



How to



Design, Install and Launch Your 90-Day Architect Marketing Machine

Did it again



Documented system





Industry problem





		
1. Industry research Learns from other industries and professions...	2. Filter strategies Remove the strategies that aren't working...	3. Apply to design business Install into your design practice ONLY what is working...

Let us emphasize that point. The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales. It is not for general effect. It is not to keep your name before the people. It is not primarily to aid your other salesmen. Treat it as a salesman. Force it to justify itself. Compare it with other salesmen. Figure its cost and result. Accept no excuses which good salesmen do not make. Then you will not go far wrong.

- from the 1962 publication, 'Scientific Advertising', by Claude Hopkins.

The only purpose of advertising

Cold calling sucks



4

Chasing repels clients



5

What's the **impact?**

Your marketing fails



Not making enough money

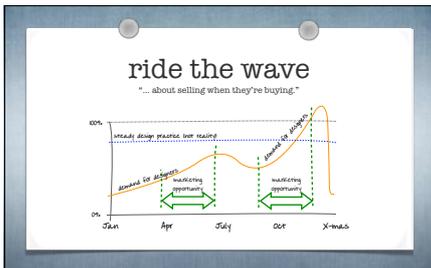






































The obvious **question**

How do I create this kind of marketing system in my business?



The **choice**

You can do it **slow and steady**



Trial and error



Or fast.











