



# Ice Cream From Sawdust?

## How To Revvvvv Your Business In A Down Economy

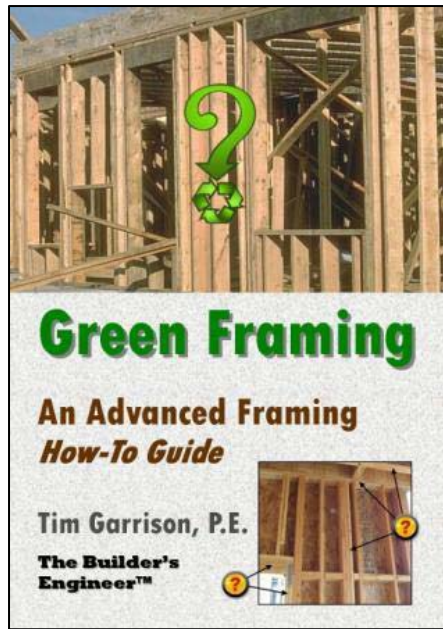
by Tim Garrison, P.E.



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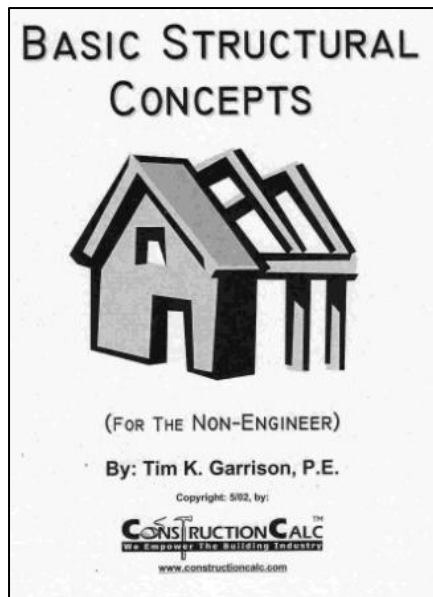
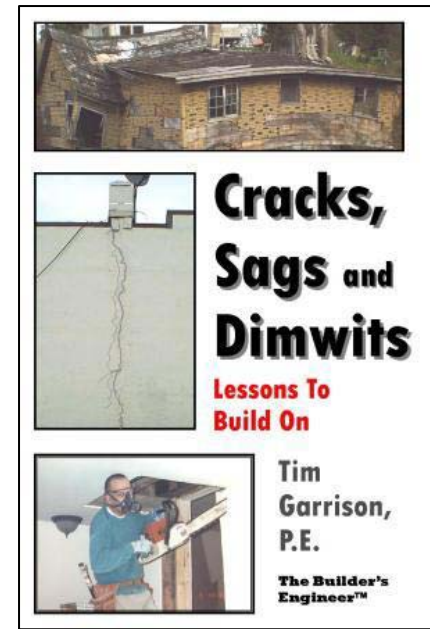
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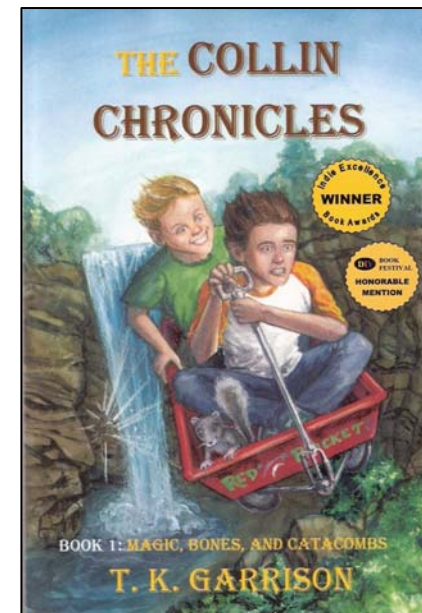
# Introduction, Tim Garrison

- Author of four books.
- Published 85+ articles in national magazines.
- President of ConstructionCalc, Inc. Software Company
- Licensed Professional Engineer in WA and CA.
- Seminar Instructor.
- Professional Speaker.
- Structural Expert On Scott Sedam's Lean Team.



**Each of the above earns \$.**

**How many avenues of income do you have?**



# Bibliography

Most of the information herein I didn't invent. But I've spent a good many years studying it. Here are some of my sources:

- \* THE INVISIBLE TOUCH – The Four Keys To Modern Marketing, Harry Beckwith, Warner Books, 2000
- \* GOOD TO GREAT – Why Some Companies Make the Leap and Others Don't, Jim Collins, Harper Business, 2001
- \* THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE – Powerful Lessons In Personal Change, Stephen R. Covey, Franklin Covey Co., 1989
- \* THE AWFUL TRUTH ABOUT PUBLISHING – Why They Always Reject Your Manuscript And What You Can Do About It, John Boswell, Warner Books, 1986.

