

Is **YOUR** marketing
bringing you results?



WARRIOR MARKETING CHECKLIST

The 11 Essential Components to Finally Break
Through and Start Creating Marketing That
Turns More Leads Into Buyers

Mike Agugliaro
Business Warrior

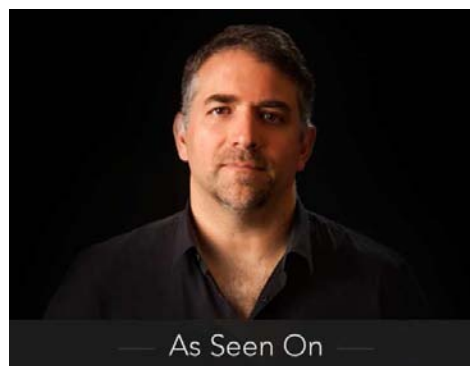


CEO WARRIOR
YOU'RE EITHER AVERAGE OR A WARRIOR

About The Author

Mike Agugliaro Business Warrior

For more than two decades, as the co-owner of New Jersey's largest and respected home services company, Gold Medal Service, Mike has played a key role in building Gold Medal's success. In the last 10 years, Mike's business-growing acumen has taken the company from a business making less than \$1 million a year -- to making more than \$28 million a year. Through his varied experiences -- including founder of CEO Warrior, author of "The Secrets of Business Mastery", speaker and publisher of Home ServiceMax magazine -- he's been successful mentoring and creating profitable business models and actionable processes for other businesses, both small and large. His goal is to dig deep and find a company's sweet spot -- through his management, operations, sales, marketing, goal-setting, communication, and personal coaching skills.



As Seen On



BOOK: The Secrets Of Business Mastery: Build Wealth, Freedom and Market Domination For Your Service Business in 12 Months or Less. A chapter-by-chapter collection of best business practices, tools and strategies for service business owners.

BOOK: Secrets of Leadership Mastery: 22 Powerful Keys To Unlock Your Team's Potential and Get Better Results: 22 powerful keys to help you create a culture where you build and lead a hardworking team of superstars, inspire them to give their very best, and generate measurable results.

BOOK: Secrets of Communication Mastery: 18 Laser Focused Tactics To Communicate More Effectively. We all communicate. We can all learn to communicate more effectively. When you do, you'll see instant results in every personal and professional relationship.

MAGAZINE: Home ServiceMax Magazine: Written by and for peers in the residential home service industry, this magazine provides insight into marketing, finance, customer service, and human resources. For more information, and to subscribe, visit <http://homeservicemaxmag.com>

PODCAST: Host of CEO Warrior Podcast Show: Mike's weekly podcast show where he explains the strategies, systems, and secrets he deployed to turn his two-man service company into a \$28 million (and growing) empire. Plus Mike interviews 'A List' guest experts on various topics like Leadership, Business Start Up, Growing Your Business, Stop Over-Paying Your Taxes and much more.

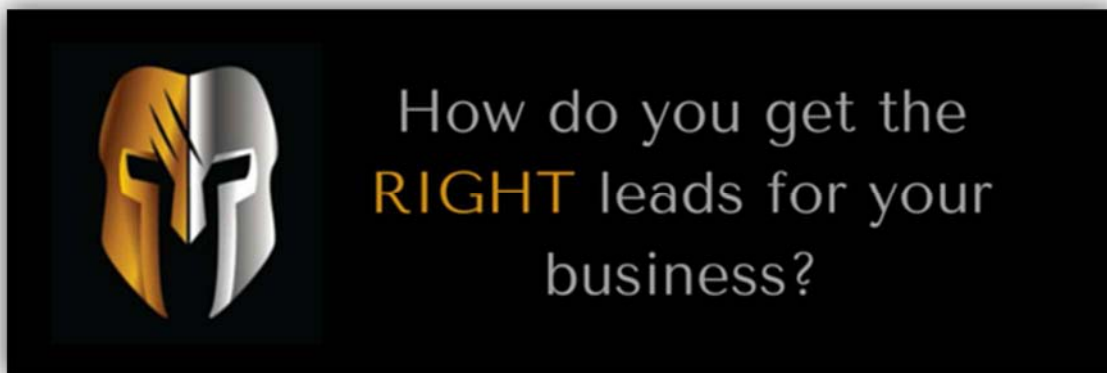
Leads. They're one of the most important components of your business.

