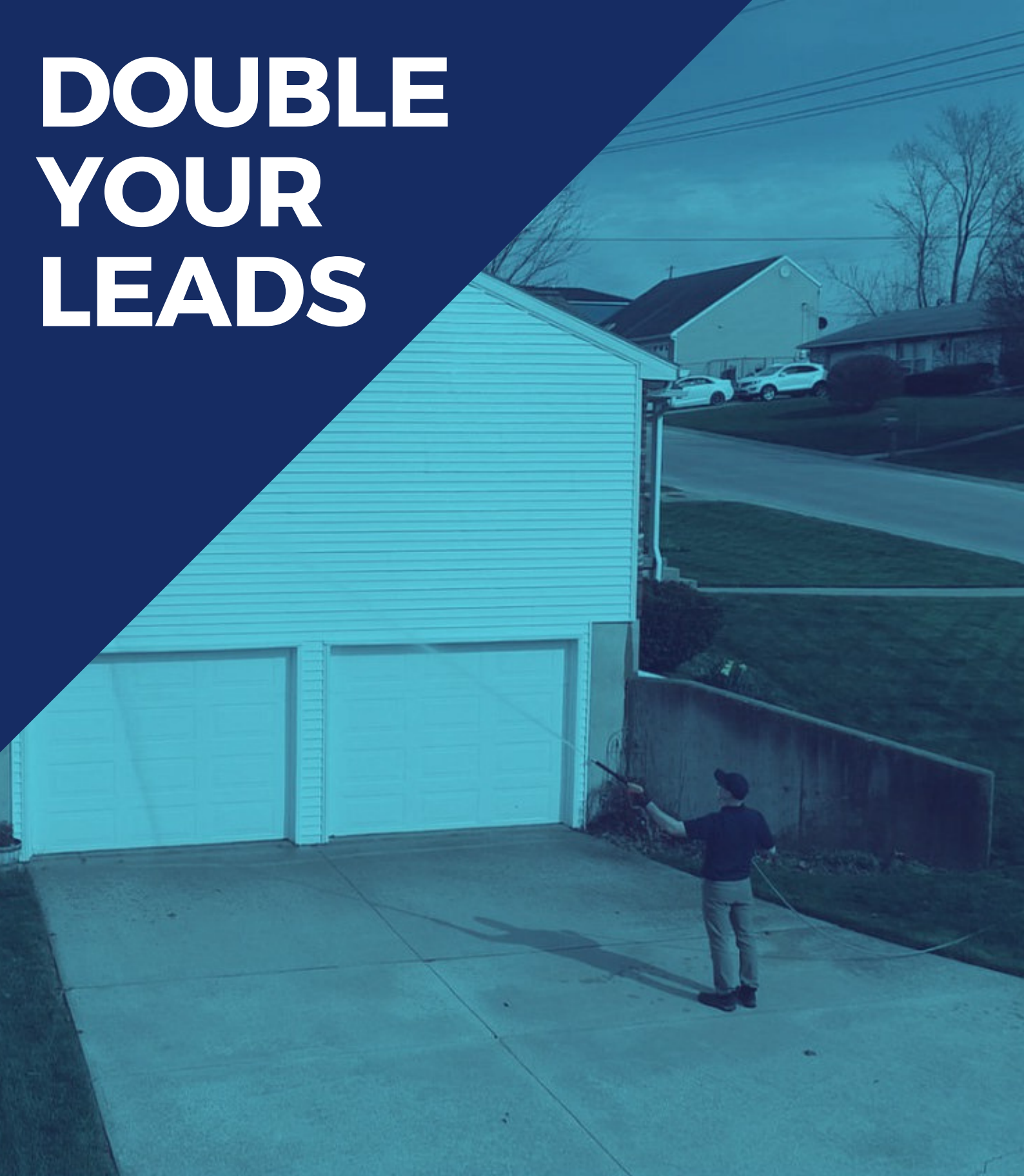


**DOUBLE
YOUR
LEADS**



**BY CRAFTING KILLER
VALUE PROPOSITIONS**

IMPROVE YOUR USP'S (UNIQUE SELLING PROPOSITIONS) AND CRAFT A KILLER OFFER THAT WILL DOUBLE YOUR SALES

When you're addressing your website, or marketing for your pressure washing business, you will come across hundreds of articles during your research that talk about how to increase traffic to your website. Any book you buy will dedicate dozens of pages to advice and tips on increasing traffic, and you'll be bombarded by dozens of marketing companies all promising to grow your website's traffic as well. Now, while traffic to your site is a big part of a business' success, visits don't always translate into leads or what really matters sales. In fact, most companies out there will need hundreds of site visits just to make one sale. So, getting traffic to your site is only the beginning.

Once people land on your home page, you need to ensure that they will love what they see and be convinced to choose your company out of the sea of others that are offering the same pressure washing/exterior cleaning services as you. How is this possible? How can you stand out from the sea of pressure washers rather than get lost in it yourself? Well, for this you need to create an offer they can't refuse. If you're struggling for ideas or how to begin then read below as we look at how you can create a totally killer offer and double your sales. Yes, you heard right! If you focus on this one thing and execute on it precisely, you can double your conversions online and offline! **Double your frikin sales! Let's Go!**

WHY YOU MUST MAKE A KILLER OFFER ALONG WITH YOUR VALUE PROPOSITIONS

One of the quickest ways to generate more pressure washing sales is to make an offer that none of your competition would dare to do. The kind of offer that is too good for a customer to turn down; the kind of offer that your competitors won't be using even after they see you're doing it. Having an offer so great that your customer can't say no and your competitors won't use is a win-win for you. This however takes some guts, I'm telling you, you need to make an offer your competition is scared to even think about. You need to make an offer