- \* NAPOLEAN HILL'S KEYS TO SUCCESS – The 17 Principles Of Personal Achievement, Edited by Matthew Sartwell, Penguin Group, 1994
- \* LES SCHWAB – PRIDE IN PERFORMANCE, Les Schwab, Maverick, 1986
- \* DRIVEN FROM WITHIN, MICHAEL JORDAN, Edited by Mark Vancil, Atria, 2005
- \* THE FORD CENTURY – Ford Motor Company and the Innovations That Shaped the World, Russ Banham, Artisan, 2002
- \* THE HIGHEST CALLING, Lawrence Janesky, Janesky, 2009

# Bibliography, Continued

Don't take my word for it – read books about those who've succeeded. You'll find certain, critical common threads.

\* **HERSHEY** – Milton S. Hershey's Extraordinary Life of Wealth, Empire, and Utopian Dreams, Michael D'Antonio, Simon and Schuster, 2006

\* **WALT DISNEY** – The Triumph of the American Imagination, Neal Gabler, Alfred A. Knopf, 2006

\* **WALK THIS WAY** – The Autobiography of Aerosmith, Aerosmith with Stephen Davis, Avon, 1997

\* **SCHULZ AND PEANUTS** – A Biography, David Michaels, Harper, 2007

\* **WILL ROGERS** – A Biography, Ben Yagoda, Oklahoma, 1993

\* **MARK TWAIN** – A Life, Ron Powers, Free Press, 2005

\* **DEREK JETER, THE LIFE YOU IMAGINE** – Life Lessons For Achieving Your Dreams, Derek Jeter with Jack Curry, Three Rivers Press, 2000

\* **THE BEATLES ANTHOLOGY**, By The Beatles, Chronicle Books, 2000

\* **STEPHEN KING, ON WRITING** – A Memoir Of The Craft, Stephen King, Pocket Books, 2000

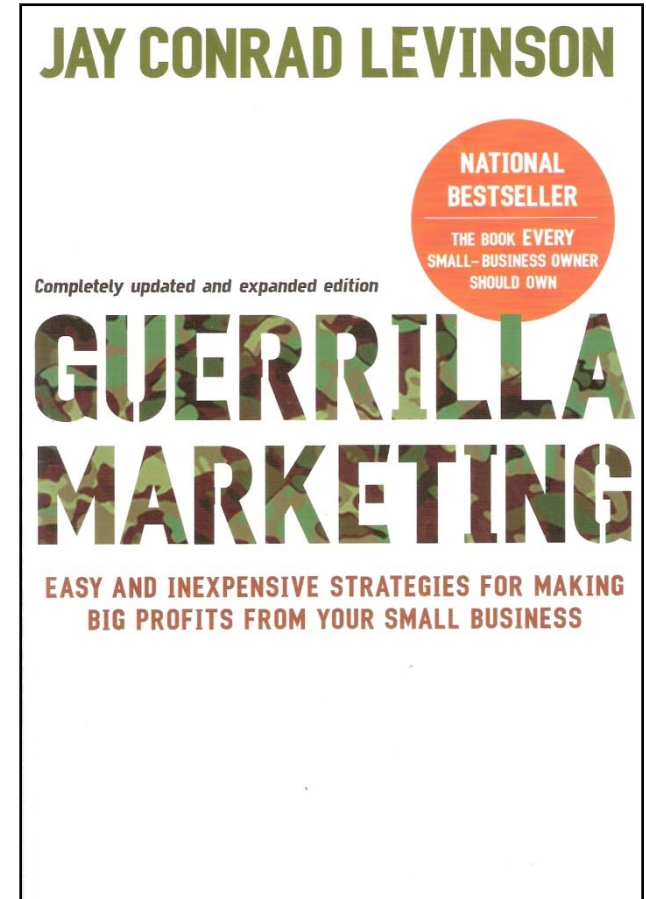
\* **WILL IN THE WORLD** – How Shakespeare Became Shakespeare, Stephen Greenblatt, Norton, 2004

# Bibliography, Continued

The preceding books are great at telling you WHAT needs to be done, but are a little shy on telling you HOW.

This book is terrific at the HOW:

And what makes it especially good is it's geared to the small business - those of us with limited or zero marketing budgets.



Houghton Mifflin, 2007

# Why is a Downturn A Great Time For Opportunity?

- \* You have **time** on your hands. This is most people's greatest asset.
- \* Things are relatively cheap. I.E. startup costs are low.

## But on the Flipside...

- \* Cash is hard to come by.

- \* Credit is tight.

People either have more money than time, or more time than money. In a recession, it's typically the latter.

*The point is that you, and you alone, are the catalyst who will make things happen for you. If you can't afford to hire people, then you'll have to do things yourself. In my case, right now I've got more time to grow my business than I've ever had. It's how I'm able to be here today.*

# My Take On Success:

$$S = E(R+T) + L/1000$$

$$\text{Success} = \text{Effort} * (\text{Risk} + \text{Talent}) + \text{Luck}/1000$$

This says you can make it with Luck and zero Effort but you need a lot of Luck, at least 1000 times more than most people's effort.

If you're like me and don't have much luck, Success requires Effort, period. If Effort is zero, everything goes to zero.

You can have Success without Risk or Talent, it's just harder. Say Effort=1, Risk=0, and Talent=2; your Success equals 2.

