



DECORATORS
GROWTH CLUB

THE DECORATORS GROWTH CLUB

YOUR INDEPENDENT

DECORATORS HEALTH CHECK

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As a fellow decorator who has been in business for over 30 years, I have tried everything over the years to build my business bigger & better but I've recently realised I was wasting a lot of my time, energy and whole lot of cash having a go at whatever came my way, either by being pulled in by an advert guaranteeing tons of work or following so called marketing gurus.



Now I understand that it's more about a combination of focus, discipline and a clear strategy using a combination of tools at my disposal, most of which are completely free. Granted it's not easy and takes time to master them, but once you do you will start to see changes for the better. I used to be a 'busy fool' but now I only focus on attracting the right client's at the right price.

Plus, I now do this within a team of likeminded decorators who have also, like me, tried things on their own, and have now come to the same conclusion, that results come from strength in numbers. So stop going at it alone and be part of a group.

You've already made a start by taking the mini health check which will give you an idea of where you are at the moment, and also how much time, energy and money you are investing into your business. But if you are asking yourself, why is it not working like you expected then let's break it down?

Let's try and break it down for you to see if we can help re-focus your efforts so you can start to simplify it and make a plan moving forward. We are here to help as we know first hand how difficult and time consuming marketing your decorating business can be.

So let's get to it, don't skip through the information, and make sure you watch all the videos. Start to make some small changes and when you are ready just reach out to us for more help.

Regards,

Ian Crump

PaintTech Decorators Ltd

HOW DO YOU GAIN LEADS?

CURRENTLY?

1. WORD OF MOUTH

The good old word of mouth.. I struggle with this concept now that I understand my customers better. WOM (Word of Mouth) is a double edged sword; on one hand it's incredibly powerful and will generate more good clients that are all ready to buy your services, this is based on the high quality of service you deliver as your current clients can't talk highly enough of you. Plus you have to do very little work to obtain these new clients from your existing client bank.



The downside is that it's not scalable at all! The ceiling is capped on the prices & rates that you want to work for. Let's take a simple scenario that's happened to all of us on a regular basis over the years:

You have decorated carols sitting room and she is over the moon with the finished job and has paid you your current rate. Carol then gets talking to a friend over coffee one day and Sharon asks "who decorated the sitting room"?, Carol recommends you highly and gives Sharon your details. Sharon gives you a call and explains that she's seen your excellent work and has got your details from Carol, and you pop round to give her a quote for the work. The problem is that your getting busy and have decided to put

up your rates as you deserve it, so when you quote Sharon more than she expected she doesn't quiz you, in fact she doesn't call at all but instead calls Carol.

How is that conversation going to go ? More importantly how's that conversation going to go across that circle of friends regarding your business & your services? The problem is that friends will talk to each other but not to you.

So we need to find a far better way to control the WOM marketing system moving forward. WOM is the most powerful way of marketing your decorating business when you control the narrative and if you want to master the 3 R's then join us in the Growth club.

2. SOCIAL MEDIA

We all use SM (social Media) even if we're not really trying, it kind of works at times but we are never quite sure what's working and what isn't? So, we need to find a way to get better client for better rates, every one of our clients are on Facebook that's a guarantee, trust me we have done the research and the statistics will blow your mind! But how do we get in front of them? By getting Facebook, Instagram, LinkedIn and the other platforms to work on your behalf and get your information out them, so that they not only know who you are but how you can help them transform their homes.



SO WHERE DO YOU START WITH SOCIAL MEDIA ?

1. MAKE SURE YOU HAVE SET UP THE RIGHT SM ACCOUNTS
2. CREATE THE RIGHT BIO FOR YOUR CLIENTS
3. OPTIMISE ALL OF YOUR ACCOUNTS

Start with these 2 powerful videos to get you set up correctly.

- [How To Market Effectively Across Social Media](#)
- [Optimising Facebook So Your Prospects Can Find You](#)

Trust me these will start to drive the right clients to you when you give the SM platforms the right information about you & your business.

3. WEBSITE

We had a fantastic web designer who created an amazing website for us, it wasn't cheap but wow it looks amazing!

How many times have you been told or heard this statement?

You have probably got a website already which generates very little to no customers and you've no idea why? It's because it has either been created by you via a cheap



monthly WIX or similar or it has cost a fortune to get the all singing & dancing one? The truth is it needs to be built from the inside out just like a Ferrari, focus on the engine then wrap a beautiful shell around it.

How many times have you worked for an Interior designer? They are all focused on the look but have no understanding of what is required from the preparation level to achieve such a great result. Web designers are the same.. They all sell how wonderful it will look.