Your service business depends on leads, and a steady flow of leads is one of the best predictors of whether your service business will remain in business tomorrow, next week, next month, and next year.

Generating Leads Is One Of The Most Important Actions You Can Take

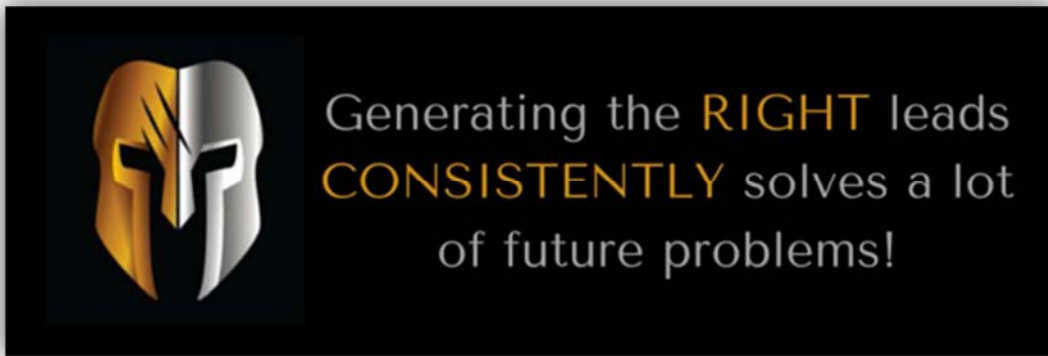
More leads means more customers, which means more work. And more work is good for your team and for the health and longevity of your business.

So one of the most important questions you should be asking yourself regularly: **“how do I get more of the right leads into my business?”**



In fact, you should put this on your to-do list as a default activity, and revisit this question every single day.

(Notice I didn't just say "how do I get more leads..." but rather, "how do I get more of the right leads..." The difference is critical. You could easily go out and get thousands of leads right now - but they may not all own houses, or they may not all have money to pay you, or any other reason that doesn't make them the right lead for you right now. So make sure you're always looking to get the right leads into your business.)



As a service business owner, it's your duty to ensure that there is a constant stream of the right leads flowing into your business regularly. Fail to do this and your work will dry up and your team will become dissatisfied and your bills will pile up. But when you generate more of the right leads into your business consistently, **it solves a lot of problems**. And if you find yourself facing large and unexpected challenges (perhaps a bill you didn't realize was coming due so soon or perhaps an emergency expense), you can solve these by simply going out and getting more leads and turning those leads into business.

Generating The Right Leads Means Doing The Right Things

You know the importance of leads but leads rarely just appear. You have to go get them. You have to capture their attention and attract them into your business. To do that, you need to do **marketing**.

(Note: I'm using the term "marketing" as a catch-all term for advertising, promotion, online marketing, social media marketing, direct mail marketing, etc.)

You need to use various marketing strategies and tactics to get the word out about your business and make the right people aware that you are an expert service business that is uniquely qualified to help them.

I frequently talk about marketing strategies and tactics on my blog at CEOWARRIOR.com/blog and on videos at CEOWARRIOR.com/warrior-tv and in my books, especially

[The Secrets of Business Mastery](#). And if you attend my [Warrior Fast Track Academy](#), I actually share with you the exact marketing pieces I use for my service business (including a full swipe file of every field-tested and proven marketing piece, along with the name of the printer who can print it for you!)

You know that leads are important, and you know that marketing is the way to generate leads. However, there's one piece of the marketing puzzle that often gets overlooked: in spite of this focus on leads, service business owners don't always deploy their marketing as effectively as those marketing pieces could.



Sometimes a mistake is made, or sometimes they simply leave off an important component that could have made the marketing piece considerably more effective, or sometimes the marketing piece is just weak, limp, and not very powerful.

