

HOW TO GENERATE A FLOOD OF LEADS, CUSTOMERS & PROFITS FOR YOUR APPLIANCE REPAIR BUSINESS



MARLON THOMAS
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How to Generate a Flood of Leads, Customers and Profits for Your Appliance Repair Business

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INTRODUCTION

Why This Book Is Different...And Why You Should Read It

I'll be straight and to the point - there's a ton of books on marketing out there. Some of them might even be half-worth reading!

But I'm guessing that you're like most appliance repair business owners, you don't have time to read the next Great American Novel.

You're probably busy enough juggling your day-to-day business - managing customers, employees, billing, ordering parts, and the million other tasks that fall to business owners.

Maybe you picked up this book because you liked the title (there's a lesson there, more on that later) and you feel like you could use some help in getting more customers and increasing your profits.

It's a war out there! It's harder than ever to get new, qualified customers who appreciate your level of service and expertise.

Things have changed. Now you're competing with giants like Home Advisor who are flooding the airwaves with slick commercials. Then there are your fellow appliance repair companies, some of which have the scruples of a politician and will say anything to get a job, only to screw up, rip off the customer and give everyone - including you - a bad name.

What's the answer for a struggling company? You'll Have To Keep Reading To Find Out.

I personally have experienced all these frustrations. I wanted to grow my company and thought my advertising reps were my allies. I relied on them for the best advice, they told me to spend more money, so of course I spent it, I didn't know what else to do.

What happened? I blew a chunk of money that I really couldn't afford to spend. I was flat out broke and FED UP!

My frustrations drove me to want to figure out for myself what the missing piece was in my current marketing. I studied every marketing book and course I could get my hands on.

Eventually, I figured it out....

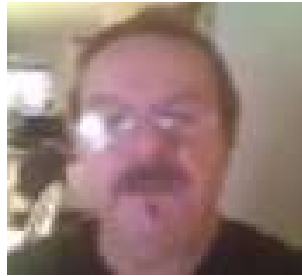
If this sounds like you, you should keep reading.

This book is only about one thing, how to get more clients and make more money, period.

It is NOT a vague, abstract treatise on marketing theory, as enticing as that may sound.

This book is based on real, tested, proven techniques and strategies that work to get more customers, today, on planet Earth.

It's based on case studies, such as **Ron Stetz, owner of Ron's Appliance in Fort Lauderdale Florida, a 40+ year appliance repair technician and business owner.** Stetz recently told me:



I do many types of advertising for appliance repair leads. one of the marketing companies that I work with and is my best source of jobs is The Appliance Experts. Marlon the owner is very intelligent, calm and understanding and we work well together.

I have recently recommended his services to my son's in New Jersey who also own an appliance repair business. I have worked with Marlon for over 3 years and I hope to continue for a long long time.

If you read this book carefully and *think* about how you could apply some of the strategies outlined in its pages – or heck, even *one* strategy - you could be setting yourself up for a business breakthrough.

I can say this because, in my experience, oftentimes business owners are on the verge of doubling their profits through the application of one or two “tweaks” to their marketing, that frequently has been lying right there, under their noses, the whole time!

What would you do if you doubled your income and profits?

Tripled it?

Would you pay off some nagging bills? Take a much-needed vacation, finally? Sock some money away for college or a retirement?

Or maybe just sleep a little better at night, knowing that you had a system in place to get more customers tomorrow, next week and almost at will?

One last note: there is nothing to buy here, no awkward sales pitch or infomercial.

Yes, it's true, I'm in the business of helping appliance repair business owners get more clients and increase their profits, I won't hide that.

But I'm laying everything I have out on the line in these pages, there's no “tease.”

My hope is that you'll get a feel for my approach and how my team and I do things. If you feel that it's appropriate to start a conversation about potentially working together, my contact information is at the end of this book.

So now you know my secret plan! Impressive, isn't it?

Let's get going with the book already, OK?

CHAPTER 1 - WHY MOST APPLIANCE REPAIR BUSINESSES FAIL TO CREATE A PREDICTABLE AND RELIABLE INCOME

Here's THE HONEST TRUTH:

In today's economy, most local appliance service company owners have no clue about how to advertise their repair business and ATTRACT NEW CUSTOMERS!

I know you already have some type of success getting customers, so don't take what I'm saying the wrong way.

Just stop and think about your business, from a 35,000 view.

It wouldn't kill you to pause and take stock of everything you're doing, instead of being stuck in the day-to-day weeds.

In other words, let's work ON your business, not IN...for a few minutes.

Most appliance repair owners that I consult with get the majority of their business from referrals, plain and simple.

But referrals are hit and miss!

See, most appliance repair guys hope that, after they fix a customer's washing machine or refrigerator that they'll think of them next time they're asked by a neighbor to recommend "a guy."

Here's why this doesn't work:

"Hope" is NOT a marketing strategy!

You need more than hope to achieve the income and lifestyle you want and deserve, you need a strategy.

If you lack a *predictable and reliable system* to generate referrals, your income will bob up and down from month to month like a see saw.

The opposite system you are looking for, is a reliable customer attraction machine that produces a steady stream of qualified, motivated prospects.

To quote the philosopher, "Set it and forget it!"¹

¹ The late, great, Ron Popeil, inventor of the Ronco "Chop-o-matic" and the timeless phrase, "But wait, there's more!"

Let's look at this another way:

The 10/5 Challenge

If you're up for it, Let me issue you a challenge:

Get 10 customers in five days.

Now think about this. What specific actions, which strategies, would you implement if you HAD to "get 10 customers?"

What would you do if you had a gun to your head and the only way to remove it was to get 10 customers?

Would you join a bunch of networking groups where everyone thrusts their business cards on each other, begging for referrals?

Would you print out flyers and annoy owners of cars parked at the local supermarket who toss them off their windshields? Would you spend a small fortune to buy an ad on local TV or radio to compete with Home Advisor? The local newspaper or penny saver? Maybe the Yellow Pages or Yellow Book?

Would you email or text your database of past customers (if you even have a database, which most businesses don't)?

All of these advertising methods work to some extent... but which strategies could **guarantee 10 new customers in the next 5 days?**

None of these sources are predictable and reliable². That's the truth.

Here's another question, ever hear of an advertising rep offering any kind of guarantee for spending your hard-earned money with them? (I'm waiting for your answer! :)

Of course not, and of course they don't. In fact, most ad reps do the opposite. They cold call or stop by (they were in the neighborhood, somehow?) and say that they can make your "phone ring off the hook" but stop short of promising any kind of return on investment.

I don't blame them, actually. They don't know any better.

To be fair, there are a bunch of moving parts out of their control. Such as, how you or your team answers the phone, maybe your assistant waits three days to pick up your messages. Maybe she turns off the caller because she's not scripted on how to book appointments.

Tip: "Mystery shop" your business. Call your own business number from an unrecognizable phone or, better yet, ask a buddy to do so. Have him pretend that he has a broken appliance and wants to get a repairman out to his house, ASAP! Hopefully, you'll be pleasantly surprised by the way the call was handled.

¹ Except email and text marketing, which I will discuss briefly later in this book.

The main reason ad reps don't "get" you is because most have never owned their own businesses, sweated over making payroll or other things that keep us entrepreneurs up at night.

They can't relate to you and, frankly, they have only one agenda - to push more ads on you, whether they work or not! Has any rep ever suggested that you actually TRACK the response of your ads?

Next time you're solicited by one of these guys, ask them if you can see actual results from any other of the advertisers over a six-month or longer period.

Tip: Track leads generated by each ad you run over a given time period. Use different phone numbers or website addresses for each ad. Then work out two figures: cost per lead and cost per client. (In the first case, divide the total amount spent by total inquiries. In the latter, divide the total amount spent by the revenue generated.) You could be shocked and not in a good way.

Why don't they promise that their ads work?

Let me be brutally honest, if they were successful business owners, they probably would not be selling ads to you, they'd be running them for themselves because they would have "cracked the code."