You need a website that works for you.. It has to work for a decorating business and not a dog groomers or hairdressers, so think long and hard about who you choose to create a website that converts customers.

Start here with a website health check to see where you are right now and see why things aren't working as you expected — decoratorsgrowthclub.co.uk/website-health-check

4. GOOGLE MY BUSINESS

AOL, AltaVista, Yahoo, Bing; what do they all have in Common?

Yes, they are all web browsers. So why is google different? Simply put no one ever says "lets look on the web for that " we ALL say "just google it" instead - that's how powerful Google is!



Google is number one for a reason, they got it right! So doesn't it make sense to use all of tools Google gives to help promote your business? For me as a decorator I have maxed out on GMB (Google my Business). My suggestion would be to either book the [GMB webinar that's coming up](#) or jump into [The Decorators Growth Club](#) to get going to see the benefits straight away..

5. PAID ONLINE ADVERTISING (SUCH AS GOOGLE, FACEBOOK)

I apologise for swearing and the bad language.. I know as decorators we don't usually have to pay for advertising as we get most of our work via WOM but we have covered that a little already. We have all tried payed advertising in the past with mixed to no real results so why would we consider using online paid Ads? Simply put, they are cheap and incredibly effective once mastered and you are in control for the first time.

Trust me, it's not easy and I tried for a few years and felt like I was wasting money, especially with Facebook Boost Ads. If you want to know why they don't work when you let Facebook take control and why they really work when you understand how to take control of your own Facebook Ads campaign [then watch this video.](#)

**How to gain
more business
using Facebook
ads**



6. PAID OFFLINE ADVERTISING (SUCH AS NEWSPAPERS, FLYERS, BILLBOARDS)

OMG not flyers and newspapers again, what a complete waste of money. I, and I am sure you have tried all of these over the years and each one was full of false promises so I swore I would never pay for another advert.

However, I must admit my attitude has changed massively now that I understand the power of Print when it fits perfectly within my marketing campaign as a whole.

When we focus on marketing as a bigger picture with lots of small components complimenting each other to resonate with our customers, but it needs to be the right message at the right time to fit perfectly, so that the customers we are searching for see our business time and time again and the information is exactly what works to help convert these customers into just the right customer for the right price. If you want to see how we are implementing print adverts then [jump into the group](#) and start to make the right decisions for building your business.

DO YOU HAVE A WEBSITE?

1. YES

2. NO

If the answer is yes then take our free website optimisation check to see just how well it's converting your traffic into paid customers decoratorsgrowthclub.co.uk/website-health-check

If you don't have a website yet then I suggest you get busy. The basic option is to get one up and running that works at a very simple level and we have a few options purely focused on decorators websites. Book a chat with Chris so he can best advise what would work for you. No pressure at all, just honest advice that works... book your call [HERE](#).

DOES YOUR WEBSITE GAIN YOU CUSTOMERS?

- 1. YES**
- 2. NO**

This has to be yes, it just has to be! If not then why are you spending the money for the website just to sit on the internet. It's like having a fantastic brochure showcasing all of your best work that customers would love to have but you have it sat in a box under your desk at home!

If you don't really know the answer then just take the test decoratorsgrowthclub.co.uk/website-health-check

HAVE YOU EVER DONE A KEYWORD SEARCH ON HOW WELL YOUR WEBSITE IS OPTIMISING?

- 1. YES**
- 2. NO**



Now we're starting to lose you I can feel it! To be fair that's how I used to be before meeting Chris. I now know the importance of keywords and how to use them to best effect to attract traffic to my website that will convert customers into the right clients.

Again, if you are unsure then take the next test decoratorsgrowthclub.co.uk/website-health-check

If yes, what keywords are you optimised for?

Have a guess, maybe do some keyword research yourself or one better head over to the [Growth club](#) and see what we have found as a collective of decorators and what keywords we're all using.

DO YOU HAVE A FACEBOOK BUSINESS PAGE

1. YES

2. NO

Please say yes? Now ask yourself - is it optimised correctly for Facebook to work on your behalf to get your content out to the right customers? If you're not sure then have a look at.....

1. HOW MANY TIMES DO YOU POST?

2. CONSISTENTLY MORE THEN 3 TIMES A WEEK

3. CONSISTENTLY BETWEEN 1 AND 3 TIMES A WEEK

4. I TRY AND POST EACH WEEK, EVEN IF IT'S JUST ONE POST

5. EVERY NOW AND AGAIN.

6. I HAVE POSTED IN MONTHS

7. I HAVEN'T IN A LONG WHILE.

8. I GAVE UP WITH FACEBOOK.

To be honest I thought I was shit hot at my SM (Social Media) posting and was posting all the time so it must be working! Then I met Chris and he explained that I had a Confetti approach to my SM posting, I would just throw loads of posts up and confuse the hell out of my potential client base!