Effort multiplies everything – it is the most important term in the equation. Say Effort=3, Risk=1, and Talent=1; your Success equals 6.

To maximize Success, you need high amounts of all three, especially Effort. Say Effort=5, Risk=2, and Talent=3; your Success equals 25.

Whereas you can be very risky and talented but lazy; Effort=1, Risk=5, and Talent=4; your Success equals 9.

# Get Rich Quick?

- \* It's possible but highly unlikely. Consider: A minute fraction of people who gamble strike it rich. Most donate their money to that minute fraction.
- \* Business is similar. Only a tiny, tiny, fraction of businesspeople get rich quick. Most success stories pay heavy dues over many years.
- \* There are lots of sharks out there eager to sell you get-rich-quick schemes. Some actually have a bit of value (Steve Harrison, James Malinchak, Brian Jud.) All prey on our blind desire to get rich quick.
- \* You can waste a lifetime chasing shortcuts. My research and personal experience shows that it's best to emphasize Effort and forget about Luck. If Luck happens, great. But let it be an accident.
- \* Here's something that motivates me: *Sometimes success comes so late it only benefits your children.* For me, that's okay because I love what I do - I'm enjoying my journey.

# So What To Do?

Should you enhance what you do now, or try something new? Or, like in my case, do both? The trick is to find something that:

- \* You like, preferably love, doing. If not, you probably won't stick with it.
- \* Has potential to make money. Otherwise it's a hobby.
- \* You're good at. Maybe even great at. Shortens learning curve. You can immediately market yourself as an expert.
- \* Doesn't cost too much up front. Unless you're already wealthy or have investors.
- \* Can be marketed. If you want to make money, this is the most important item in this list.
- \* We'll get to some specific ideas later. But first...

# Step Zero

The first step in your action plan is to take a hard look at your personal compass. I always thought this hokey until I actually did it. Now it's what I turn to for answers when my path becomes unclear. It's actually a 3-step process:

1. **What is your personal mission statement?** IE, why are you here on earth? Note, the answer to this powerful question is likely different today than it was 5 years ago, and may be different again in 5 years.

Here's Mine:

*To be the best father for my two sons while they're still at home, and to be the best husband ever.*

Note there's nothing directly about work or career here. But, there's a lot **implied** concerning those things, chiefly how I prioritize my time.

## Step 0.1

Now that our moral compass is clear, let's dial in our business compass:

2. **What are your short term goals**, say over the next five years?

Here's mine: *To grow my software company to 7-digit value. This, without hiring a bunch of employees and without going in debt.*

3. **What are your long term goals**, five to 20 years down the road?

Here's mine: *To sell ConstructionCalc, Inc. and transition my career to full-time writing / speaking. Retire in comfort.*

Okay, now we know where we're going, and why. Let's find out how to get there.

# Exactly, Precisely What To Do?

## It Only Takes One

I do many things to make money, but many things is not always better. In my case I use books and seminars to sell software. And software sprung from my engineering practice.

The world pays handsomely for A+ level expertise and / or products. There's little money in A- or less.

Pick **one thing** and go with it. Choose carefully because:

- \* You'll be nurturing it for a long, long time.

- \* You can't quit until it's finished. And remember creation is only **half** of the battle. Marketing is the other half. If you flop around changing your thing, you'll never get to A+.

## It Only Takes One, Con't

Doing **one thing** exceptionally well is what Jim Collins [GOOD TO GREAT] calls the “Hedgehog Concept.” Here is a quote from that book:

“The good-to-great companies at their best followed a simple mantra: ‘Anything that does not fit with our Hedgehog Concept, we will not do. We will not launch unrelated businesses. We will not make unrelated acquisitions. We will not do unrelated joint ventures. If it doesn’t fit, we don’t do it. Period.’ ”

Your **one thing** should be somehow related to what you do best unless you’re just in it for grins or you don’t mind losing money and time.

# To Succeed You Will Fail First. Count On It.

What do these people /  
groups have in common?

\* Milton Hershey

\* Michael Jordan

\* Walt Disney

\* Aerosmith

\* Henry Ford

\* Les Schwab

\* Charles M. Schulz (Peanuts)

