

Door Hanger Success Out In the Field - Part I

From the Strategies for Success (SFS) experts,
www.SFS.JonDon.com

All the news stories talk about the recession forcing us back to the “basics.” Stuff like actually saving money, living within your means, spending time with your family – boring basics like that. So it got your SFS team to thinking about marketing and some of the old tried and true stuff that we did 30 years ago. The funny thing is our SFS members tell us the same marketing tricks are still working for them! Hmmm...

So let’s talk “door hangers.” That’s right, those old fashioned marketing pieces that are actually physically placed at neighbor’s houses (or businesses) using shoe leather instead of bulk mail, newspapers or the Internet. (I’m going to focus on the good old “five around” next to jobs you are doing instead of the mass inserting of flyers door to door in selected neighborhoods. Which can also be a valuable marketing technique. But that’s another article!)

We always found the key was the title. Ours always referred back to us having worked in their neighbor’s home or business. This mentioning their neighbor was both subtly reassuring and added a bit of peer pressure. (Hey, honey, they didn’t attack Marge when they were alone with her so maybe you’ll be safe too!)

NOTE: One warning here. Do NOT write down the name of the neighbor you’re cleaning for that day on the door hanger. Some people correctly view this using of their name as an invasion of their privacy. (Don’t ask us how we learned this!) Or if you do ask if you can use their name then this request may come across as unwanted pressure.

Our door hangers had a big title that said, “Today, your neighbor cleaned up big!” along with a eye-catching and dramatic color photo.

We found this little play on words caused folks to at least check the body of the message.

We also put a special discount offer on the back of the door hanger. Today we would put at least a \$20.00 off coupon. (Normally a specific dollar amount is better than a percentage.) And here is a way to get “double duty” out of your door hangers.

Unless the property is specifically posted “No Trespassing” (or has a snarling dog behind the fence) you can leave something in the door. BUT it should not be visible from the street. A good way to do this is just slip it under the storm door. And of course everyone should know it is a federal offense to put unstamped stuff in a mail box!

So go ahead. We challenge you- try the boring old “five-around”- one on either side of the house you are working on and the three homes across the street. Then report back on how it works for you- even after all these years we say basic human nature doesn’t change. Let us know your thoughts.

Your Strategies for Success Team

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