So, we stopped and went back to basics. We worked on a very simple strategy that not only works but is a lot simpler and quicker to implement which freed up a load of time, yet the message was so much stronger and now converts much easier than my busy messy posting attempts previously.

If you want to work on a simple strategy to take control of your SM posts then have a look here

[Structuring Your Social Media Content](#)

DO YOU USE FACEBOOK GROUPS TO BUILD AN AUDIENCE?

- 1. YES**
- 2. NO**

I just didn't get Facebook groups at all and thought them a complete waste of time, I don't have the time to help someone find their lost cat, sorry but I don't lol...

But now we have mastered a very clever strategy that works across community and networking groups to not only build our client audience but also attract good clients straight out of the groups on a weekly basis.

It's taken us a while to master this hidden gem but when you stick with the strategy it really pays dividends.. We only share this gem within the group sorry, it's just too powerful to give away.

HAVE YOU EVER RUN FACEBOOK ADS?

1. **NO**
2. **YES - FACEBOOK ADS**
3. **YES - FACEBOOK BOOSTED POSTS**
4. **NOT SURE**

If not then why not? I already know the answer.. The same reason I never ran Facebook ads, I just didn't know what I was doing and I was afraid of wasting money, or even worse doing something drastically wrong and paying Facebook hundreds of pounds because I pressed the wrong buttons.

It's confusing for sure, again it wasn't until I met Chris that I started to trust not only in him but in Facebook ads. I now have multiple Ads running at any one time and I can see what's working and what needs tweaking.

I probably wouldn't have ever started if it wasn't for having someone like Chris over seeing my every move to ensure that was doing things right, so don't panic your in good hands.

If you want to have a go at a simple Facebook ad for increasing your likes then just [follow this step by step tutorial](#) to get you going, but if you want [Chris to double check everything](#) before pushing the button then that's what the members get everyday

HOW MUCH HAVE YOU SPENT WITHIN THE LAST 12 MONTHS ON FACEBOOK ADS?

1. **£1 - £20**
2. **£21 - £50**
3. **£51 - £100**
4. **£101 - £200**



5. £201 - £400

6. £400 - £700

7. £701+

Not a chance, I wouldn't have a clue what my Ad spend is if it wasn't for Chris helping me understand how to break down the numbers and to identifying what's working, so before you start throwing money into Facebook (they've got plenty) you might want some help first.

But if you already have a budget for Ad spend wouldn't it make sense to have someone check over the analytics to see that your money is being used to the max.. [we're here to help, book now.](#)

HOW MANY LEADS HAVE COME THROUGH FACEBOOK IN THE LAST 12 MONTHS?

1. ALL MY WORK COMES FROM FACEBOOK

2. 20+

3. 11-19

4. 5-10

5. 2-4

6. 1

7. I'VE NEVER HAD A LEAD THROUGH FACEBOOK

Attribution, what on earth does that mean?

If you know then you're already well on your way to getting things right and might only need a little support. But if you have no idea then you need to find a way to identify where your customers are actually coming from.

Attribution is how to identify exactly what's converting customers into paying clients, is it your website, Instagram or Facebook Ads? If you don't know how many leads are converting through your ads then you need to focus on your Analytics more.

WOULD YOU LIKE TO GAIN MORE CUSTOMERS FROM FACEBOOK?