They need to earn their own commission, that comes first. They certainly don't care about your goal, to spend X on advertising to make 2X or even 5X your investment.

If an ad is not working, you can bet your bottom dollar³ that they'll tell you it's not THEIR fault, it's somehow YOUR fault. Here are some of my favorite excuses:

- Companies that sell websites will blame your website design and suggest that you drop \$3,000 - \$5,000 on a new design, but won't address how new customers will find you.
- The Yellow Pages reps will tell you that you need to pay for bigger ads and to be on their online Yellow Pages. They are silent on why your ad, that looks the same as all of your competitors, will somehow get you customers instead of the other identical ads for different companies.
- "Branding" experts will claim that if you redo your business card and brochure, you'll solve your problems and customers will somehow flock to you like moths to a flame.

Don't get me wrong, bigger and better designed ads in the Yellow Pages, half page or full page ads or buying airtime on TV and radio, MIGHT work...over a period of time.

But the obvious problem for the "regular" appliance repair company is that this traditional advertising:

- Costs a lot of money to implement and rarely gets the results you want.

¹ They'd like that!

- Locks you into a long, expensive campaign without allowing you to test and tweak your ads in order to correct mistakes or to improve your ad.

If you currently run these kinds of ads and feel like they're working, that's terrific. My advice is to track your ad spend for each campaign.

When I perform a routine "Marketing Audit" for my appliance repair clients who are spending \$2,000, \$5,000, even \$10,000 or more per month on marketing, inevitably, I discover that the client is wasting money somewhere. They could take the same dollars and reallocate them to a more profitable campaign. This happens every time.

For the small business owner, this kind of advertising budget is currently unaffordable. But that's OK, there are less expensive ways to attract clients. I'm talking about online, but not the way you might have thought about it. (Don't worry, we'll get to that!)

In the meantime, I want to chat about how much your customers are worth - how much they're REALLY worth!

CHAPTER 2 - UNDERSTANDING “LIFETIME VALUE”

How much is your customer actually worth? \$100? \$250?

The real answer may surprise you.

This is one of the most important chapters in this book, because without knowing this number, you are just shooting in the dark.

You already have a good idea about how much the average consumer spends for a service call fee, as well as the average repair job. I know repair costs can vary depending on the type of appliance, the brand of the appliance and also the problem with the appliance, but that is why we are going to just focus on averages.

Most appliance repair companies only focus on gaining new customers and do very little to nurture the relationships with their existing customer base. This is mainly because they believe if they do a good job, then the customer will just call them back.

Be brutally honest with yourself, how many repair jobs are “one and done?”

Do you think that, if you had a system to generate repeat business, maybe even REFERRALS, you could double your business?

The Back End - Where the REAL Profit is

At The Appliance Experts, we track everything we can, including phone calls, which come through a call tracking number. We see it all the time, where 6 months or more will go by and the same customer is calling back as if it was the first time they found one of our ads and the only reason they called back through our advertising is because of our premium ad position across several advertising platforms.

According to the Harvard Business Review, it is 5 times more expensive to gain a new customer than it is to keep one of your existing customers. So whatever you are paying for appliance repair leads right now, just divide that by 5 to get an idea of what the cost is to retain your existing customers.

It's a big savings, right?

The cost of getting a new lead is important, but it's not the only thing you should be focused on. You also have to factor in the customer calling in again for a repair on other appliances within the same year and getting referrals from them. With the right follow ups with your new leads, you can directly affect the amount of repeat and referral business your company gets. Since you will be the first thing that comes to mind when your existing customer base ever needs an appliance repaired, as well as if any of their friends and family need to get an appliance fixed.

You are only paying for the new lead once, well you should be. If you are paying for repeat leads, it may be time to look into a new appliance repair lead generation provider, as that will be hurting your return on investment!

At The Appliance Experts, we have a proprietary lead generation software that keeps track of repeat leads, so that you do not get charged for the same lead multiple times.

Ok, so you may be saying, even if I only pay for the leads once, there is a cost associated with following up. You are absolutely right, but it's minimal when compared to the costs of getting a new lead and I can show you ways to automate a lot of that follow up, like through email marketing.

As an owner or manager of an appliance repair company, you can't ignore the fact that a consumer can bring in additional revenue to your company long after the initial repair, by:

- Referring their friends and family – because they now trust you.
- Getting another appliance fixed.
- Buying additional services – maintenance contracts or annual inspections.

Every single lead can and should represent more than one revenue stream for your business. Now let's take a look at calculating the Lifetime Value of a customer for your local appliance repair company.

	A	B
1	Lifetime Customer Value Calculation	
2		
3	Avg. Repair Per Customer	\$150.00
4		
5	Number of Visits Per Year	x 2 visits
6		
7	Avg. Years As Customer	x 5 years
8		
9	Maintenance Contracts (optional)	
10		
11	Lifetime Customer Sales	\$1,500.00
12		
13	Total Customer Referrals (2 referrals x \$1500)	\$3,000.00
14		
15	Total Lifetime Customer Sales	\$4,500.00
16		
17	Gross Profit Margin	x 30%
18		
19	Lifetime Customer Value	\$1,350.00

\$4,500 is better than a sharp stick in the eye, isn't it? In reality, you could make a LOT more per client with a referral program. BUT I digress, suffice it to say that these numbers are conservative, in my opinion.

What does your Lifetime Customer Value (LCV) look like?

Knowing your LCV will give you a clear benchmark for you to do the following:

- Create an incentive program to get more recommendations and referrals from your existing customers.
- Offer rewards for customer loyalty.
- Create plans to increase repeat business.
- Determine which source of advertising and marketing to focus your lead generation budget on. Pick those that are the most cost effective and that drives the highest return on investment.
- Figure out how much to actually spend in order to get a new appliance repair customer.

So now that you know the Lifetime Value of your customers, what will you do to your marketing, advertising or lead generation strategies?

Many appliance repair business owners at this point will say, "I'm going to build a new website!"

But hold on, that may not be the best move. Before you do anything, let's take a look at why most appliance repair websites fail, and how you can avoid their deadly mistakes.



Case Study: Tristan Lapresta, who owns Florida Appliance King in Fort Lauderdale:

When I started my appliance repair company in South Florida, I was having trouble with finding customers, but then I found The Appliance Experts, a referral company that helps appliance repair companies find good leads, that they thought they would never be able to acquire on their own. They very quickly started supplying me with 5 to 10 calls per day.

Unlike other lead generation services, they were very upfront with their communication, they were honest and they didn't charge me for leads that were not good.

I've always been wary of lead generation services as they don't usually work out the way I would like, but with The Appliance Experts that was different. Marlon, the owner of The Appliance Experts, keeps very good communication with his customers.

After a year of being in South Florida, I now have a successful appliance repair business and have also referred my brother and dad who also run an appliance repair business in South Carolina. The Appliance Experts also gets them a lot of business and they also have a great relationship.

The Appliance Experts is the only lead generation service I am going to continue to use and I don't know if that will ever change, because they really take care of me and keep my techs very busy.

As far as anything bad to say about The Appliance Experts, I really don't have anything bad to say, I am really happy to have started out with them when I did because I am seeing their company grow along with mine. I value this close-knit relationship I have with the Appliance Experts.

Marlon with the Appliance Experts is a really great guy and he really goes out of his way to make sure you are satisfied and being taken care of as a customer.

CHAPTER 3 - WHY MOST APPLIANCE REPAIR WEBSITES ARE USELESS WASTES OF CYBERSPACE

What about your website?

When was the last time you actually got a new customer from your website?

Tough question, right? If your honest answer is "I don't remember," or "Last time Tiger Woods won a Major," you should know that you're not alone.

Most business websites are just "brochure" sites, full of general, bland information about how long the company has been in business, or how devoted to customer service they are.

In other words, the same old boring stuff that your customers don't care about.

What DO they care about?