that you're scared about, one that gives you a little bit of stress. If your offer does not freak you out a little bit it's probably a crappy offer. Let's be real here, are you excellent at what you do? Are you one of the best pressure washing companies out there? If so, then let's back it up with some ballsy offers, if not, then don't bother reading any further, cause this eBook WILL NOT help you. One thing that should give you the boldness to go all out on your offer is this simple reality, if you do not make an offer or a guarantee to your clients, you don't care about them. That's right, this is the brutal truth, your customer, doesn't know anything about you, and you know everything about your service, they are the ones in the dark and are taking a risk on you. To stress this even further they are the ones giving up their hard-earned cash to hire you. So the reality is, if you do not make a guarantee or special offer on your services, you are telling your clients, I'm unwilling to take on any risks but I am asking you to take a risk on hiring me. COME ON! Let's step it up, let's eliminate all fears for your clients, and the market will REWARD you! I promise! So let's get to work crafting our KILLER offer for your pressure washing business.

YOU CAN MAKE YOUR OFFER WHATEVER YOU WANT BUT IT CANNOT BE A WEAK OFFER

Many companies will position their offer around a specific aspect of the sale or service, you can make your offer around price, quality, or experience. Whatever you decide to do, it cannot be simply an offer everyone else is willing to do, or else it's going to SUCK! You need to think long and hard about this and remember it should be a promise that gives you a little bit of anxiety, those are the promises that actually grab people's attention and WOW them. Saying you're a family-owned, local business that is ensured isn't a killer offer, in fact, it's not even a unique selling proposition, anyone can say those things, those are a given, we need to make you stand out!

In the following sections we will outline various ways you can structure your offer and make yourself stand out. You can choose one of them or position multiple versions of them as your unique value propositions. Let's dig in.