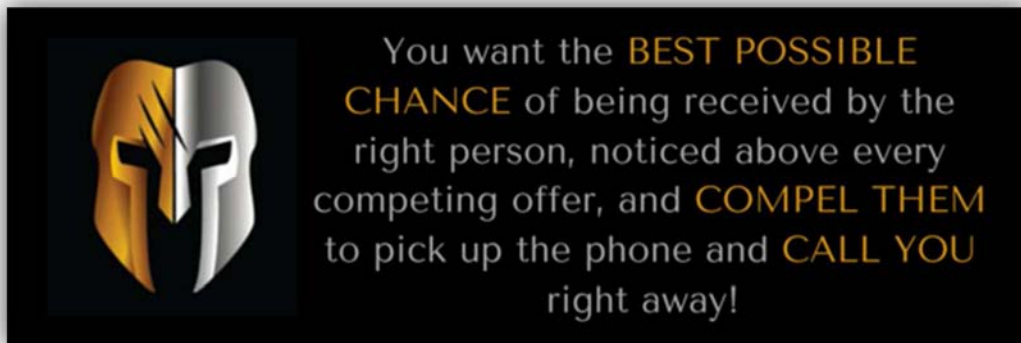
Imagine spending thousands of dollars on a marketing program, mailing out to a carefully targeted area, and then you're left wondering why your phones never ring. Then someone in your office picks up the marketing piece and observes that no phone number was ever added – so there was no way for the prospect to contact your business unless they actually sat down at their computer and searched for you online. That might sound silly, and you might even say, “that would never happen in MY business,” but it does happen.

Or maybe all the information is on the marketing piece but the message is confusing and the recipient doesn't understand what you're offering.

This happens more often than you think it does, especially in the home service business where we can accidentally use language that is too technical for homeowner. So your marketing gets ignored because it doesn't make sense.

Or maybe all the information is there and the message makes sense but there's no compelling offer. So your marketing gets lost among the piles of mail that customers ignore because it simply didn't resonate with them; perhaps they received a marketing piece from a different home service business on the same day but your competitor offered them an incentive to call and you did not.

Your customer's mailbox is crowded with pizza coupons and real estate agent flyers. (And I'm only using direct mail as an example here but your prospect has limited attention for all other marketing avenues as well, including radio, television, online, etc.) **So doesn't it make sense for you to make sure that your marketing has the best possible chance of being received by the right person, noticed by them over and above every competing offer, and then compels them to pick up the phone and call you right away?**

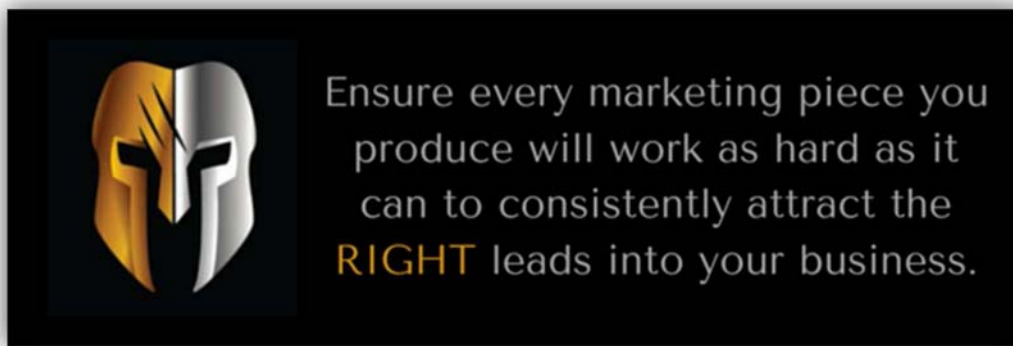


I hope you're seeing what a lot of people miss:

1. Generating the right leads is one of your primary duties as a service business owner
2. Lead generation happens through marketing
3. Marketing can be powerful when done right, but can be an expensive mistake when done wrong

And that third point is what I want to address in this document. Many already know the first and second points but they overlook the third. But when you master the third point, you can make a lot of money.

That's why I want to share with you something very powerful, yet often overlooked: **it's a powerful, simple-to-use checklist that will help you create the most effective (and profitable!) marketing possible, and help to ensure that each and every marketing piece you produce will work as hard as it can to consistently attract the RIGHT leads into your business.**



You should hear the story behind this checklist, which will show you how vital it is... not just to the lead generation activities in your business but ultimately to your business as a whole.

If you've heard my story before, you know that my business partner and I were electricians who spent the first ten years of our business struggling. The business made less than a million a year and it was just the two of us (plus sometimes two assistants) working almost 24/7 in two vans.

We nearly burned out.

