

Why to Spend More on Advertising Now

Written by Administrator

Wednesday, 26 August 2009 21:09 - Last Updated Wednesday, 26 August 2009 21:15

A recession weeds out the weak. If you are wishing to weather the storm, it will take a strong commitment on your part and a little bit of luck won't hurt either. Your success will be determined on how much of yourself you place into your business.

I know of a lot of contractors who have been used to the way things have been for so long, they don't know how or want to know how to implement a change. These people have been accustomed to a steady stream of profitable work coming their way.

When there is and was extra money, instead of investing in better ways to market the business they choose to use the extra cash to fund activities such as vacations, hunting and fishing trips, new vehicles, etc.

Sure, taking vacations and having new vehicles is nice, but remaining successful in today's environment requires making sacrifice's in the personal pleasure department.

Throughout times when there was enough money to keep the advertising budget flush, using the extra dough on personal expenditures was an okay policy. But, when it comes time to choose between spending money on advertising or spending money on yourself. If you choose yourself, the downward spiral will start to escalate.

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During hard times, it takes double the resources to keep the work coming in. This means, you should try to escalate your advertising budget, and seek to learn about and implement new methods.

The choice really comes down to making sacrifices. For example, for every \$100 dollars spent on advertising instead of spending \$200 on yourself spend \$200 on advertising and \$100 on yourself. If for some reason you find yourself with only \$200, use that \$200 on advertising only.

As a rule, when the advertising stops, the work stops. So, think of it as your life giving force. It really is the most important thing you can focus on. Having to make this decision isn't an easy, or fun one to make. It will be a major determining factor for your businesses advancement during a weak market.