

# SPRAY

*and*

# Pray

by Dan Galvin, owner of East Coast Power Washing and  
Founder of SuccessInPowerWashing.com

Have you ever sent out a postcard or brochure about your power washing business and got no sales from it? Well you're not alone!

A lot of power washing business owners do what I call "spray and pray." In other words, they buy 5000 postcards cheap, then send them out to anyone and everyone they can find an address for, praying that someone calls. They have no strategic plan and no clue who their target market is. Their approach is that their power washing service could really help just about everyone. But here is something to think about: if you have everybody for a prospect I can guarantee you will have nobody for a client!

Ok, yes, I know about this all too well. Why? Because I was a sprayer and prayer for years. It got to the point that it was so expensive and frustrating that I said "forget it! This stupid marketing stuff just doesn't work" and I stopped sending out postcards.

What I didn't realize was that I was running a hit or miss type of marketing, which is probably the most costly marketing out there. I had absolutely no plan whatsoever when it came to my marketing. I would go buy some stamps and send some postcards out. That was my plan. I had no clue who my target market was and it was killing my business.

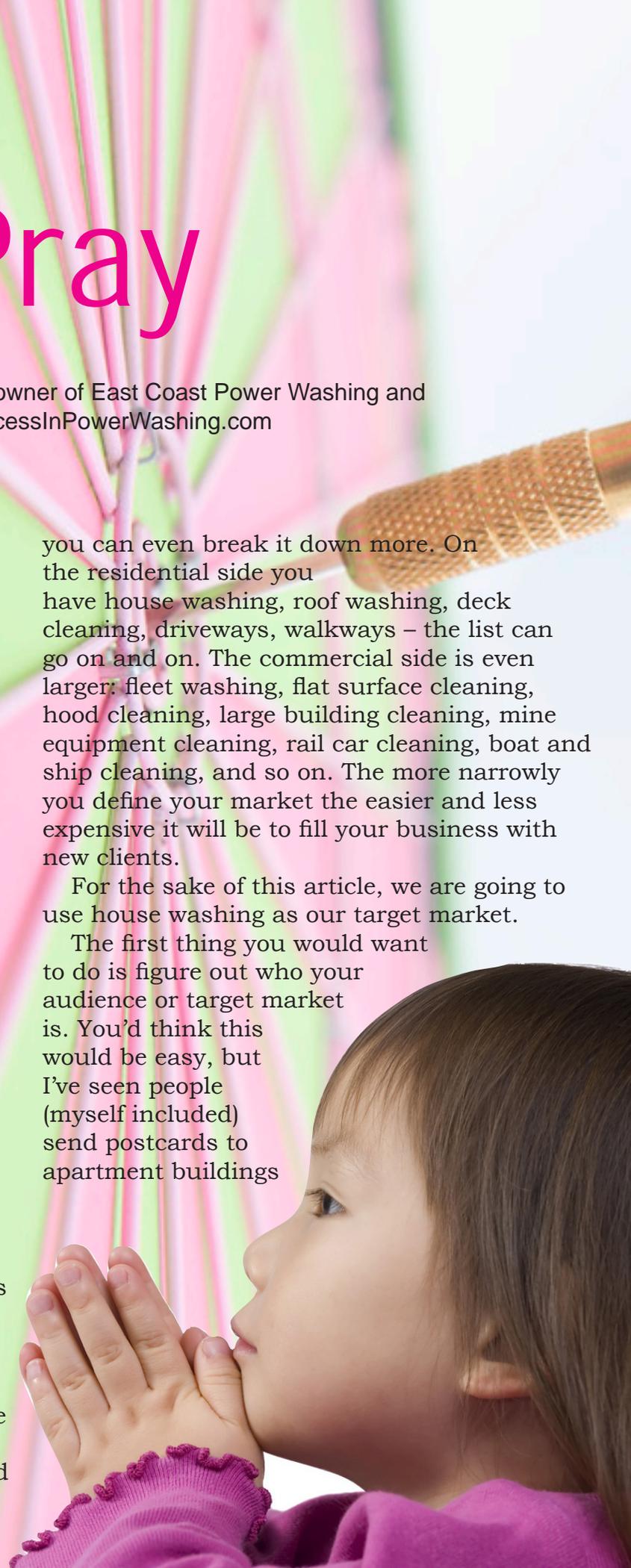
## **The Need for Niche**

Power washing is a niche business, but there are niches within this niche of a business. You have residential and commercial/industrial and

you can even break it down more. On the residential side you have house washing, roof washing, deck cleaning, driveways, walkways – the list can go on and on. The commercial side is even larger: fleet washing, flat surface cleaning, hood cleaning, large building cleaning, mine equipment cleaning, rail car cleaning, boat and ship cleaning, and so on. The more narrowly you define your market the easier and less expensive it will be to fill your business with new clients.

For the sake of this article, we are going to use house washing as our target market.