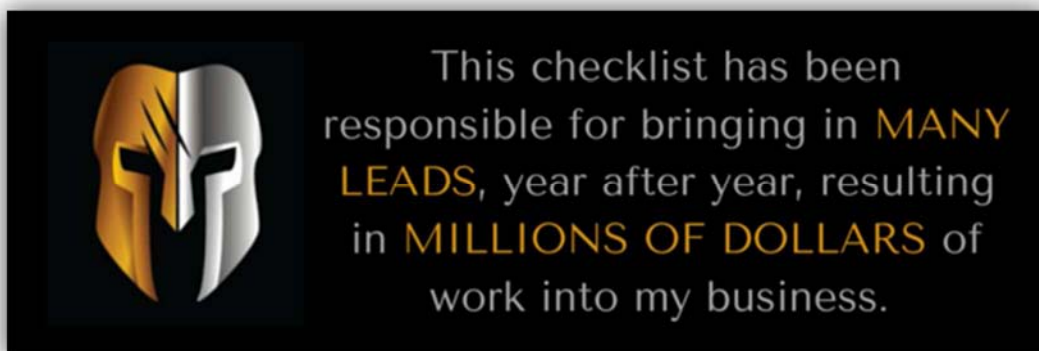
Then we made a massive shift in our business that changed everything. Now we're 20+ years into the business, and the second decade has been completely different – we made \$180 million in this second decade of business (as I write this, we're on track this year to earn \$32 million this year).

That's a lot of money... earned from a lot of the right leads... generated from the right marketing.

And the checklist that I'm sharing with you today was built, tested, and refined when we made that massive shift and started building our business bigger. In the first decade (our "decade of struggle") we were sending out marketing pieces and getting a mixed response (sometimes great, sometimes good, sometimes not-so-good).

So after a lot of studying and modeling what other successful businesses were doing (outside of the home services industry), I built and tested and refined the marketing checklist in this document. And we made sure that every single piece of marketing that was sent out of the business – whether a direct mail piece or a Yellow Pages ad or a website or a Facebook post – gets run through this marketing checklist.

And the result? I started sending out marketing that was considerably more effective, and this checklist has been responsible for bringing in MANY leads, year after year, resulting in millions upon millions of dollars of work into my business.



Even today, even as my home service business fires on all cylinders, and even as the business runs without me doing the day-to-day work, every marketing piece still is put through this checklist.

It ensures EVERY marketing piece we produce is as effective and profitable as it can be.

I want your service business to enjoy massive growth, and I want YOU as a service business owner to make more money and get more freedom. And one of the most important and powerful tools you can use is this tool, the same marketing checklist that I still use in my business.

How To Use The Checklist

Print off the checklist and make sure it goes to anyone in your office who creates or handles the marketing. As you develop a marketing piece, follow the checklist and make sure each relevant component is there.

Remember: this checklist is useful for ANY type of marketing in ANY media. Sometimes the language of the checklist might seem like it's written for direct mail or print marketing but you can use this checklist for anything (just ignore the parts that aren't relevant for that medium).

I would actually recommend that you use this checklist *twice* for every marketing piece – once while creating the marketing piece and a second time while reviewing it before it is sent out or published.

For example, one section of the checklist says,

Headline

- ***Does your headline catch the reader's attention and demand that he reads the rest of the ad?***
- ***Are you using a subhead that supports the headline?***

So when you (or your team) sits down to write the marketing piece, you would look at this step and write your headline and then review it against the checklist, asking yourself if it catches the reader's attention and demands that they read the rest of the ad.

Then, once the piece has been created (for example, if it has been uploaded to a website or once the proof has come back from the printer)

then you should sit down with the checklist again and review each point of the checklist a second time.