THE LOW HANGING FRUIT BUT STILL WORKS - A MONEY-BACK GUARANTEE

When it comes to making any kind of purchase, the ones that people love the most are the ones that carry no risk. The only way for a company to provide a service that is completely risk-free for the customer is to have a money-back guarantee in place. Don't worry, we know what you're thinking - surely this is the fastest way for you to lose money? But don't panic, there's no need for you to start having visions of going bankrupt in the first month because rarely will this go against you, if ever actually. People love to feel the security that comes with a money-back guarantee but the vast majority of people will never use it. That's because people are more than happy to pay for the service they've requested so long as the service reaches their expectations, which yours undoubtedly will. Unless your service sucks, which in that case, again, you should STOP READING THIS and go red tip some vinyl or start spraying bleach on your customer's plants, go, get out of here!

Alrighty, so you're ready to offer a money-back guarantee, now you need some catchy sentences for your website and marketing material such as **"The best experience you've ever had with a pressure washing company or it's free."** OR **"If you're not happy with our work we will pay a competitor to do it for you."** Anything to grab their attention and eliminate their fears. Most people want to hire you but we need to tear down the mental obstacles and make it easy for them. Trust me, when someone is weighing out who they want to pick this will win you a ton of sales, why? because you're eliminating all fears from their mind of uncertainty or getting ripped off.

EASY WAYS TO STAND OUT - USE WORDS THAT END IN “EST” FOR YOUR USP’S

Would you rather go to a good restaurant tonight or do you want to go to the best restaurant tonight? Would you rather use a cleaning service that is highly rated in the area or do you want to use one that is the highest rated in the area? The choice is obvious! People want the best, the greatest, the highest, the cheapest, the finest, etc, for any service they use. Just by changing the language that you use a tiny bit, you can have a big impact. By utilizing words that end in ‘est’ when talking about your pressure washing services, people will be far more inclined to want to use you.

What’s more, people often skim-read information looking for keywords or only listen out for keywords when someone is talking - you don’t always need to hear or read the whole sentence, you only need to hear the important ones - so, visitors will scan your site and take in words like **best**, **greatest**, and **highest**, and those will be the ones that stick out. Even if they leave your site and look at other company’s services pages, your words will still be in the back of their mind because words like these leave a lasting impression and can convince them to come back to you in the end!

Here are some examples to get the creative juices flowing for your USPs.

San Diego’s HIGHEST Rated Pressure Washing Company

Voted The BEST Pressure Washing Team in Orlando 3 Years in a Row

We Offer The FASTEST Scheduling in Atlanta - Usually Within 72 Hours of Your Request

EASY WAYS TO STAND OUT - USE THE WORD ONLY FOR YOUR USP'S

Being unique is a really simple way to get your pressure washing company noticed among all the others. In fact, it's one of the most effective ways that you can get people to pay more attention to you. For example, if there is a room with twenty cats and only one dog, people will immediately look at the dog. Cats could be swinging from the ceiling and yet, everyone's attention will be on the only dog in the room. (I mean dogs are WAY COOLER anyway but that's a different story) In the same way, you need to be the dog in the room full of cats. Your company has to be the ONLY ONE that offers XYZ to the market. Being the only one will make you everyone's first choice. Here are some ideas of how you can make yourself the ONLY company to offer something.

San Diego's ONLY 31 Day Window Cleaning Rain Warranty

Orlando's ONLY 5 Year Spot Free Roof Cleaning Warranty

Seattle's ONLY 3 Month Zero Clogs, Zero Hassles Gutter Cleaning Warranty

Atlanta's ONLY \$10,000 Pressure Washing Satisfaction Guarantee

Greenville's ONLY 1 Year "All Clear" House Washing Warranty

Smaller Towns Can Utilize Even More "ONLY" Propositions Due to Less Competition

Scranton's ONLY Softwash Certified Company

Scranton's ONLY Pressure Washing Company That Offers Instant Quotes - Try It Here!

Scranton's ONLY 100% Biodegradable Pressure Washing Service

ADDRESS A SPECIFIC PAIN POINT AND ATTACH A USP TO IT - THIS WILL BE YOUR KILLER OFFER!