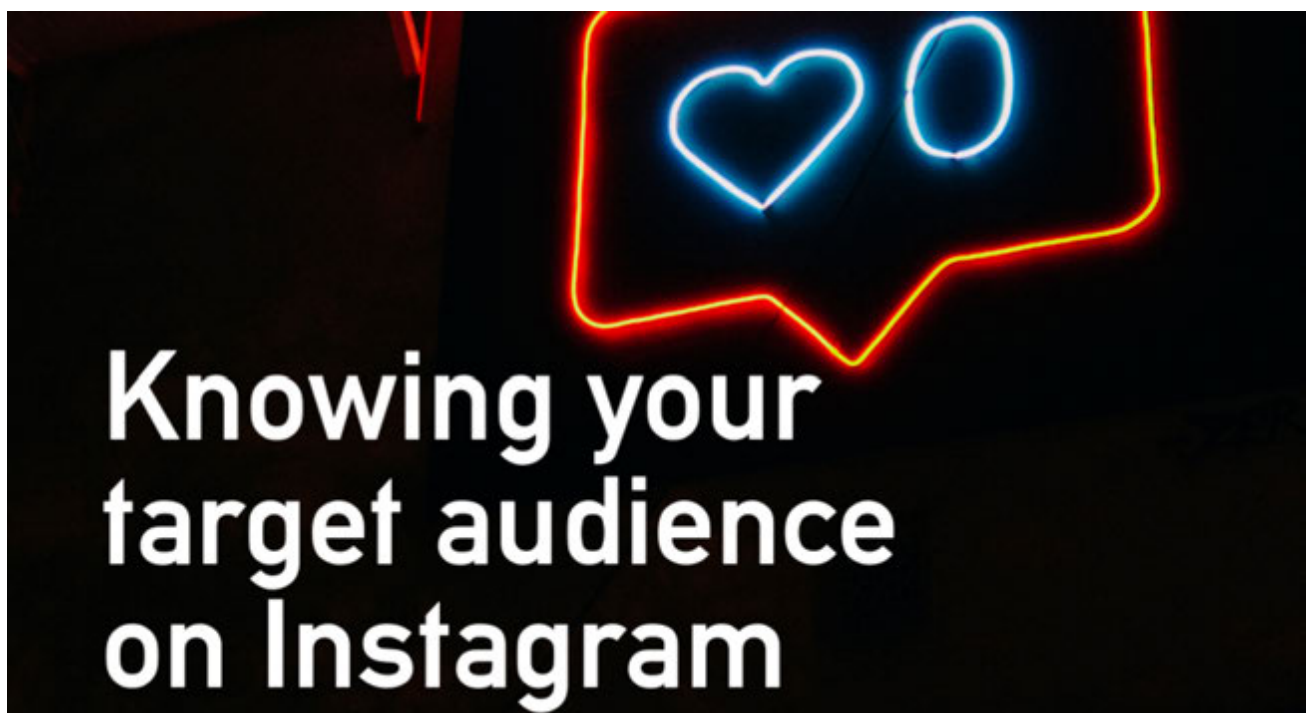
Who doesn't want more customers? ME - but why?

Simply put they might just be tyre kickers and trust me I have had my fair share and a few still slip through. The whole point of the Growth Club is to filter the interest into leads, then convert into customers, and finally into high paying clients. So it's not enough just to want more customers it's how to build the right filters to cut away time wasters allowing you to focus your energy into good potential clients.. Yes we have the filters, in fact we have the only marketing funnel purely designed for decorators.

DO YOU HAVE AN INSTAGRAM BUSINESS PAGE?

- 1. YES**
- 2. NO**

Instagram is very powerful as we all know but it can be a bit of a rabbit hole and I'm sure you will agree that you probably spend more time browsing the posts than actually creating them? That's ok as I'm sure your competitors are really pleased with



the engagement you're giving them as that all adds up to Instagram rewarding them with more help from the Instagram algorithm.

Simply put your involvement on instagram boosts your competitors whereas your posting would clearly boost your reach instead, I know which one we focus on.

If you really want more from Instagram then catch our [Webinar series](#).

HOW MANY TIMES DO YOU POST ON INSTAGRAM?

- 1. CONSISTENTLY MORE THAN 3 TIMES A WEEK**
- 2. CONSISTENTLY BETWEEN 1 AND 3 TIMES A WEEK**
- 3. I TRY AND POST EACH WEEK, EVEN IF IT'S JUST ONE POST**
- 4. EVERY NOW AND AGAIN.**
- 5. I HAVE POSTED IN MONTHS**
- 6. I HAVEN'T IN A LONG WHILE.**
- 7. I'VE NEVER POSTED**
- 8. I'VE GIVEN UP WITH INSTAGRAM.**

Sizes isn't everything (you've either said or heard it LOL), when it comes to growing your audience into a strong client base then your focus needs to be Consistency. But what is the right number of posts?

We go through this to identify what's just right for you and your strategy as everyone is slightly different, we want to get the right message over to our customers in a way that works for them and you. We need to build something that works for the long game and can be built upon for that extra growth when your ready. So if you want a posting strategy that's tailored made then join the rest of us, [join us for the upcoming webinars](#).

WOULD YOU LIKE TO GAIN MORE CUSTOMERS FROM INSTAGRAM?

This is a given! Everyone wants to gain more customers, it's all about the plan on how you are going to get those customers!

DO YOU HAVE A LINKEDIN PERSONAL PAGE?

1. YES

2. NO

LinkedIn isn't for me, I couldn't tell you how many decorators have said that to me over the past few years and to be fair even I said it a few years ago.

Let me ask you a very simple question,

How many of your past Clients are on LinkedIn? The answer is probably ALL of them!