\* The Beatles

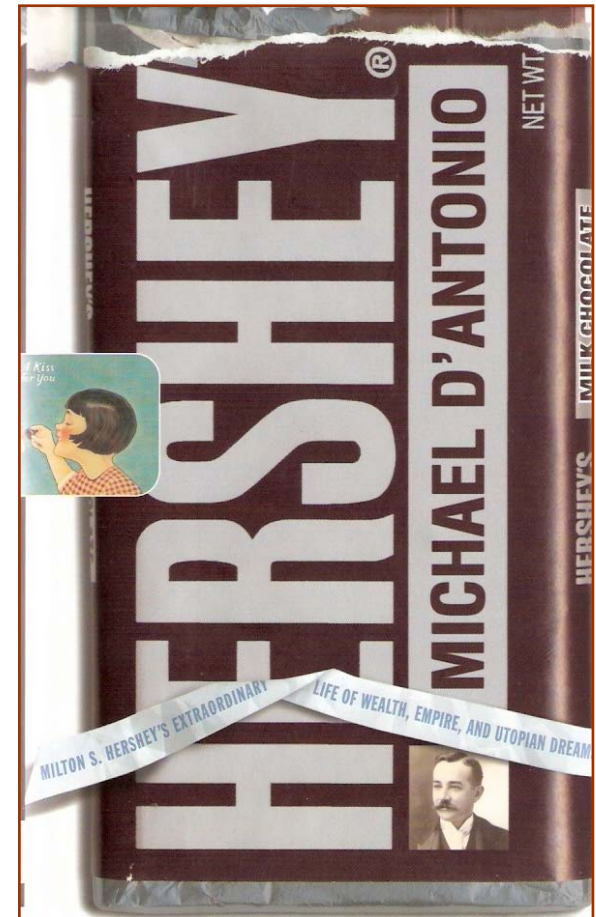
\* Derek Jeter

\* Steven King

\* (This list goes on and on....)

- \* Spring Garden Confectionary, Philadelphia, 1876, 19-yrs old. Nursed for 6 years, borrowed heavily from Aunts and Uncles, nearly died of stress and overwork. Went bankrupt in 1882.
- \* Denver, 1882, employee for candy maker. Learned how to make caramels with milk instead of parafin.
- \* Chicago, 1882, with dad, made candies for wholesale. Folded same year.
- \* NY, 1883, with Aunt's funding opened candy shop. Mild success. Dad showed up again pushing cough drops which brought down everything. Failed in 1886. Rejected for further funding by Snavelly family.
- \* Lancaster, PA., 1886. Made caramels by himself in a barn, sold locally. Perfected the recipe. Success. Lancaster Caramel Co.
- \* Sold Caramel Co in 1900 for \$1 mil. Started chocolate company. Took 4 years to perfect recipe and mass produce Hershey's Chocolate.

## An Example of Failure-Fueled Success



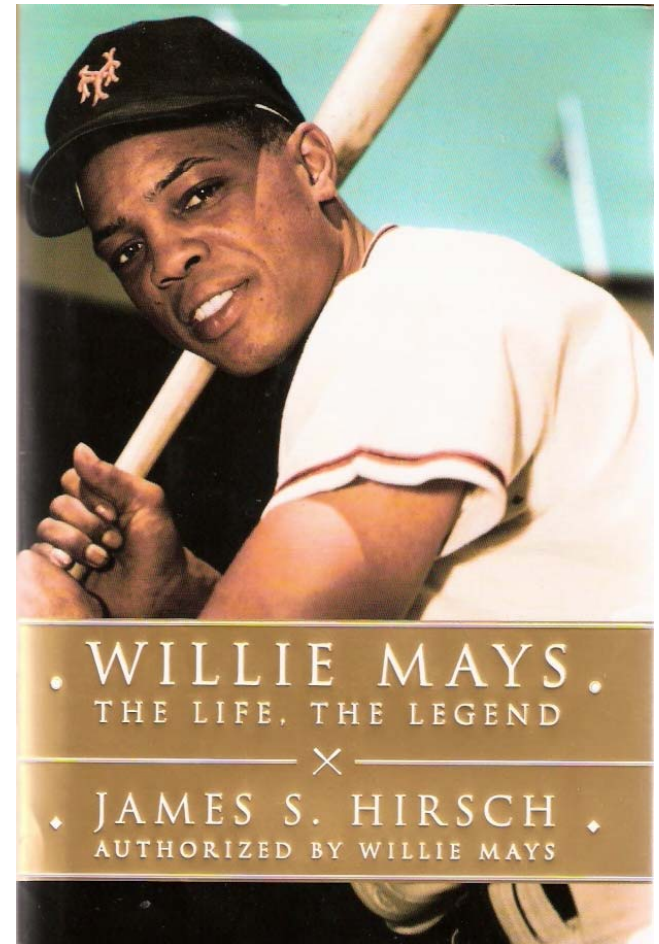
Milton S. Hershey's Extraordinary Life of Wealth, Empire, and Utopian Dreams, Simon and Schuster, 2006

# An Example Of Not Giving Up

(No, not Willie. James Hirsch, the author)

There is only one authorized Willie Mays biography. How did James Hirsch get the job when he had never seen Willie play, let alone met him?

- \* Found a contact, Sy Berger, retired from Topps baseball card company.
- \* Wrote request letter to Willie via Sy. Got rejected by Willie.
- \* Two years later, same thing.
- \* Two years later, same thing.
- \* Three strikes yer out, right? Wrong. At the prompting of his editor tried again.
- \* Seven years after the initial contact, Willie said meet him at his house in 3 days. Hirsch lives in Boston, Willie in CA.
- \* Willie said yes. To research, Hirsch read 135 books, interviewed 130 people & more.



Scribner, div. of Simon and Schuster, 2010

# What Set Them Apart Is That They Didn't Give Up

All of those very successful people:

1. Had and held for a long time, a **vision** for themselves.
2. **Learned from failure**, and used it to fuel their inner fire.
3. **Received help**. Help, without which they very likely would not have succeeded. The Lone Ranger wasn't actually alone was he?