Your company provides a service that solves a specific problem. Your solution might seem to be obvious but for many people they won't see it as obvious right away. You need to clarify and be specific that you have the exact solution to a specific issue. So, for example, let's say you are a company that provides roof cleaning. You need to tell your customers that you can not only clean their roof but also remove moss and algae, wash away stains and mildew, and leave their roof completely clean. You need to also address which roof types you are able to wash. You may think that being a roof cleaning company in the first place makes it obvious enough that you will fully clean their roof, but you should never underestimate how much people need reassurance that you can clean their specific problem - in this case, moss and algae, lichen etc. infested on a specific type of roof, shingle, slate, cedar, metal, tile, ect.

You may say to yourself I can clean any type of roof and clean any type of organic growth, but they don't know you can. Most people assume that your roof cleaning will be a general run-of-the-mill clean instead of a world-class roof cleaning service. Therefore, be sure to include sentences on your website such as **'we remove 100% of algae and moss'**, and **'we'll wash away all stains and marks on your roof'**, just so your customers know that your cleaning service will deal with their specific problem. Advertise your services with these extra specifics and you'll be amazed at how many people will phone you asking for your service because you spoke directly to their specific issue. Now that we understand how to specifically address a pain point let's attach a promise to it and blow your customer's minds.

EXAMPLES OF KILLER OFFERS FOR YOUR INSPIRATION

ROOF CLEANING KILLER OFFER

We Can Remove ANY Stain from ANY Roof Or Your Roof Cleaning Is Completely FREE!

Not only that, but we guarantee your roof to stay spotless for up to 5 whole years after we're done, we can make this promise because our roof cleaning technicians and methods are far more skilled than any of our competition, in fact we're the ONLY roof cleaning company to offer a 5 year spot free warranty in all of San Diego!

PRESSURE WASHING KILLER OFFER

We'll Show Up On Time And Give You The BEST Pressure Washing Service You've Ever Had, If We Don't WOW You, it's FREE!

Our technicians are always polite, punctual, and ready to give you the best service imaginable. If our schedule is impeded by extenuating circumstances, we will notify you and adjust our schedule accordingly and work overtime if necessary to get the job done the same day. Our team has been the #1 rated pressure washing company in Orlando for 5 years straight with over 500 five-star Google reviews! We can't wait to serve you and show you why we're Orlando's best and #1 rated pressure washing company.

HOUSE WASHING KILLER OFFER

Get The Safest & Most Effective House Washing Service Ever or We'll Pay a Competitor of Your Choosing to Wash Your Home.

We offer the safest and most effective house washing service in the world! Our soft washing process has a ZERO percent chance of harming your siding and is completely effective to remove ANY stain from ANY siding material on your home, whether it is vinyl, brick, cedar, hardie board or even stucco. We are able to professionally clean any surface and remove 100% of all stains from algae, dirt, moss or ANY organic matter. If you are not completely thrilled with our service we invite you to select any other house washing provider in the area and we will pay them up to 200% of the price we charged you to clean your home. We provide the best house washing in all of Orlando and that's why we are willing to pay any competitor on your behalf if you don't LOVE our service.

TIME TO IMPLEMENT YOUR NEW STRATEGY

Now that you've read all the examples, I hope you are able to make something unique for your company and completely stand apart from your competition. Ideas and actions don't have to be complicated or extensive, you don't need to invest thousands of dollars, or study online business courses - you just need to put a little bit of thought and have the balls to stand behind a strong promise. When all is said and done, people are predictable in a way that works in your favor when you're offering a particular service. People want to know they're getting value for their money, they want to feel like your company is more special than others in the area, and they want to know that if they use you, they'll get something extra that they won't get elsewhere. Layout these simple value propositions for your customers and they will love you and the market will reward you over and over again.

All of these ideas will translate to more sales from your website, ads, and all marketing materials. Standing out is far easier to do than most people would ever realize. So, now it's time for you to tweak your message, make these small changes, sprinkle in the emotive language and customer benefits, and watch your sales double! Wash on my friends!