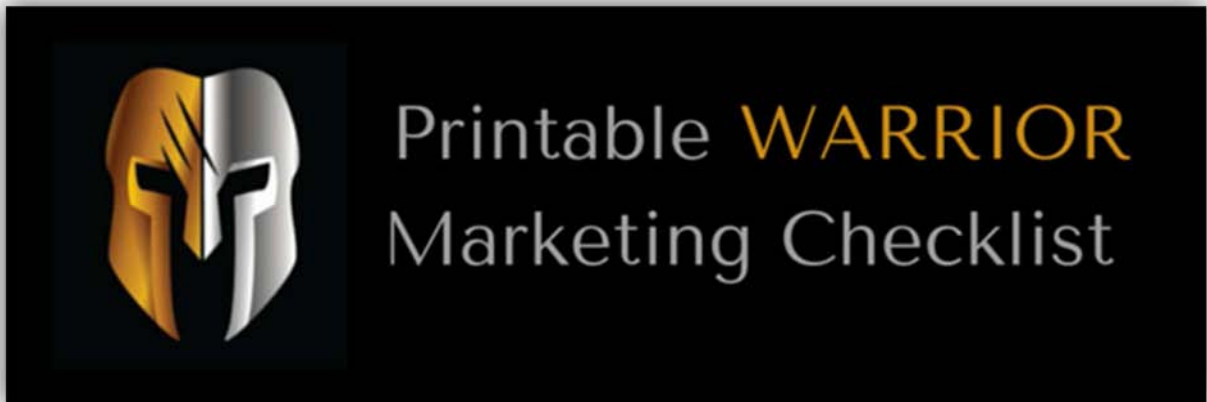
Best Practices

- If there are several people in your office who handle the marketing, make sure someone has the assigned responsibility of reviewing each specific check-box in the checklist. For example, if someone in your office is stuffing your marketing into envelopes then make sure they are in charge of the envelope portion of the checklist.
- If at all possible, the person who creates the marketing piece should not be the same person to review it with this checklist the second time around. That's because it's easy for the marketing piece creator to think they see something that isn't there. This is very common. So another set of eyes is helpful.
- Don't use the checklist as a "yes-I-looked-at-this" checklist. Use it as a "I-need-to-think-about-this" checklist. Here's what I mean: when you get to the headline part of the checklist, the review shouldn't just say, "is there a headline? Yes? Great!" and check off the headline check-box in the checklist. Rather, they should ask themselves the questions in the headline, "does the headline REALLY catch the reader's attention?"
- Use this checklist on EVERY piece of marketing that goes out, and then also use it to audit your existing marketing (including Yellow Pages, website content, social media marketing, etc.)

Summary

Generating leads is one of the most important things you can do, and it's your marketing that primarily does this for you. So use this marketing checklist to help you create the most effective and profitable marketing you can... it's the same one that's helped me create marketing that has turned into millions of dollars of business.

So turn the page to view the checklist and print it off... and then starting creating amazing, effective, and profitable marketing in the same way I do...



Check when complete

Envelope format/Layout

- Teaser: are you using the entire envelope? Or,
- Blind: can you tell that it is direct mail?

The headline – the top

- Does your headline catch the reader’s attention and demand that he reads the rest of the ad?
- Are you using a subheader that supports the headline?

The salutation – greeting

- Did you properly personalize your mailing? Or,
- If using a generic salutation, did you clearly define the group the mailing is going to?

Getting your copy read – demand attention

- Did you give your offer a name?
- Did you make a “why wouldn’t they buy” list and answer them?
- Did you create an interesting and arousing opening sentence?
- What does the reader gain if he responds or lose if he doesn’t?
- Did you end all pages in incomplete sentences?

- Did you use short sentences and short paragraphs?
- Did you use graphic enhancement to make your mailer easier to read?
- Did you have a middle school age child read your copy to make sure they understand all words?
- Did you tell the reader their advantages to respond?
- Did you include all pertinent info? (method of payment, sizes, location, hours, etc.)

- The deadline – when and why**
 - Is your deadline by time or amount?
 - Did you ask the reader to respond several times in the mailing?

- Testimonials – social proof**
 - Did you put in as many as you can?
 - Did you properly identify them?

- The illustration – visuals create emotion**
 - Do you have room for an illustration?
 - Does the illustration tell a story?
 - Is the illustration properly captioned?

- Free gift – teaser to take action**
 - Are you offering a free gift or gift with purchase?
 - Have you properly described the gift to maximize its perceived value?
 - Do you have room to show a picture of your giveaway?

- The guarantee. Is it strong? Ask why.**

- The P.S.**
 - Does your P.S. re-state your offer, your guarantee, your giveaway, your deadline?
 - Do you have room for more than one P.S.?

- The list. Are you mailing to the people most likely to respond?**

Another Solution For Your Struggles

The Solution To Your Struggles

WARRIOR FAST TRACK ACADEMY 4 DAY WORKSHOP



- Full disclosure of my tools, strategies, procedures, systems that produces over \$3M in sales each month
- The 8 Figure Mindset so you can accomplish your major milestones
- Step by step action plan – THE BLUEPRINT –for our business to massively grow and dominate the market.