Who can you mentor with? This is absolutely necessary.

My mentoring comes from books, magazines, and on-line. I also talk shop every chance I get with peers whom I respect. And like Stephen King, I bounce all of my writings off my wife.

# Step 1:

## Start With Step 2

There are two basic steps to any money-making venture:

1. Create the thing.
2. Market and sell it.

*Start with step 2 in mind.* [Begin with the end in mind – Stephen Covey, “7 Habits of Highly Successful People”]

You can't make money if you can't sell your thing. And you won't sell it unless you market and promote it.

“Build it and they will come,” is Hollywood hogwash. Here's the truth: Build it and they **won't** come - unless you, and you alone, get them there. This is where most people fail and are defeated. It's what John Maxwell calls “The Gap”. It's the new paradigm in the publishing industry (“platform”).)

# How Much Formal Marketing Training Have You Had?

How many in this room have ever taken a class or seminar in marketing or promotion?

Of those who have, how applicable and useful was it?

If marketing is **half** of what every business is about, whether public or private sector, why isn't it a *requirement* in every curriculum?

The point is, most people are ill-equipped to market themselves and their business. But the good news is, it's never too late to learn. And, there's a ton of great information out there – much is free or inexpensive.

A great place to start is [Guerrilla Marketing](#) by Jay Conrad Levinson.

# An Example of Guerrilla Marketing.

## What Grade Would You Give This? A+ ...?



### *Hi and welcome to Sparky's Corner!*

Lighting fixtures come in many shapes and sizes. Most are pretty straight forward to connect. The white wire is the neutral, the black wire is the hot, and the bare or green wire is the ground. Some of the white wires in the ceiling junction box may actually be hot feeds to or from the switch because of the two wire cable. These should be marked with black tape (many times they're not) to indicate their use. Many chandeliers come with a clear type cable or "zip cord". One of the wires on this cable should be marked either with ridges or wording. Always make sure the marked wire is connected to the neutral to ensure the screw shell of the fixture is polarized correctly.

Until next time, *Evan*

Ackermann Electric Company

"Let Us Mend Your Shorts" • Give us a call at 360-336-6188

Check us out on the web at [www.ackermannelectric.com](http://www.ackermannelectric.com)

This ad runs in the local paper daily or nearly daily at a cost of about \$90/day (2 columns wide x 3" tall \* \$15/column-inch = \$90).

Is this a good way to spend your marketing dollars?

Let's learn a bit more then come back to this

# How To Market and Promote

Whether you want to try something different, or rev your current business, you **must** market. Here are three basic marketing truths:

1. **People buy from people they trust.** This is the *golden rule* of marketing.
2. **Mass marketing to non-targeted strangers doesn't work.** You're better off pitching to a few, right-target-prospects than to a million, random strangers.
3. **You won't make it without happy customers.** They buy again, but more importantly, they tell their friends. *Word-of-mouth marketing is the most powerful kind.* Your Brand is everything.

Start paying attention to what drives *your* purchasing decisions.

Let's drill into the above truths a bit...

# People Buy From People They Trust

How do you earn a stranger's trust? You probably learned the following in elementary school.

1. Be honest, and not just when it's convenient.
2. Give it away. "Give" means no expectation of a return.
3. Act charitably. When someone falls down, be the first one there to help them up. Join service clubs. Youth organizations. Again, with no expectation of a return. How does this help you sell? People notice good deeds and feel compelled to reciprocate. Don't you work that way? I do.
4. You're hard to trust if you look and / or act like a hack or amateur.
5. If you can earn the trust of a celebrity, that person can single-handedly make you rich. But celebrities don't endorse people they don't trust.
6. Your **existing clients** already trust you, right? They're **6x** more likely to buy from you than are new clients. Are you marketing to them?

# Mass Marketing To Non-Targets Doesn't Work

You can waste a lot of time and money, even get in trouble, directing your marketing efforts the wrong way. At a minimum you need the following:

- \* A website. It must be easy to find and navigate. And like everything you show the public, it must look professional.
- \* A database of dedicated followers / customers. The people on your list must **want** to be there. How well do you like spam?
- \* Reach out to your list with special offers, freebies, or useful information with some frequency. But don't be a pest. And make sure there are **no expectations** attached.

People buy when **they're** ready, not when you're ready. It's your goal to be the first one in their mind when **they're** ready.

What about social marketing? Facebook and Twitter are emerging as the most important of these. *You will get out of them what you put in.*

# You Won't Make It Without Happy Customers

## Customer Service Is Critical and No-Cost

Are you someone who customers not only refer, but **gush** about? Great customer service isn't that hard. Not only do your actions affect your current situation, they hugely affect future business.

- \* The tale of two business partners – one nice, one snooty.
- \* Are you likeable? Do you smile? How are you today – why not *terrific*?
- \* How is your relationship with subs? consultants? owners? Donald Trump vs. Dori Monson.
- \* The Swiss Cheese desk.
- \* Do you follow through; return phone calls and emails right away? Why not?
- \* Do you deliver what you said you would on time, on budget, without change orders? Do you underpromise and overdeliver?