They are high powered professionals and LinkedIn is where they hang out, it's just like the ultimate golf club although you don't want to be a member and play golf with them you would be more than happy to offer your services to them.

LinkedIn is massively under estimated for our industry so it makes sense to be more visible within the linkedIn platform.

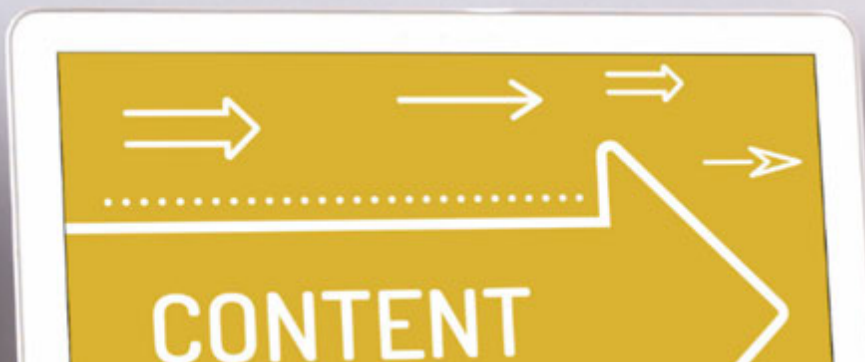
Admittedly you will need a very different approach to all the other SM platforms and we will help you navigate this tricky platform to ensure you present your business in a really professional way to attract more of those high paying clients..

Don't get LinkedIn wrong as you only get one shot... Follow the whole LinkedIn [webinar series](#)

HOW MANY TIMES DO YOU POST ON LINKEDIN?

1. CONSISTENTLY MORE THAN 3 TIMES A WEEK
2. CONSISTENTLY BETWEEN 1 AND 3 TIMES A WEEK
3. I TRY AND POST EACH WEEK, EVEN IF IT'S JUST ONE POST
4. EVERY NOW AND AGAIN.
5. I HAVE POSTED IN MONTHS
6. I HAVEN'T IN A LONG WHILE.
7. I'VE NEVER POSTED
8. I'VE GIVEN UP WITH LINKEDIN.
9. I WAS TOLD TO USE MY BUSINESS PAGE

Creating and structuring your content (Why LinkedIn is different to Facebook)



DO YOU HAVE A CONTENT CREATION PLAN FOR CREATING SOCIAL MEDIA CONTENT?

1. YES

2. NO

Posting on LinkedIn has to be in a different way to the rest of the other platforms so you will need to lift your game to play in this professional platform. I think that's why most decorators either stay away from linkedIn or just get it wrong, those that get it right just go from good client to even better client. We can help you focus the right content with a plan that works for a higher level of client.

WOULD YOU LIKE A READY-MADE STRATEGY FOR DECORATORS?

BETWEEN 1 AND 10, (10 BEING AMAZING) HOW SKILLED WOULD YOU CONSIDER YOURSELF AT MARKETING YOUR OWN BUSINESS?

If you haven't given a 10 to this then your kidding yourself, I'm good at this and have been for a while now but even I feel that I need a strategy plus I'm always tweaking mine to make better changes. I watch the Data, test more and more and focus on the content that's converting best with potential clients.

You can have a confetti approach like I used to have or you can cut through all the messing about and get to something that works.

This alone is where the power of the [Growth Club](#) excels because on your own you are going to be posting your work onto your platforms and you're going to get mixed to no results as you well know it's all in the prep, your decorators and know that to achieve awesome results requires a plan, and when it works it not only delivers results but it can also generate more returns.

So stop messing around and simplify your posting into an easy to follow & implement plan that works..

It's all in the CTA, if you don't know what that means then that's just another reason to get involved...

HOW DO YOU LEARN MOST EFFECTIVELY? (YOU CAN SELECT MORE THAN ONE)

- 1. READING BOOKS OR BLOGS**
- 2. WATCHING YOUTUBE**
- 3. LISTENING TO PODCASTS**
- 4. INTERACTION WITH MARKETING COACHES THAT ALLOWS ME TO ASK QUESTIONS**
- 5. BEING PART OF A GROUP SOLELY FOR DECORATORS THAT SHARES INFORMATION AND HELPS ME IMPLEMENT IT.**

To be fair this is a trick question! If you haven't chosen 5, being part of a team of decorators then we have not done our job right lol.. We have given you enough pain points and solutions to convince you that you would be better working alongside a team that knows how to make this work.

This is how you get the message over to your potential clients and we will walk you through the process to make sure you deliver the right message to turn leads into high paying customers.

Get busy and check out all the information we have given you then we will see you on the other side to start to make those change



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