You know the answers, just as well as I do, if you've been in business more than 72 hours:

- How to get their dishwasher fixed in three hours - they have company coming over tonight and are busy with a million other details!
- Is it even worth fixing my washing machine or do I have to buy a new one?
- Can I trust you or are you going to do a crappy job and overcharge us and rip me off?

Does your website address ANY of these problems?

The difference between a "brochure" website and a Direct Marketing website is plain as day.

A brochure site is useless and easy to browse, read for three seconds and forget forever.

A Direct Marketing site, however, captures attention and compels the visitor to take action: calling, emailing or requesting information.

Your site should have one or several "Calls To Action" to motivate your prospective customer to DO something, such as:

- Call us now and we'll rush out a seasoned repair professional to fix your appliance immediately!
- Watch our latest free, short consumer video, "How To Avoid Getting Ripped Off By Your Appliance Repair Company"
- Download a copy of our newest white paper, "The Dirty Little Secret About Home Advisor And Other Giant Home Repair Marketing Companies"
- Click here to read rave reviews of happy customers just like you

A Direct Marketing Site is equivalent to a virtual employee, gathering leads and producing revenue for you 24/7/365.

Before you say to yourself, “I can’t afford a whole complicated system, plus I don’t have the time to learn how to set it up, code, etc.” - don’t worry, most businesses only need a simple 3-5 page website that can be set up quickly, easily and affordably by people with no technological skill.

No exaggeration: if you can operate a cell phone, you can manage one of these mini-sites.

Tip: For more “Inside Secrets” of how to quickly and cost-effectively create a website that generates a steady flow of pre-qualified, motivated prospective customers, register for our next webinar at: www.ApplianceRepairMarketingSecrets.com/webinar

CHAPTER 4 - WHAT HAPPENS IF YOU DON'T ADAPT

What does the locomotive, hotel, newspaper publishing, taxi service and manufacturing industries have in common?

Drum roll please...

Each of those industries failed to adjust to a massive shift that are making them obsolete. The thing is that these industries had an opportunity to change, but didn't and now they are trying to play catch up.

Horses were replaced by cars, newspapers crushed by radio, TV crushed radio, cable beat up the networks, now everything is on demand and putting cable out of business.

I could go on and on but I am sure you get the picture. Imagine what's happening to your appliance repair business if you do not change your marketing with the times?

That is already happening to appliance repair businesses that have stuck to the old ways of marketing through traditional media like newspapers, postcards, yellow pages and space ads are missing out. If they continue on the same old path, then the competition can easily replace these businesses.

It is the NATURAL path for business development.

The Marketing Paradigm has already shifted. There are more consumers now that have switched to the use of online media whenever they need to research about products or services. They head online all the time before making their buying decision.

Some people repeatedly say that only young people are using online technologies to do shopping, but that's a myth.

Fact: Online technologies have become the most popular way of shopping for the majority of consumers of all ages. Did you know that senior citizens are the fastest growing Facebook user group?

When I talk of a shift in the Marketing Paradigm, what exactly do I mean?

What that simply means is that marketing no longer works as a one-way communication channel, but instead has now become a multi-channel conversation. In the past, communication was one-way exclusively broadcasted over traditional mass media such as newspapers, radio, TV and also the Yellow Pages distributed door-to-door.

Initially, when companies started marketing online, they were just building websites and then sending out emails to their customers. The problem with this strategy of marketing is that it was still one-way communication.

However, in the recent years after the emergence of Web 2.0, which includes social media, the consumers started to control communication.

What should this mean for local appliance repair businesses?

Consumers researching appliance service companies to fix their appliances will now depend more on what they learn from online communities.

These are consumer communities established across various online media where users ask each other for experiences, opinions and referrals or recommendations. Whether online or even offline, social media such as Facebook, Twitter, Yelp and similar platforms, now represent the new form of “word-of-mouth” and consumers trust it.

The internet initially became popular because it improved communication and connected people to share information.

Soon large corporations were able to tap into the power that the internet brought, making a serious impact on their growth of sales numbers and acquisition of customers. Every major corporation had to follow suit and did their best to establish an online presence.

Owners of small businesses thought that only large companies could manage to make proper use of the internet because they could afford the huge budgets for advertising.

Today's technology has leveled the playing field and things have changed. Your small or medium sized appliance repair company now has a chance to market using the internet and can compete with the giants. You can even do internet marketing with a much smaller budget.

However, it's absolutely important to use the right marketing strategies if you want to come out successful.

Tip: Create an online marketing strategy that ENGAGES with homeowners and other prospective clients. Choose 3-5 Facebook groups and other forums where they congregate and offer VALUABLE advice. Note: Do NOT solicit, or sell your services, merely offer helpful tips as a consumer advocate. For a list of 11 other strategies to double your income, watch our next training class at www.ApplianceRepairMarketingSecrets.com/webinar

CHAPTER 5 - HOW TO FIND AN ENDLESS SUPPLY OF PERFECT CUSTOMERS WHO RESPECT YOUR ABILITY, PROFESSIONALISM AND WON'T HAGGLE WITH YOU

Many appliance repair lead generation companies, like Home Advisor, have figured it out – the best customers are searching for you online.

This is exactly why aggressive and successful appliance repair businesses are getting online! They are using their websites to:

- Build trust, confidence and the start of a solid relationship with new and existing customers by providing educational tips and special offers.
- Expand their service offerings and service area.
- Gain a competitive advantage over their local competition.

If you don't have an online presence and your competitors do, then they have the competitive advantage. More and more of your competition will soon figure it out and implement the strategies outlined in this book.

It won't be long before you lose them to a competitor, if your company isn't online.

But there's good news: the vast majority of your competitors are either not online, or they have really, really bad websites.

Never before has there been such an inexpensive way to advertise your appliance repair company and skyrocket your return on investment.

Tip: Open up Google, search "appliance repair near me." Does your site or business come up? How many companies have websites and how many do not? Note what DOES appear - repair companies and appliance sales companies, whatever. Check them all out, including your competitors and the big boys, like Sears. If you were looking to hire someone to repair your washing machine, who would you select and why? Is it the number of reviews? Availability? Price?

Let's say you manage to get traffic to your website because you've updated your site and listed it with Google and other search engines. Now what?

You have a matter of seconds - literally, about five-seven seconds, to:

- Attract a prospect's attention.
- Answer the unspoken question, "Why should I read more on your site?"
- Convince the prospect to trust you a little.
- Convince the prospect to take action.

How To Read Your Customer's Mind

Technology has made consumers' lives easier than ever. All kinds of information, including recommendation sites, like Angie's List and ratings sites like, Yelp, are a click away.

Great for the consumer...but make or break for the business owner.

As the owner of an appliance repair company, you need to acknowledge and address these realities, as well as the psychology of today's consumers.

Here's the new landscape

In a nutshell, your clients want service and they want it gift-wrapped and delivered, now. Here's the truth, whether or not you like it:

1. *More demanding.* Consumers no longer want "ordinary", as they have higher expectations now. They want to be blown away.
2. *More competitors.* There is very little barrier to entry for someone to start an appliance repair business. The consumer knows they have a ton of choices.
3. *They're suspicious.* Before hiring an appliance repair company, they want proof that you can earn their trust. With the large number of review sites like Yelp, or plain old Facebook, you better believe they are reading reviews and getting recommendations before picking up that phone to call you.
4. *When is NOW a good time?* You must design your business around your customer's schedule if you want to expand your business and crush your competitors. Don't want to work after 5 or on weekends? That's ok, their dishwasher or washing machine needs to be fixed NOW - they can search online for four minutes and find another appliance repair company that will show up today and get the job that you should have gotten.

Tip: Take a look at EVERY aspect of your business, *from your customer's standpoint*: how the phone is answered, how appointments are booked, whether your technicians (or you) show up on time, their appearance, how they communicate expectations, how referrals are solicited, etc. Ask yourself, *what can I do better?*

Let's start with attracting attention. Think about all of the messages that bombard us each day, studies estimate that we receive approximately 4,000 messages each day!

