

How to Use Text Message Marketing in Your Painting Business

Are you looking for ways to make your painting business stand out from the competition?

When it comes to reaching potential clients directly, text messaging is a highly underutilized marketing medium. Incorporating text messages into your painting business not only keeps your business at the top of mind for your clients but also helps get reviews and close more sales for your business.

[Click to Watch Video]

When you're marketing to your client list or list of prospective customers, it's essential to use every tool at your disposal. In this video, I demonstrate four simple steps to include text messaging in your marketing mix. Start integrating text messaging today to benefit your painting business in ways you may not have considered before.

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

Dedicated to your success,

Text Message: FIRST NAME, Learn How to Use Text Message Marketing to Benefit Your Painting Business - Painter's Weekly

Social post:

Want to learn how to grow your painting business through networking?

Watch this video to learn 4 steps you must take to network in the most efficient and effective way possible: <https://www.youtube.com/watch?v=hpzlhVOy5Mk>

If followed correctly, these simple steps will guarantee that you will be able to build up a steady stream of work over time to help your business succeed and thrive!

Creating a Powerful Portfolio for Your Painting Sales Calls

Does your painting business have a powerful portfolio?

Not having a quality portfolio to demonstrate your value to potential clients for your sales calls could be the main reason why you're losing painting projects to your competition.

Your ideal clients want to see proof that assures them your painting business is the one they want to hire. It's essential to put together the evidence they want to see before they know they can do business with you.

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In this video, I hone in on how to create a compelling portfolio for your painting business. I'll show you how to assemble and use your portfolio to increase sales and outshine the competition. Demonstrate to your audience how your painting business is the ideal one to provide exactly what your audience cares about most.

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

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Text Message: FIRST NAME, Learn How to Create a Powerful Portfolio That Demonstrates Your Value for Your Painting Sales Calls - Painter's Weekly

3 Essential Steps for Profitably Selling Your Painting Business

If you're thinking about selling your painting business, now is the time to start working on it. The reality is that most painters can't sell their business when they're ready to, or, if they can, they get very little out of a company they've spent a lifetime growing. If selling your business is something you're interested in, there are steps you need to take *now* to not only sell your business but make a lot of money doing it.

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Learn the three steps for profitably selling your painting business that involve increasing your income, implementing strong business systems, and finding a medium to bring your business to market. When you get your business ready to sell, you make a lot more money in the process. In the end, you may decide that you're going to keep it (which is what I hope you choose), or you'll sell your painting business at a substantial profit.

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Production Rate Symposium

How much do you charge for your painting business' production rates? Do you wonder whether your rates are too high or too low for your quality of service? If so—you're not the only one! Production rates are a large component of running a successful painting business that both new and seasoned painting contractors need direction.

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To help determine your production rates, we are having our first **Production Rate Symposium** for The Academy of Painting Contractors' Mastery Webinar! Join us as we go through rates on 20% of surfaces that we're painting 80% of the time. We'll share verifiable rates, and in the end, I'll send you a spreadsheet of data collected from the group to gain perspective on your rates and compare. Click the button below to sign up, and we'll see you there!

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

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Text Message: FIRST NAME, Gain Perspective and Compare Your Painting Business' Production Rates By Joining Our New, Online Production Rate Symposium - Painter's Weekly

How to Succeed in Business as a Painting Contractor

I often hear from painting contractors this time of year that they are struggling in business, despite being busy and working all summer long. If your painting business is struggling, investing a little time in solving problems and going after opportunities through small steps can dramatically improve your odds of success.

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When you set aside that time and do the inputs, the outputs will follow. In this video, I share a simple system that, when followed through, I promise it will help you succeed and thrive in business as a painting contractor.

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

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How to Get Reviews for Your Painting Business

Want to go from 0 to 300 reviews within a year?

Having positive customer reviews for your painting business and enough of them is essential for converting leads online. Reviews have a significant impact on SEO, so potential customers find your painting business on search pages, and show that you are credible and trustworthy. So how do you get online reviews? More importantly—how do you get quality reviews?