# What About Price?

- \* Can a customer be super happy even if the price isn't the lowest?
- \* Should you lower your price? Most experts say no. Price point is important, but low on consumers' priority list. Service rules. Think Zappos.
- \* Promote **value**. Remember, marketing is *half*. Market with every proposal / bid.
- \* The story of the Cedarbrook Lodge... (next slide)

# What's The No. 1 Motel In The U.S.?

According to TripAdvisor.com it's the *Cedarbrook Lodge* in Seatac, WA. How can an airport hotel, not in a great location, very average room prices (~\$150/night) earn that kind of accolade? Here's a typical review:

“The hotel consists of three separate buildings connected by pretty walkways with extensive and lush landscaping throughout. Service was excellent and always pleasant.

There are separate lounges in each of the buildings where there is free: Haagen Daz ice cream cups, fruit, local Tim's potato chips, the best chocolate malt balls I have ever tasted, chocolate covered raisins, yogurt and string cheese, plus local Talking Rain water.

The restaurant has amazing local farm to table organic cuisine on par with restaurants downtown. Even if you've got a fairly long layover between flights, consider the short trip on their shuttle to have some great local Northwest food. Also, the continental breakfast is fairly extensive - bagels, smoked salmon, fruits and cereals and pastries...”

I want to go there! (the ultimate goal of marketing.) What can we learn? Service. Clean. Attractive. Freebies. Price. Guerrilla marketing mechanism.

## A Fourth Truth:

### LUCK

I believe we make our own luck. But only *some* of it.

Certain people just happen to be in the right place at the right time; or happen to be friends with someone who knows the right person; or hits on an idea that outside forces have made juicy-ripe.

And some people do all the right things but never achieve their goals. Some people get injured or die in accidents that weren't their fault.

Luck - good and bad - is part of life. Work hard to bend it your way.

$$\mathbf{S = E(R+T) + L/1000}$$

$$\mathbf{Success = Effort * (Risk + Talent) + Luck/1000}$$

- \* Big and chatty, at 19 starts own home renovation company.
- \* Developed hatred for botched jobs by other contractors that he was hired to fix.
- \* At 38 was hired to build straw bale home for Michael Quast, local TV exec who produced a home repair show.
- \* During a break in construction, Holmes bent Quast's ear for 30 mins about shoddy construction. Quast invites him to do a pilot for a show on that topic.
- \* At first said no but thought about it and 3 months later shot the first show.
- \* Now at 48 is an international celeb and icon of integrity.
- \* Has starred in hundreds of shows. *Holmes on Homes* is highest-rated show on HGTV Canada.
- \* Pres of Holmes Group: TV shows, books, *Holmes Magazine*, DVDs, work wear, etc.
- \* Did 6-hr TV special w/ Brad Pitt, post-Katrina.
- \* On Ellen DeGeneres Show, rebuilt a botched job that left a family in ruins.

## An Example Of Leveraging Luck: Mike Holmes



# Are You Lean?

Profit's hard when margins are razor-thin. It's impossible if you're inefficient.

\* Do you have the right people on the bus and the wrong ones off?  
[Good To Great, Jim Collins]

\* Are you in the right-sized office space?

\* Do you **own** the right amount of equipment? Should you rent more?

\* Are your monthly bills right? Telephones, utilities, fax line, website hosting, insurance, ads.

\* Do you maximize efficiency in everything you do?

- Trips here and there (good waitress – bad waitress)
- Consumables you use (the water bottle syndrome)
- Use of your daily time – i.e. finish one thing before starting another; not let phones, email, and meetings rule you; budget time for your core duties.

\* Do you make decisions based on **value** rather than price?

# Persistence Pays

This is from Guerrilla Marketing by Levinson, who copped it from Thomas Smith in London who wrote it in 1885.

1. The first time a man looks at an ad, he doesn't see it.
5. The fifth time he sees the ad, he reads it.
9. The ninth time he sees it, he wonders whether it amounts to anything.
10. The tenth time, he will ask his neighbor if he has tried it.
13. The thirteenth time, he thinks it might be worth something.
16. The sixteenth time, he thinks he will buy it someday.
20. The twentieth time he sees the ad he buys the article.