If you had a broken dishwasher or laundry machine and you were searching for someone to fix your problem, which message would capture your attention:

1. Smith Appliance Repair Company; or
2. Broken Dishwasher, Laundry Machine or Other Appliance? Call now for same-day, expert service - guaranteed!

The first, incredibly common, example is a “me” message - it’s all about the company, not the homeowner with a problem.

The second headline is incredibly rare (which is good news for you, by the way :) it’s all about “them” - your prospect and how to fix their problem.

What else should be on your website? Information that speaks to how trustworthy your service is ...but, understand, this must occur AFTER the headline, which draws in the visitor by telegraphing to her that you just might be the knight in shining armor that she’s hoping will ride in and smite her dragon!

Yeah, I know I’m getting a smidge carried away with this, but even if my example is far-fetched, it’s basically the same storyline as a timeless fairy tale of a damsel in distress.

You might think that you’re in the appliance repair business, but I would argue that your REAL business is stress relief!

Fixing a dishwasher or refrigerator hours after a customer calls is HOW you relieve their stress.

On to how you show trustworthiness. Here are some ideas that you can incorporate into your website:

- Testimonials of actual happy customers. NOTE - use first name, last name and city. Nothing’s more sketchy than “Bob fixed my dryer. He is great. - F Jones.”
- Reviews. Pretty much identical to testimonials, but more convincing because they’re from a third party, objective site. Take a screenshot and cut and paste onto your website.
- A short video of you welcoming them to your site and talking knowledgeably about your services. You don’t need fancy equipment or elaborate scripting. Your iPhone camera is all you need!
- Come across as you, a real person, talking to a friend at the local watering hole or someone at one of your networking groups - keep it conversational.

Not too fancy, right? You can spend less than an hour on all of these steps, but the payoff will be long lasting.

You’ll notice the difference immediately. When you actually speak to your prospect, she will be “pre-sold” that you are solid, trustworthy and competent just from reading your website. They might even view you as a “celebrity,” as funny as that might seem now. (You’ll get used to it.)

CHAPTER 6 - WHICH ONLINE MARKETING STRATEGY MAKES SENSE FOR YOU (AND WHICH IS A WASTE OF TIME)?

There are dozens of options to market online, but I don't want to overwhelm you. Instead, we will focus on the ones that can generate new customers for you in a short period of time.

They are:

- Google Maps
- Google Adwords
- Yelp
- Craigslist
- Facebook and social media
- Lead Generation Providers

In the next few chapters, we will discuss each of these sources in greater detail and show you how to get set up.

For now, let me make a few general comments.

1. You don't have to do everything at once. Start with one strategy, tweak it until it works (i.e. generates more money than you're investing to implement it), then move on to the next one.
2. Start small. Free or low-cost "trial" campaigns are the best. If something starts working, increase your budget to make it grow faster.
3. Track your results. If you're testing an ad, use a unique phone number or website url that corresponds only to that ad. With today's easy to use and inexpensive technology, it's incredibly simple and cheap to do this.
4. Use your brain. No-one knows your business, your customers, and your market better than you. Take advice from marketing vendors, but ask yourself, are they qualified to advise me? Be skeptical - if something doesn't make sense, ask. If something sounds too good to be true, it is!
5. Don't blow it. If you spend a bunch of money to generate inquiries, but you neglect to answer the phone, or, worse, your staff mishandles the calls, that's like flushing money down the toilet. Make sure you can handle new prospects - start slow if you're not sure whether you're equipped to handle the new business.

CHAPTER 7 - HOW TO GET “MORE GOOGLE LOVE” BY INCREASING YOUR QUALITY SCORE

Since there are tons of free tutorials online for setting up a Google Adwords campaign (you can even call Google Adwords and they will set it up for you, for free!), I am going to instead give you some strategies to help get your ads higher than your competitors and lower your costs.

Getting your website on the top of Google search results is not easy. You have to spend thousands of dollars on marketing your appliance repair website and wait for several months to get credible results.

There’s a quicker and more cost-effective way. If you are looking for an easy and a sure-fire way of growing your appliance repair company online, use Google AdWords.

Even though most appliance service businesses are aware of these benefits, they are unable to take advantage of this opportunity. One of the reasons why appliance service businesses avoid using paid search ads is because there are too many technicalities involved.

Whether you are already using AdWords to market your appliance repair business or just giving it a thought, this article will help you improve your Quality Score by optimizing the landing page of your appliance business site.

What is Quality Score?

In simple terms, a Quality Score is the quality of your ads. The paid advertisements are rated on the scale of 1 to 10.

The quality of your ads depends on three important factors. These factors are:

Landing Page Experience

Relevance of Ads

Expected Click-through Rate of the Ad

If you are wondering why you should improve your quality, here are a few important reasons:

Increase in the Rank of Advertisement

When you improve your quality score, it shoots up your ads in the paid search ranking. This helps in improving the visibility of your appliance repair website, which increases website traffic. This translates into improved revenues and profits.

Reduces Your Expenses

When your ad rank increases, it helps reduce the amount you have to spend on AdWords or any other paid ads. When the amount you have to invest reduces, you can get the maximum benefit on minimum investment.

Positive Return on Investment

When you gain more by paying less, it helps in improving your ROI. Just imagine a scenario, where your revenue is \$3 on an investment of \$1. This means you earn an additional dollar for every dollar you invest on AdWords. So, you get an additional revenue of 100 percent on your investment.

How to Optimize Your Landing Page for Your Appliance Repair Business

If you have an appliance repair website and want to know how to improve the landing page of your site, here are a few tips to help you.

Reduce The Load Time Of The Landing Page

Google loves landing pages that load instantly. If your page loads swiftly, it will make the user happy and improve their overall experience.

Therefore, you must make sure the landing page of your appliance repair site loads instantly. There are several ways of reducing the load time of landing page. To understand what you have to do to reduce the load time, you should check out Google's "Page Speed Insights."

The Landing Page Must Speak the Language of the Ad.

In most cases, a user will click on ads because they find the ad interesting or it contains something eye-popping. This means that if your landing page is contrary to their expectations, you will be harming your quality score. Also, your landing page must be designed in such a way that it reflects the intent of your ad.

For instance, if the consumer clicks on a refrigerator repair ad, he should be taken to a landing page that is only about refrigerator repair.

Sounds simple, right? But all too often, people click on ads that takes them to pages that have NOTHING to do with the ad.

If you run an ad, but the visitor clicking on an ad for dishwasher repair goes to the home page of your website or to a general topic landing page, it can only disappoint the users and harm your conversion rate.

Make sure your landing page meets all the expectations of the user and delivers precisely what the ad promises.

The Landing Page Must Be Mobile Friendly and Responsive

Web pages that are not mobile friendly aren't worth a penny. Google despises pages that cannot be viewed on a mobile device. In 2016, Google updated its algorithm to compensate websites that were perceived to be mobile friendly. Today, mobile friendliness of the page is used for ranking the landing page experience of the user.

The mobile friendly page of your appliance repair website must be responsive. It must be flexible enough to fit almost all screen sizes. To test the responsiveness and mobile friendliness of your web page you can use tools such as Mobile Usability Report, Google's Mobile-Friendly Test Tool, and Hubspot's Website Grader.

You must also take steps to remove elements from your website that degrade the appearance and performance of your webpage on mobile devices. These elements include large images and text, flash, poorly spaced content, and several other elements.

Remove Pop-up Ads

This is important if you want to improve the landing page experience of the user. A few months back, Google clamped down on websites that display pop-up and intrusive ads on mobile devices.

If you currently use these ads on your appliance repair site, remove it immediately. Having these ads on your site, will affect your quality score and reduce your search ranking.

