / WHAT THAT WORD MEANS

Offer = what the buyer receives, for whom, at what price or next step.

YOUR NEXT MOVE

Write your one-sentence offer. If a stranger cannot understand it, simplify it.