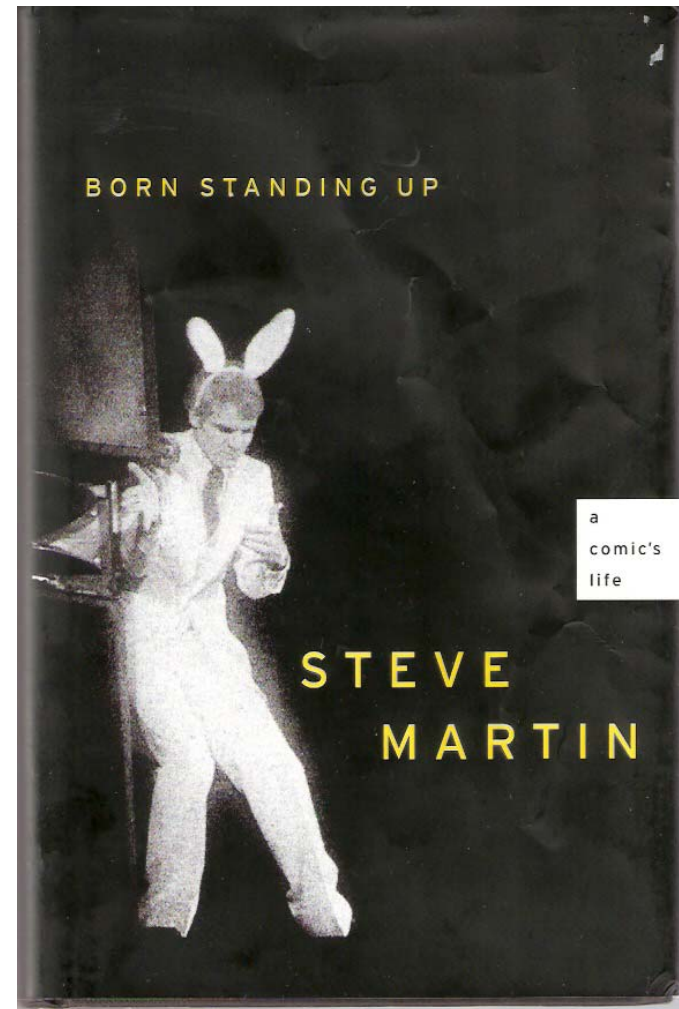
Have you ever run an ad once and had little to no response?

## An Example Of Persistence, Luck and Risk

Here is a quote from Steve Martin's excellent book, page 1:

*"I did stand-up comedy for eighteen years. Ten of those years were spent learning, four years were spent refining, and four were spent in wild success."*

His 1<sup>st</sup> big break, becoming a writer for *The Smothers Brothers Comedy Hour* TV show, came because an ex-girlfriend was a dancer on that show and was dating the head writer. Martin was woefully underqualified and way too young (23) but was given a chance anyway as a favor to the girl. He almost got the boot but borrowed a gag from his roommate which impressed the right people as his neck laid on the chopping block. They kept him. Talk about luck<sup>^2</sup>.



Scribner, 2007

## Steve Martin, Con't

In the early '70s Steve worked his way up to guest spots on TV shows, including *Steve Allen*, *Merv Griffin*, *Virginia Graham*, *Sonny and Cher*, and *Mike Douglas*. But the biggie every stand-up comedian coveted was a gig on *The Tonight Show Starring Johnny Carson*. To quote Steve:

*“There was a belief that one appearance on The Tonight Show made you a star. But here are the facts. The first time you do the show, nothing. The 2<sup>nd</sup> time, someone might come up to you and say, ‘Hi, I think we met at Harry’s Christmas party.’ The 10<sup>th</sup> time, you could conceivably be remembered as being seen somewhere on TV. The 12<sup>th</sup> time, you might hear, ‘Oh, I know you. You’re that guy.’”*

Steve became disillusioned with TV and at age 28 he left Hollywood to pursue live stand-up on the road. Went broke. Made pivotal decision: Headliner or quit – warm up acts get no press. It was risky but it worked.

It was all about the reviews – which he started getting in national press. Venue sizes increased. Sellouts. His “flywheel” was finally spinning. Five years later he would be the biggest stand-up concert draw in history.

# A Marketing Strategy

Here are the 7 elements of a Guerrilla Marketing strategy from Guerrilla Marketing, by Jay Conrad Levinson:

1. The purpose of the marketing – the physical action you want customers to take: click to a web site, visit your store, call a toll-free number, etc.
2. How you'll achieve this purpose – your competitive advantage and benefits.
3. Your target market, or markets.
4. The marketing weapons you'll use (next slide for examples.)
5. Your niche and what your stand for.
6. The identity of your business – your business' personality.
7. Your marketing budget as a % of gross revenues. Typical US companies = 4%.

*EMORY GJARH, DESIGN-BUILD, INC.*

Month: *January, 2011*

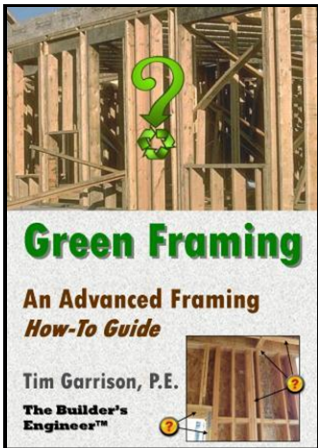
<u>Marketing Method</u>	<u>Monthly Cost</u>	<u>Comments</u>
<b>Post to blog</b>	\$ -	<b>Every Tues and Thurs</b>
<b>Website host, maint</b>	\$ 25.00	<b>Ongoing</b>
<b>e-Newsletters</b>	\$ -	<b>Mid-month to my email list</b>
<b>Canvassing</b>	\$ -	<b>Visit 2 real estate offices in MV</b>
Brochures	\$ -	None this month
<b>Post Cards</b>	\$ 125.00	<b>To all builder's assoc'n members</b>
<b>Classified ads</b>	\$ 40.00	<b>The Herald, once a week</b>
<b>Yellow pages</b>	\$ 20.00	<b>Ongoing</b>
<b>Newspaper displays</b>	\$ 400.00	<b>"Ask Emory" once a week</b>
<b>Direct mail</b>	\$ 125.00	<b>Postage only</b>
<b>Free seminars</b>	\$ -	<b>Prep for November</b>
<b>Trade show booth</b>	\$ -	<b>Prep for March</b>
PR consultant	\$ -	None this month

**Monthly Total: \$ 735.00**

(At 4%, you need \$18k gross income/month, or \$220k/year to cover this.)