The first thing you would want to do is figure out who your audience or target market is. You'd think this would be easy, but I've seen people (myself included) send postcards to apartment buildings



or areas of town that typically aren't going to have their homes washed. Not only did these people not want my service, many did not need it.

Now we know that our target market is homeowners, but what type of homes are you looking for? Are you only looking to do vinyl or are you a wood guy? Large homes or small homes? The more you can narrow it down, the easier it is to

define which niche you want to be in and the less expensive your marketing cost will be per customer.

## Getting Your Target's Attention

Now that you know who your target market is, how do you get their attention? Here are some examples:

### **"Attention Homeowners" (General):**

This would be a general attention getter, and good if you have an area in mind and you know what the homes are like.

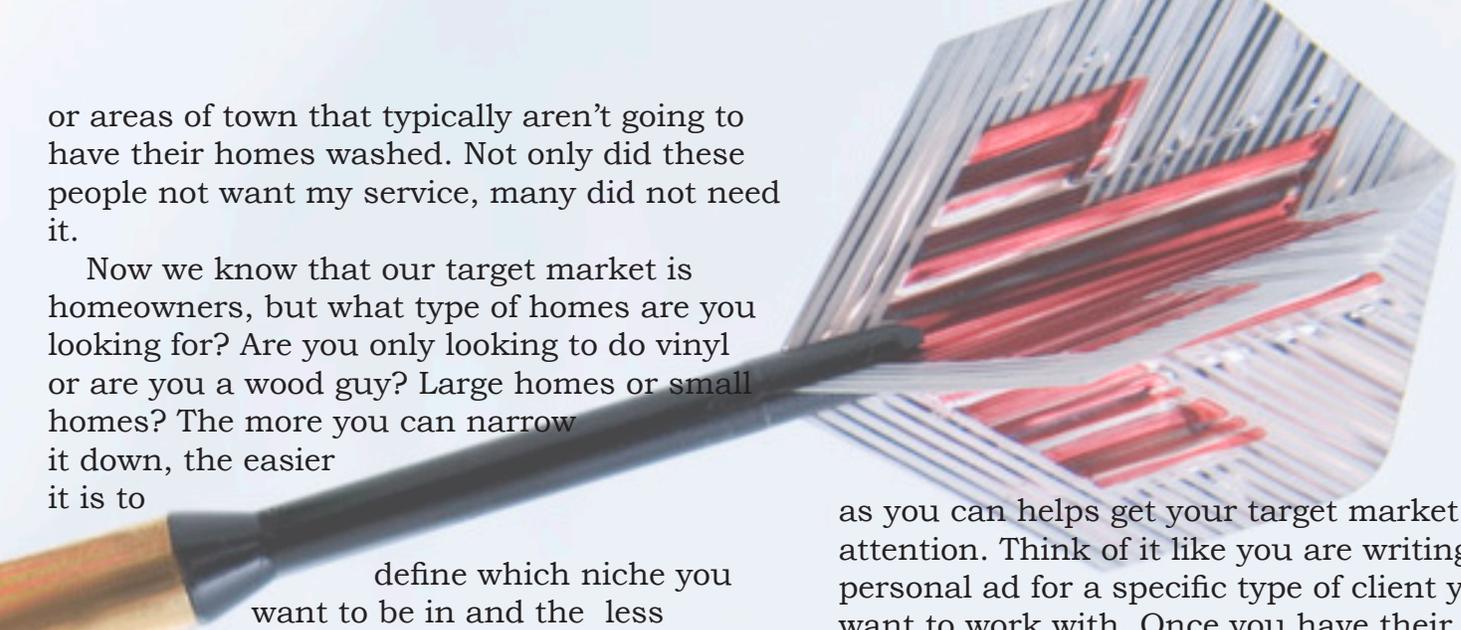
### **"Attention Lion Estate Residents:"**

**(Narrower):** This one is really cool for developments. This gets the prospect to look at the postcard because it's narrowed down to their development. Where I live, I'm really lucky to have one development with 800 homes and just down the street have another development with 400 homes. I develop postcards for those specific developments and they work fantastic.

**"Attention Homeowners with a wooden deck:"** This is a general attention getter to homeowners but you've narrowed it down with a specific niche -- deck restoration. If you just want to restore decks this is a great method.

**"Attention Lion Estate Residents with a Wooden Deck:"** **(narrow with a niche):** That's even more specific because you are targeting one particular area and you're looking for a specialized niche to do in that area.

Making your marketing material as specific



as you can help get your target market's attention. Think of it like you are writing a personal ad for a specific type of client you want to work with. Once you have their attention, structure a message that resonates with them because you know who they are. Your response will increase and the cost of each client will decrease. And that's awesome!

*Dan Galvin is the owner of East Coast Power Washing and the founder of SuccessInPowerWashing.com. He also teaches the PWNA's House Washing Certification Course and the House Washing School.*

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