Make Navigation Easy

When users visit your site, they must be able to navigate it easily. The layout of your appliance repair marketing website must be well-arranged and clean. It must have several sections and each section must serve a specific purpose. For example, it must have different sections for repair of each appliance. Also, it must have an opt-in form that users can use to enter their details and request a call or a service visit.

Showing a navigation bar on the landing page is useful only if you want to provide more information about your appliance repair business and not drive conversion. When there is a navigation bar on your landing page, the users can get distracted, which can prevent them from completing the user registration form or any other similar form.

Credible

Most users who visit your site may not be willing to give personal information, unless your site looks credible. Your image is important, otherwise it reeks of "scam."

If you ask your prospective customers to provide their information by filling out a registration form, be clear why you need the information, what the benefit to them is, what you will do with the information and promise privacy.

Managing your AdWords campaign may appear to be a daunting task. However, if you use the right tactics and strategies, you can generate massive revenues from a single appliance repair advertising campaign. The advice mentioned, will help in improving your Quality Score and overall user experience.

CHAPTER 8 - GOOGLE MAPS

Before I show you how to set up your appliance repair company on Google Maps, let me first tell you why it's on my list of recommended sources of finding new customers:

- It's free – even if you don't have a website¹ you can get a free Google Map listing that will help with establishing your online presence.
- Google is the largest search engine, that means the majority of your ideal customers are using it. There are several ways you can get on Google, such as SEO (Search Engine Optimization) which takes a while to get on the first page and it is the most expensive option. Google Adwords will get you on the first page almost instantly, but if you don't know what you are doing it can get really expensive, very fast.
- Google Maps on the other hand is free, it can be set up in less than an hour and if you are in a small to medium sized town, you can be on the first page of Google for free. That means anyone who searches for an appliance repair company will see your business, first.

Google Maps (formerly, Google Places), is now an important part of the Google My Business dashboard. The Google dashboard is used by webmasters and appliance repair company owners to track and manage their online presence. They can use the dashboard to analyze their performance on various Google platforms such as:

- Google+
- Google Local
- Adwords
- Google Maps
- Google Analytics

If you are planning to list your appliance repair company on Google Maps, remember that Google may allow you to register your business only in the city or town in which your business has a physical address. When you register your business with Google, your company will appear in the Local Search results.

Claiming Or Adding Your Appliance Repair Business On Google My Business

If your company is well known in the appliance repair industry, chances are your company may already exist in the business directory. All you have to do is claim your business. If you are planning to start a new business or have set up an office in a new location, you will have to manually add your company. To list your business, you must complete the following steps.

- A) Go to the web page www.google.com/business.
- B) Click on "Get on Google".

¹ I'm not judging, but you really should have a simple 3-5 page site at minimum.

- C)** Enter the name of your company and address in the search box.
- D)** Select your business and add it.
- E)** If for some reason your business does not appear in the list, manually add your business, and provide the required information.
- F)** When entering the details, you must be sure on how you want your business to appear across the web. For instance, some people prefer using “Street” when writing their address while other may just use “St.”. Determine how you want your name, phone number, and address to appear. The address format you choose will become your permanent address across the web.
- G)** When you manually add your business details, make sure you provide accurate and specific information for the details asked by Google. This will help in correctly classifying your appliance repair business and displaying your listing.

Selecting the Correct Category

When you enter your details, you will be asked to select a category that describes your business. Since you are in appliance repair business, you must select this business category when entering your business details.

Google usually presets the keyword or category for each industry. Just start typing appliance repair and then select an option that best suits your business. You can add up to 5 categories that are related to your business.

Verifying Your Business

Once you complete your registration, Google will need to verify your business address. They will usually send you a postcard that has a verification PIN. They may send the verification PIN to your registered mobile number. When you receive the postcard, you must complete the verification, as soon as possible. If you delay the process, the validity of the PIN may expire. In such situations, you must place a request for a new PIN.

Confirm Your Business

Once you verify your business, you must take steps to set up your Google+ page. This will improve the visibility of your website on the internet and get you free leads! What’s sweeter than that?

You may already have a Google Maps listing and are wondering, how do I get it to show up higher than my competitors? There are several things that can be done, but they’re advanced strategies. One powerful thing you can start doing right now, is get more and more reviews, which will help increase your placement.

CHAPTER 9 - GETTING YELP TO HELP

Before we discuss this topic in depth, let me first say that I am not necessarily endorsing that you pay for ads from Yelp, because their advertising can be expensive. However, it's worth testing depending on your monthly advertising budget.

On the other hand, by simply getting a free listing with them, you can start to get free appliance repair leads.

Recently, a study was conducted to find out the trust level of people on reviews given by users on websites. It was found that more than 75 percent of people trusted these online reviews. There are many online review websites that can influence the hiring of an appliance repair company decision of their users, but Yelp might be the biggest one.

Yelp has more than 125 million unique visitors every month. It is one of the most powerful review sites that is used by both the young and old. If you are a part of the appliance repair industry, chances are, your potential customers are using Yelp and there might already be several reviews of your business on Yelp.

One of the reasons why most businesses want their business to be listed on Yelp is because the site has an impressive array of users. Also, the majority of users are in the age group of 25-34, which is the target audience of most appliance repair companies. Here are some important stats you must be aware of when listing your appliance service business on Yelp.

Profile of The Audience

Female - 53.85%

Male - 46.15%

Married - 45.4%

Married with Children - 36.2%

Attended Graduate School or College - 72.2%

Age Composition of Users

18-24 - 13.2%

25-34 - 25.2%

35-44 - 18.1%

45-54 - 19.0%

55-64 - 15%

Above 65 – 9.7%

Another interesting fact is that more than 37 percent of the users have a household income in excess of \$100,000. Even more important is the fact that most people who use Yelp, are those who are planning to make an immediate purchase of a product or service. In fact, nearly 40 percent of Yelp users visit the website of the searched business within 24 hours.

Therefore, it is important to have a great rating on their website. A decent amount of reviews will improve your listing.

Your Business Might Already Be Listed on Yelp!

Before you take steps to list your appliance repair business on Yelp, it is important to check if your business is already listed. A simple search will help you in checking the status of your listing. Even if you never used Yelp, chances are, your business is listed on the site. This is because most content you find on the site is created by the users. That is why you should immediately visit the site to check out if your business is listed.

Tip: Searching for your appliance repair company listing on Yelp is easy. All you have to do is put the name of your company on their search bar, select the city and state, and click on search. If the name of your business pops up, it indicates that your business is listed. If your business is listed, all you have to do is select the “Claim your Business” option. When you claim your business, you will be able to update your contact details, add photos, check the reviews given by customers, and get all the possible information on your target audience.

To claim your business, all you have to do is enter your name, address, contact number, and password. Once you enter these details, select agree to the Terms of Service of Yelp. After you have completed these formalities, the claim process will be completed.

Adding Your Business

If you find that your business is not listed on Yelp, you will have to add the details of your business manually. To complete this process, you must visit the “Add Your Business” section of the site. You must then enter the following details:

- Name of your Business**
- Complete Address**
- City, State, and the Zip Code**
- Phone Number(s)**
- Website Address**
- Business Hours**
- Important Business Categories**
- Email Address**

Once these details are submitted, Yelp will review your submission, which can take a few days. Once your listing is approved, you will receive an email confirmation.

Fill Out Your Business Page

Filling out the details on your appliance repair business page will help in providing prospective customers with all the essential information about your company. Since Yelp is targeted at locals who are looking for information about local businesses, leaving out essential details of your business, can turn-off potential customers.

What information are customers looking for?

- Complete Physical Address**
- Website Address**
- Hours of Operation**
- Price Range of Your Products or Service**
- Photos**
- Parking Information**
- If You Accept Credit Cards**
- Parking Availability For Walk-in Customers**
- Turnaround Time**
- Appliances You Service and Repair**
- Repair and Service Warranty**

You also have an option to choose the items you want to display, so select each option carefully. Make sure you include as many details about your company as possible to make it easy for people to contact you and use your service.