Here's a little bit about what I do in my four-day **Warrior Fast Track Academy**. I give you everything, I'm teaching you how I did the \$3 million month, tools, strategies, procedures and all that, good stuff. I talk about the eight figure mindset so you can accomplish major milestones. Step by step action plans. You leave with a blueprint. I tell everybody, here's the deal. At the end of the last day, you're going to submit to me your blueprint to change the game in your business. If I think it's a wimpy blueprint, guess what I do. You don't leave. I will stay all weekend long. You'll cancel your flight and we don't go home.

A Taste Of What's Covered

- Mapping out your goals and actionable steps
- Accountability Exercises
- Key problems and solving structure
- Marketing Avatar and strategies
- Branding
- Recruiting Marketing
- Employee Marketing
- Marketing New and Existing Clients
- Generating More Leads
- Managing Technicians
- CRS's – inbound and outbound
- Membership Programs and Sales
- Growth Strategies
- Service Center Improvement Programs
- Revenue Management – managing the numbers!
- Building Another Trade Line
- Demographics, Affiliate Programs
- Conversion & sales strategies
- Customer Satisfaction Strategies & Tools
- Service Center Procedures
- Hiring Procedures
- Employee Management
- Employee Evaluation
- Payment Structures
- Sample Company Accountability Foundation

We also do a lot of behind the scenes stuff. What would it be worth for anybody in this industry? I'm giving you a binder with about the most tricked out ninja warrior strategies but not just the strategies in hope you can figure it out. I show you how to do it, when to do it, all that

What else is included?

- Sample marketing & customer service material for Gold Medal Service *TURN KEY TEMPLATES
- BINDER containing all of my strategies, procedures, tools and your worksheets to apply what you've learned.
- Behind the Scenes Tour of Gold Medal Service HQ
- Exclusive Dinner Nights



stuff. Most people aren't telling you these steps. They're hoping you will figure it out.

Here's just a little bit of some successes. If any of you guys might know Dustin Folkes. He's one of the people who not only came through it, he's been in my warrior program working with me. You come in the morning, you spend all day with us, I'd feed you dinner, feed you lunch, more snacks, amazing day. That night, 10:00 at night, if you think I didn't give you ten times the return, I will give you all your investment back 100%, on the spot, in cash, no problems, no quibbles, nothing at all, 100%.

Check it out at www.ceowarrior.com/events



Get off the fence and do it. Believe me when I tell you, you won't be disappointed. You got to be off of your rocker not to check this out...The return was phenomenal. More than 10 times. It's more than 10 times of what I paid already.

JOE COLLINS
Einstein Plumbing



"If I were to monetize the value that I've gotten within this day-and-a-half, it would usually be in the millions of dollars of added revenue to my pocket. Then there's all the intangibles that you can't put a price on, that are just priceless. Things like building a company culture and walking around the office here ... It's one thing for a person to talk about company culture, and I've read about company culture, but coming in here, walking around, seeing it in action, and seeing how important that is, that really is priceless."

MITCH AND JAYMEE KENNEY
Colepepper Plumbing

FREE RESOURCES



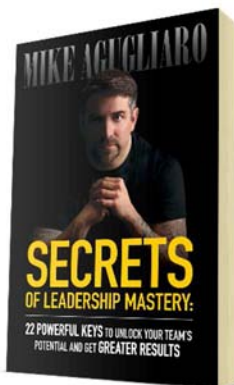
My advice and strategies, interviews with experts in wealth building, success, marketing, sales & more. **FREE SUBSCRIPTION**
www.ceowarrior.com/podcastshow



Designed to help you be a leader in your field, improve your sales, marketing, customer service and more. THE go to resource for service business owners!
FREE SUBSCRIPTION
www.homeservicemaxmag.com



THE SECRETS OF BUSINESS MASTERY: Build Wealth, Freedom & Market Domination For Your Service Business in 12 Months or Less
FREE CHAPTER
www.ceowarrior.com/freebookchapter



SECRETS OF LEADERSHIP MASTERY: 22 Powerful Keys To Unlock Your Team's Potential And Get Greater Results
FREE CHAPTER BUNDLE
www.ceowarrior.com/freeleadershipbookchapters