[Click to Watch Video]

In this video, you'll learn the most effective way to earn reviews for your painting business. Painting contractors who have used this method have seen their reviews go from 0 to 300 within a year. Now I'm sharing my step-by-step process with you so you can quickly begin putting this method into practice and start earning quality reviews online today.

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

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Text Message: FIRST NAME, Learn How to Catapult Online Reviews for Your Painting Business - Painter's Weekly

Top 4 Techniques for Making a Sale as a Painting Contractor

One common misconception that painting contractors have is that the best way to prepare for the slower winter months is to focus on finding as many jobs as possible. However, while closing more work is important, having an effective sales process that gets your billable rate where it needs to be is essential. A sales process with the right messaging and processes in place not only allows you to make a sale, but close more sales when the ticket at a higher ticket.

[Click to Watch Video]

In today's video, I go over the 4 techniques for making a sale as a painting contractor that demonstrate to prospective customers why your painters, processes, and product knowledge are better AND superior to the typical painter.

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

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Text Message: FIRST NAME, Learn the Top 4 Techniques for Making a Sale as a Painting Contractor - Painter's Weekly

What Business Tools Are Essential for a Successful Painting Company?

When painting contractors experience a deceleration in their company's growth, they often think that there has to be a complicated strategy that will turn things around. However, after doing more than 2,000 business diagnostics, I've learned that the approach to turning your painting company around is quite simple—and it's not going to be what you might think.

[Click to Watch Video]

In this video, I share the essential business tools that every painting contractor should master, broken down into two categories: Organizational & Communicational. Understanding these tools is the key to long-term growth and success for your painting company.

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

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Text Message: FIRST NAME, Discover Which Business Tools are Essential for a Successful Painting Contractor - Painter's Weekly <https://bit.ly/2SDK7ky>

How to Bid On Commercial Painting Jobs

Every business has opportunities that come out of nowhere and can have the potential to change the entire scope and scale of your operation. Whether you sell goods or services and regardless of your market, the possibility exists that the phone will ring tomorrow with the opportunity of a lifetime on the other end. Are you prepared to take the call?

[Click to Watch Video]

Understanding how to bid a job properly is one of the first things you must learn if considering taking on commercial projects. In this video, I provide you with the tools and resources that will help you win these types of jobs when the opportunity arises.

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

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How Much Should I Spend on Web Services as a Painting Contractor

One question that gets thrown around a lot is, "How do I determine how much my budget should be for web and online marketing services?"

However, before you can start throwing around numbers, you need first to establish a clear definition of "web services" and determine which of these are most important to your business.

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In this video, I walk through some examples that demonstrate the importance of prioritizing the services that make up this budget, starting with the value of investing in your own digital real estate and infrastructure.

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

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Which Types of Painting Jobs Create the Highest Return on Investment?

I frequently hear from painting contractors that they are struggling to earn as much as they'd like despite working long hours week in and week out. The good news is that there are indeed ways to increase your profits without adding more work or more workers.

[Click to Watch Video]

In this video, I dig into the types of projects that help you make the most money, not only in the short term but in the long term, and talk about which areas you probably want to avoid in your painting business.

Have additional questions about the topics discussed in this video? **Reply to this email to set up your strategy call...**

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Which Lead Generation Services Are Best for Your Business?

Lead generation can be a major component to the growth and success of your painting business. However, there are so many different lead generation companies and many of those fail to consistently deliver quality leads.

The last thing you want is to be wasting valuable time and resources selling to people that rarely convert. The right lead generation service can deliver what you need to help your painting business thrive, but how do you know which ones are best for your company?

[Click to Watch Video]

In this video, I take a moment to talk about these lead services and go through a number of questions that will help you confirm that lead generation is right for your business, as well as what you must look for when hiring one of these companies. Have additional questions about lead services? Reply to this email to set up your strategy call!

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