This step is extremely important even if your company is already listed on Yelp. You must make sure that all details on the website are correct and take steps to revise incorrect details.

An important point to note is that your appliance repair company information can be easily modified by the users. So, make sure this information is updated regularly. Even though the information must go through the moderator first, you must still keep a track of these changes.

Using Yelp can help your business in several ways. When you analyze the demographics of people who are checking out your business listing, you gain insight into who your target audience is. This information will help in promoting your business as you can design services, products, ads, and content to suit their needs.

When the user clicks through the Yelp listing to your website, bookmarks your listing, calls for more information on your business, or checks into your business, you will be given the following information about the user:

- Name**
- Link to Their Profile On Yelp**
- Age**

Gender

Home City

The user can turn the above information off in their privacy settings, but if they don't, you will have some valuable information to understanding your target audience.

CHAPTER 10 - HIDDEN REASONS WHY CRAIGSLIST CAN BE A GAME-CHANGER FOR YOUR BUSINESS

I can hear some of you already saying “Craigslist, c’mon” I know, but hear me out, yes, Craigslist may have low quality leads, that are price shoppers and are people looking for free diagnostics, but this isn’t always the case! I swear!

Quality leads can come from Craigslist. From my experience, it is the preferred choice for property managers, if they need to find an appliance repair company. Property managers have to worry about a lot of appliances so that would be a pretty great quality lead, wouldn’t you be ok if they contacted you?

And did I mention that Craigslist is free?

How to Post an Ad on Craigslist

Just in case you are new to using Craigslist or you just dismissed using it because you heard all the horror stories, I wanted to include a step by step process to get you up and running with your first ad for your business.

1. Visit Craigslist.org and create an account.
2. Once you are logged in, on the left menu, you will see an option to “Post to Classifieds”
3. Next your type of posting is “Service Offered”
4. Pick the category “Household Services” or “Skilled Trade Services”, you can test each category to see which one works best for your area.
5. Choose the location nearest to your service area.
6. Now it’s time to create your ad.
7. Choose a title and description for your ad. “Specific Location” is not a required field. Don’t choose the option to “use this email address as my reply to” as you will get a lot of spam.
8. Click “Continue.”
9. Review your ad on the next page and if it looks ok, type in the word verification and click “Continue” to submit the post.

Tips for Writing Titles And Descriptions

You must write an attention-grabbing title for your ad, which should include the name of your city. This is the first step to making your ad stand out. Include at least one keyword phrase, which in your case the best one you could use is Appliance Repair.

When you are writing the description, include information that will be important to the consumer, like “Fast, Same Day Service” and don’t forget to include your call to action (specifically what you

want them to do). From our testing we prefer to just include a phone number, instead of having them go to a website.

You have the option to do image or text ads, but you should start simple with text ads, which work. Later, when you feel like experimenting, you can look into creating some image ads and test them.

Avoid Getting Banned - Craigslist Restrictions

Craigslist is mostly monitored by the users, what that means is your competitor can flag your ad as spam. Believe me, a lot of them do, so that their ads can show up at the top. This is not a practice that I recommend, instead what this means is you may need to post multiple ads. It's also not a bad idea to read through Craigslist's Terms of Use.



Case Study: Stephan Lapresta, owner of Star Services in Charleston South Carolina.

I've owned and operated an appliance repair company for the last 11 years in the Charleston area. When I first started this company, I started to advertise in the phone book, newspaper and other media, and what I found is they charge unreasonable rates that were expensive, regardless of how effective their advertising actually was I would have to pay them regardless of whether or not I got a response from their advertising.

Since those medias weren't effective, I then had to do work for warranty companies to help build my business, while they would send me customers to keep me busy.

Warranty companies come with their own setbacks, they expect me to do top notch work for a bottom dollar rate. Warranty companies do not pay well for the work that they expect, and there is a lot of hassle in between, dealing with a 3rd party billing system. This all changed when I met Marlon, his service is very effective and he only charges when we get a call to our business.

If you get into business with Marlon and his service does not produce leads, which it will NOT, you wouldn't have to pay anything, because he only charges for calls, that come into your office. He is very good at what he does and he does a good job to make sure customers find your company, if anybody searches in my area for appliance repair, he makes sure that they find my company, and he only charges for good leads, people in my area that are looking to get their appliance serviced.

What I have found with Marlon is that he is a very honest practitioner, what he tells you to expect from his service, is exactly what you get and he addresses any concerns in an expedient manner. I've had a really good experience working with Marlon and I can't express how much it has changed my business. This year in the last 5 months of working with him, I have made more profit than I have made all of last year, because the number of retail calls that have come in to us has increased by more than 150% from last year at this time.

My slow period this year has been busy, thanks to Marlon. I stand by and value my partnership with Marlon and will continue to use his services.

If you really want to increase your retail business, I highly suggest that you let Marlon advertise for you, he will get your new customers, I guarantee it!

CHAPTER 11 - THE “HIDDEN” COST OF YOUR LEADS

What we are about to discuss, is an insider secret that the big appliance repair lead generation providers don't want owners of appliance repair companies to find out, as they may and will start losing customers and market share.

Let's start with Google Adwords, maybe you have tried it yourself and you realized that it was just costing you a fortune, as it seems like you were only paying for clicks. So instead of giving up and just moving on, you decided to hire a company to manage your account for you. Sure, you will have to pay \$500-\$2500 and a percentage of your ad spend to them, but at least they will do a better job and actually get you some customers.

If you were to ask your account manager what is it costing you per lead, they may tell you something like \$5-\$20 per lead, but what they are actually telling you is what it's costing you per click. They will look back into your account and see which click actually turned into a phone call to your appliance repair business and give you the cost of that particular click.

But is that really the TRUE cost of your leads?

Probably not. Not that all account managers will try to mislead you to keep you as a client, but it's important that if you run an appliance repair business that you know how to figure out the true cost of your leads, whether you have an account manager, an employee or if you are doing your Ad words account management yourself.

	A	B
1	How Much Did You Pay Google Adwords This Month	\$500.00
2	Average Cost Per Click (\$5-\$30)	\$10.00
3	How Many Clicks Did You Get This Month	50 Clicks
4	How Many Clicks To Get A Call (Avg 4-8 Clicks)	4 Clicks
5	How Many Leads Did You Actually Get (Not Clicks)	12
6	Management Fee (\$500-\$2500)	\$500.00
7	Total Cost	\$1,000.00
8	Actual Cost Per Lead	\$83.00

In the above example, I used the number on the low end, but take some time now and go ahead and plug in your actual numbers, you may be surprised by what it's really costing you to get a customer to call your appliance repair business.

If for some reason you are not tracking your calls, you may not be able to figure out how many clicks are converting into calls. Now would be a good time to start implementing conversion tracking within Google Adwords, and it's relatively easy to set up.

I was recently discussing the “true” cost of Google Adwords leads with the owner of an appliance repair company in Raleigh, North Carolina. I was telling him that most appliance repair companies I

talk to, are seeing the actual cost to get the phone to ring is between \$40 - \$75. Since he is tracking his conversions in Adwords, he was telling me for his company, it's around \$152 per call and he is managing the account himself. If you add his time into the cost as well, there is no way Adwords can be a long term advertising plan.

Adwords requires constant optimization to be successful and if you don't optimize, then expect to see your cost go through the roof. Here are just a few things you should be optimizing on a weekly or monthly basis:

- Device - Mobile Phone, Tablets, Desktop
- Landing Page Optimization
- Ad Copy
- Position of Your Ads - the higher they are, the more calls you will get.
- Negative keywords - this alone is causing a lot of appliance repair companies to lose money on a daily basis.
- Keywords - constantly finding new and high converting keywords.
- Identifying what time and days of the weeks give you the most calls and for the lowest cost.
- Don't forget locations - there is going to be a city or zip code in your local area that gives you the most calls and that are cost effective, do you know what the location or locations are?
- Last but not least, budget - should you increase your budget and if so, if you know the best day, times or day and locations so you can tell Adwords when and how to increase your budget.

