

Five Steps to Becoming Known In Your Community

When you open a new painting business, it can take years for locals to think of you when they hear the words *house painting*. But there are steps you can take to increase your visibility & memorability, which will speed this process up considerably. Here are five effective techniques to become known more quickly.

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

*Jeff Bezos,
CEO of Amazon*



Invest In Your Brand

Invest money in having a visually appealing logo designed, and having that logo placed on your vehicles and on yard signs along with your contact information. Those marketing opportunities are too valuable to waste when you first open.



Highlight Your Differences

Your name, motto, and even your logo should highlight what makes your business better than the rest. Are you fast? Do you offer services beyond painting? Do you offer a guarantee? Make sure everyone knows it whenever they see you!



Show Off Your Work

Many people are visual learners - they don't believe something until they see it. Fortunately, painting is a visual business. Include before and after pictures on your marketing so potential customers can see what your work can do to a home.



Make People Laugh

Social media is powerful, but painting contractors that use it only for promotion will quickly be ignored. Instead, find home-related ways to make people laugh. These pictures or stories will be shared, providing free exposure for your business.



Boost Your Online Visibility

Over ninety percent of people go online to look for local service providers, so it's important to have a presence there. A great web presence requires more than just a website - your business needs to be visible, look professional, and have several great reviews from the past few months.



<http://www.ProPainterWebsites.com>



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