# Is This Good Guerrilla Marketing?

Let me help you build  
more cost effectively



In today's market, lean and green defines success.

I'd love to send you a free .pdf copy of my latest book, *Green Framing—An Advanced Framing How-To Guide*.

Just email me with “Green Framing Book” as the subject line and I’ll reply with a .pdf copy. No strings attached, no gimmicks, and I won’t add you to any email lists.

The next time you need a cost-conscious structural engineer, please give me a call. Thank you!

**Tim Garrison, P.E.**  
Mount Vernon, WA

Office: **360-422-5663**  
Cell: **360-708-1865**

Web site:  
**ConstructionCalc.com**

Email:  
**ting@constructioncalc.com**



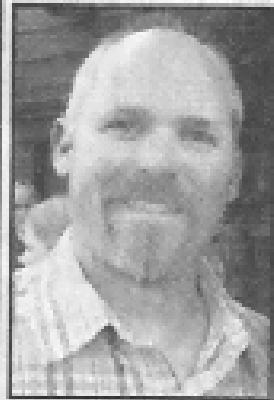
\* 4x5.5  
Postcard  
\* Done in  
MS  
Publisher

\* Printed  
full color,  
two-sided,  
glossy by  
Office  
Depot for  
\$.25/ea =  
\$125/500

\* Mailed to  
local  
builders  
and  
architects

Free

# Okay, Now, A+ ...?



## Hi and welcome to Sparky's Corner!

Lighting fixtures come in many shapes and sizes. Most are pretty straight forward to connect. The white wire is the neutral, the black wire is the hot, and the bare or green wire is the ground. Some of the white wires in the ceiling junction box may actually be hot feeds to or from the switch because of the two wire cable. These should be marked with black tape (many times they're not) to

indicate their use. Many chandeliers come with a clear type cable or "zip cord". One of the wires on this cable should be marked either with ridges or wording. Always make sure the marked wire is connected to the neutral to ensure the screw shell of the fixture is polarized correctly.

Until next time, *Evan*

Ackermann Electric Company

"Let Us Mend Your Shorts" • Give us a call at 360-336-6188

Check us out on the web at [www.ackermannelectric.com](http://www.ackermannelectric.com)

\* At about \$90/day \* 4 days/week = \$360/week...

\* Does it build trust? How?

\* Is the message right?

\* Is he truly an expert? (my wife's take.)

\* Is it persistent enough? Too pesky?

\* Is it professional enough?

\* Is it eye-catching? Why?

Bottom line: When you're in the market for an electrician would you think of Evan first? Second? Ever?

## Some Specific Ideas

- \* Software.
- \* Apps.
- \* A better mousetrap in your area of expertise (the Moe Tie, Paintbrush Keeper, etc.)
- \* A book. Write one and you're an "expert." Now you have a calling card to speak, consult, be a guest, write magazine articles, etc.
- \* Commercial T.I. work.
- \* A knockoff service / product related to what you do now.
- \* Raise money from private investors. Who do you know with money? Now is a great time to invest in the building industry.
- \* Rehab distressed properties.
- \* Become a consultant: eg: homeowner's advocate on remodels; or inspector for banks on repos; or software expert.

*I guarantee that the thing you start with will open side doors you never considered. And, there's a strong possibility that what makes you wealthy in the end isn't what you start with.*

## **Bottom Line: Do It. Every day. Every week.**

- \* Find your motivation. Build a fire in your gut. Keep things in sight every day that motivate you (your children, posters of your dream home, vacation spots, etc.)
- \* Draw out a game plan with heavy emphasis on marketing. Include a timeframe with milestones. Create a marketing schedule.
- \* Set yourself up with mentors. Read books, magazines, blogs, and newsletters.
- \* Do lots of guerilla marketing. Start local. Join clubs *and participate*. Broaden your network around a culture of giving without expectation.
- \* Be diligent but patient. New ventures usually take several years to become profitable. Remember it took Disney and Hershey each over 10 years and many failures to finally break through. They were extraordinary in their refusal to quit.

# Final Exam – What Did You Just Learn?

Think about this presentation and about me as the presenter.

- \* Why did I put this on for a very low cost?
- \* Should I have charged more money?
- \* What am I trying to gain and how?
- \* How well did I market this presentation? I.E. how many times did you see an ad? How many times did you need to see one to sign up?
  - \* How should I follow up?

*THANK YOU FOR YOUR TIME – I REALLY APPRECIATE IT!*