If you are not using Google Adwords to get leads, but instead you are buying leads from a lead generation company, it's still important to know your numbers so you can figure out the true cost of your leads.

Let's say you are buying shared appliance repair leads from one of the bigger appliance repair leads companies (who shall remain nameless :) for \$12. If you were to get 10 leads today, how many of those actually convert into customers?

Most of the appliance repair companies I speak to will say 30%. Unless they are in an area where there are only few appliance service companies using the same lead generation company, then they will have higher conversions.

You can also have higher conversion rates if you are the first to contact the lead once you receive the alert from the lead generation company. Since, they send the same lead to multiple of your competitors, you never know if when your competitor calls the lead if they will offer a lower service call fee. Maybe they can get out to the customer sooner or at a time more convenient and as a result they win the lead.

Let's look at the formula to calculate the true cost of your leads from the lead generation company. You can plug in your actual numbers to see if the leads make sense for your appliance repair company:

	A	B
1		
2	Cost Of 10 Leads	\$120.00
3		
4	30% Conversion Rate	3 Leads
5		
6	Actual Cost Per Lead	\$40.00

If you are at a 30% conversion rate or lower after doing the calculation, you should definitely look into improving that. It may be as simple as figuring out a way to be the first to respond to the lead alert and if your availability is a problem where you are not able to offer same day service, then you can look into options to fix that also.

You want to make sure you are doing everything within your control to improve your conversion rates so you can reduce the amount of money you are losing.

Most appliance repair owners tend to blame the lead source when leads don't work out as planned. Sometimes it is the lead source, as the reality is that shared lead programs benefit the lead source more than it does the actual appliance repair company. The lead source makes a lot more money selling shared leads.

Just to be fair, before you begin pointing the finger, look within your company to see if there are things that can be improved. If after doing that, you realize the conversions are still too low because of outside sources, like your competitors just keep calling the leads and telling them horror stories about your company or they just keep offering lower prices, then it may be time to look into more profitable lead sources.

At The Appliance Experts we don't believe in shared leads, as we would rather create a more win-win situation with our partners. Our long-term partners are seeing an 80-90% conversion rate with our leads, which is probably the highest in the industry.

Full disclosure: The reason they are seeing these high conversion rates is not because of the high quality of the leads, (well that is part of the reason), but because they have the right systems in place. They may have a dedicated person or persons answering the phones who are polite and professional or some may have an answering service. They might have multiple technicians so that they can offer same day service, as well as after hours and weekend service for those consumers that can't get a day off during the weekdays.

Having the right systems in place will give you the best opportunity to close as many leads as possible.

There are several sources where you may be buying appliance leads from, but let's look at another one you may be using or considering, lead generation companies that sell phone call leads.

We have to approach this lead source a little differently and what you want to focus on here is mainly the return on investment. They provide live phone call leads, which is great because these are hot

prospects, but the ROI can be low if they charge for ALL leads that are appliance repair related. That means you will pay for small appliance repair calls like blenders, toaster ovens, parts, commercial appliance repair calls even if you don't work on commercial appliances.

Another drawback with their leads is that they list your company on their directory website with up to 10 competitors or more. While they promote their leads as exclusive, this type of directory website encourages the consumer to shop around. While they are not intentionally sharing the leads, this type of set up will hurt your conversions.

If you are noticing a lot of calls where the consumers seem to be shopping around, this is probably one of the reasons why.

We all know who gets the majority of the leads, the company listed at the top which is normally one of the big players, Sears or Mr. Appliance. You can look at any city across the U.S., you will still see these same two companies at the top.

Let's take a look at the math:

	A	B
1		
2	Cost Of 10 Leads	\$250.00
3		
4	Number Of Qualified Leads	5
5		
6	Time It Cost To Dispute Leads	
7		
8	Actual Cost Of Lead	\$50.00

These unqualified calls not only waste your time, but they also eat up your profits. On top of that, you need to dispute an unqualified lead, prepare to follow up with them multiple times and good luck getting a refund or account credit.

I recently spoke with the owner of an appliance repair company in Wisconsin. He told me he gets a lot of calls for dehumidifiers, which he doesn't work on. Even though the calls are recorded and he has access to an account to review and dispute the leads, it's always a headache trying to dispute the lead. The account isn't updated in real time and it takes days to be accurate, by the time the account is updated he can't even remember the time and day the lead came in. He feels like he needs to hire a full-time person just to do the review and dispute process.

CHAPTER 12 - DO YOU KNOW WHERE YOUR APPLIANCE REPAIR LEADS ARE COMING FROM?

Wouldn't you like to know which of these forms of appliance repair advertising is bringing in the maximum leads for your business?

Tracking the source of your appliance repair leads is the easiest way of determining the success of your marketing effort. If you don't have a system to track the source of your leads, then you could be wasting money.

Here are four ways of finding out where your leads are coming from:

Ask the Lead Directly

Conversing with your prospects is essential to build a rapport with them. You can also train your employees to ask about how the prospect was able to find details about your company. For instance, if a prospect calls your company for appliance repair services, your customer support team can ask them how they came to know about your company. If you have an online form on your website, you can ask the visitors to answer how they found out about your website.

The best way of tracking the results is by putting a system in place to record the information. You can record the information in a simple spreadsheet and the marketing team can use this information to develop their marketing strategy. The only drawback of this approach is that it is manual and must be constantly updated. If the data is not updated, it could jeopardize your marketing strategy. Also, some prospects may be influenced by several sources, so they may not articulate or remember the primary source that brought them to you.

Unique Tracking ID

A unique ID can be given to each online campaign or marketing initiative that takes people to your appliance repair website. This technique is effective for marketing tactics such as social media marketing, online advertising, and email marketing that are designed to drive clicks to your website. Then you can use Google Analytics to find out which IDs are driving the most traffic to your site. However, this method does not provide user specific details, so you may not know the actual conversion rate of the leads.

Software to Track Leads

Since the leads can contact you in several ways, using call tracking is not sufficient. Also, tracking calls may not be ideal on a few sources, such as local listing. You will need a lead tracking software to track form submissions and conversations. This software uses special codes to find the source of lead generation. Some software solutions provide additional details about lead information, site traffic, and call recordings. This will give you better information about how the leads are getting the details

of your business. When you use this software, you get better visibility into the effectiveness of your marketing strategy.

Call Tracking

This technology allows you to put a unique tracking number on your marketing source, such as offline marketing tactics or PPC ads, which gives you an ability to see where the leads are coming from. It also gives you the option to record calls, helping you get more information about your customers and appliance service leads. This method is especially useful when used with other approaches such as lead tracking software or unique tracking ID.

How Call Tracking Can Benefit Your Appliance Repair Company

One of the biggest mistakes that appliance repair companies make is not tracking the results of their advertising campaigns, so they never really know which source is actually working for them. The easiest way of keeping track of both online and offline marketing campaigns is by using call tracking. When you use call tracking, you can easily find out which campaign is driving the most number of appliance repair leads to your business.

What is Call Tracking?

It is a process of putting a unique phone number on an advertising campaign to measure the effectiveness of the campaign. These phone numbers are trackable and the calls can be recorded. The recording can be used to find out how the calls were handled and whether it led to an appointment with the technician. Call tracking is an easy and a cost-effective method of tracking the source of lead. This is especially important for appliance repair companies as their business's first call to action is a simple phone call. For instance, if you place online ads, television ads, print ads, or use radio spots to promote your business, you can use different call tracking numbers in each of these platforms. When you receive a phone call from the prospect, you can analyze the effectiveness of each marketing platform.

Important Metrics

Some important details that call tracking provides includes:

Number of Calls

This information can be used to find out how many prospects called you after seeing a particular campaign.

Duration of The Call

Usually, long conversations are likely to increase your conversion rate because they indicate high customer interest.

Conversion Rate

When prospects call you, they may need time to decide if they want to use your service. You can use call tracking to find out when the prospect called you. This will give you an idea of the conversion rate of a particular marketing campaign.

Cost Per Lead

Call tracking will help you calculate the cost per lead. For instance, if your marketing budget is \$1000 a month and you generate 100 leads a month, you spend \$10 to generate a lead. This data will help you decide if you want to increase or decrease your marketing expenses.

Day and Location

Find out when and where and when the most conversions emerge. This will help you maximize your returns by spending on geographies and time frames that generate the best results.

Benefits of Call Tracking

Apart from providing details of the source of the appliance repair lead, call tracking offers several other benefits. These include:

Level of Customer Service

Listening to the conversation that your customer service team has with the prospect, you can understand how the customer support executive is handling phone calls. This will help you uncover issues, such as failure to handle queries and improper greetings.

Sales Training

The recorded call will help you determine whether your customer support team is asking the right questions to convert the prospect into a customer. You can use the call recording to train your support team to effectively complete the task when the prospect is on the phone.

Consumer Insight

Call recordings will help you gather insight into service issues, customer trends, and in-demand services. This can be used to adjust your service offerings. Additionally, it can be used to respond to customer complaints.



Case Study #4 Tom Luben, owner of Luben Services Miami Florida.

Before finding out about The Appliance Experts, I had a really hard time finding a good source that could provide me with appliance repair leads. I've tried just about everything, Google Adwords, Bing, Newspapers, Craigslist, but none of them were working out for me, they all wanted too much money, even though they delivered not enough results.

One day I was contacted by Marlon and he even gave me a couple leads before signing up with him. After I signed up, he sends me a constant flow of phone call leads that are ready to hire me to fix their appliances and the best part is his leads are sent exclusively to me, so I don't have to worry about my competitors undercutting me.

Marlon has even gotten on phone calls with me to help me close more of these customers. Now that I have a quality lead source, I am looking to hire more technicians to expand into other areas. I highly recommend his lead generation services to anyone that owns an appliance repair company.

SUMMARY OF KEY STRATEGIES

Key #1: “Mystery shop” your business. Call your own business number from an unrecognizable phone or, better yet, ask a buddy to do so. Have him pretend that he has a broken appliance and wants to get a repairman out to his house, ASAP! Hopefully, you’ll be pleasantly surprised by the way the call was handled.

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Key #2: Track leads generated by each ad you run over a given time period. Use different phone numbers or website addresses for each ad. Then work out two figures: cost per lead and cost per client. (In the first case, divide the total amount spent by total inquiries. In the latter, divide the total amount spent by the revenue generated.) You could be shocked and not in a good way.

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Key #3: Calculate the Life Time Value of a customer for your appliance repair business, this will allow you to determine which source of advertising and marketing to focus your advertising and marketing budget on. Pick those that are the most cost effective and that drives the highest return on investment.

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Key #4: Don’t have a website? Start looking into investing in a Direct Marketing Site or if you already have a website but it is not producing prequalified and motivated customers for you on a regular basis, then use some of the tips in this book and join us on our next webinar for additional tips to get your website working for you, so that it can be a virtual employee, gathering leads and producing revenue for you 24/7/365.

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Key #5: Create an online marketing strategy that ENGAGES with homeowners and other prospective clients. Choose 3-5 Facebook groups and other forums where they congregate and offer VALUABLE advice. Note: Do NOT solicit, or sell your services, merely offer helpful tips as a consumer advocate.

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Key #6: Open up Google, search “appliance repair near me.” Does your site or business come up? How many companies have websites and how many do not? Note what DOES appear - repair companies and appliance sales companies, whatever. Check them all out, including your competitors and the big boys, like Sears. If you were looking to hire someone to repair your washing machine, who would you select and why? Is it the number of reviews? Availability? Price?

Key #7: Take a look at EVERY aspect of your business, from your customer's standpoint: how the phone is answered, how appointments are booked, whether your technicians (or you) show up on time, their appearance, how they communicate expectations, how referrals are solicited, etc. Ask yourself, what can I do better?

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Key# 8: Need new customers fast? Consider testing one of these sources, Google Maps, Yelp, Google Adwords, Craigslist and Lead Generation providers.

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Key# 9: Managing your AdWords campaign may appear to be a daunting task. However, if you use the right tactics and strategies, you can generate massive revenues from a single appliance repair advertising campaign. The advice mentioned in chapter 7, will help in improving your Quality Score and overall user experience.

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Key# 10: Get your FREE Google Map Listing, if you don't already have one, and you can set this up even if you don't have a website you can get a free Google Map listing that will help with establishing your online presence and start generating new leads. And if you already have a Google Maps listing, then follow the steps in chapter 8 to help you optimize that listing such as getting reviews from happy customers to increase your rankings over your competition.

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Key# 11: Searching for your appliance repair company listing on Yelp is easy. All you have to do is put the name of your company on their search bar, select the city and state, and click on search. If the name of your business pops up, it indicates that your business is listed. If your business is listed, all you have to do is select the "Claim your Business" option. When you claim your business, you will be able to update your contact details, add photos, check the reviews given by customers, and get all the possible information on your target audience.

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Key# 12: Quality leads can come from Craigslist. From my experience, it is the preferred choice for property managers, if they need to find an appliance repair company. Property managers have to worry about a lot of appliances so that would be a pretty great quality lead, wouldn't you be ok if they contacted you?

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Key# 13: After reading chapter 11, you should know more about the hidden "cost" of your leads, if you read about some hidden cost that you were not aware of, it's time to calculate the "true" cost of your leads to see how well it's really working for your business.

Key# 14: Start tracking all your sources of advertising, which can simply be done by asking the customers as they call your business or more sophisticated methods such as investing in call tracking technology.

NEXT STEPS

By now I hope you have a good leg up on some specific strategies that you can use to get more customers, now.

Please drop me a note to let me know what you thought of this book, and, more importantly, your success stories from implementing the techniques in this book.

If you are interested in exploring a working relationship, there are two options:

- [High priced coaching, not right for everybody, starts with a marketing audit - charge \$197] Some appliance repair companies don't necessarily need more leads, instead they need help with converting their existing leads into customers. Our marketing audit will start with the website – your 24/7/365 employee.
 - o Don't have a website, we'll show you some free or low-cost sources to get one.
 - o Identify opportunities to increase the conversions on your website.
 - o Suggestions to increase your rankings.
- Exclusive Territory And Partnership – We'll help you dominate your local service area with 100% Exclusive Live Phone Call Lead Generation - let us take on the frustration of getting a consistent flow of new customers by handling your lead generation. We'll keep up with the latest and greatest online strategies - for the readers of this book we have an irresistible offer - We will waive our Set Up Fee (\$500 value) and to get started you will only pay for your first 20 leads (\$600).

Of course, you could do something else... nothing.

Too many business owners invest the money - and time - in buying books like these, but never DO anything.

You committed your time to learn how to generate more leads so you could develop a steady stream of customers who pay you what you were worth.

If you're faltering now on next steps, I hope that you do SOMETHING, even if it's not with me.

If you're on the fence, just imagine how GREAT you'd feel, knowing that your pipeline was full of qualified leads who need you?

What would you do with the extra profits?

Pay down some debt?

Take a much needed vacation? Buy your spouse or "someone special" a token of your affections?

Bulk up your retirement or college savings?

Whatever your goal, remember that improving your business – may be just a tweak or two - can be a flat-out game changer.

Ball's in your court - I hope you implement what you learned and have continued success in your business.

Sincerely,

-Marlon Thomas

ABOUT THE AUTHOR

Marlon Thomas is an appliance repair marketing expert who specializes in helping business owners multiply their leads, customers and profits for a fraction of what they traditionally spend on advertising. To learn more about tips to grow your appliance repair company visit <http://www.ApplianceRepairMarketingSecrets.com>