

Why haven't I heard of you before?

by Dan Precourt

I'm writing these articles to get better known and at the rate I'm going, I may better be known only for my writing talent –lack of it! After 15 years in business, I still get people asking me all the time why they haven't heard of Colour Scheme? How do you really answer that when you spend the effort (and money I might add) trying to promote our company? The same person has called from the Yellow Pages, saying they have never heard of us before (even though you have mailed them STUFF for years and painted their neighbors' house) and then asks, "Why haven't we heard of you before?" Should I give up now?

The reality is we are all way too busy to read every flyer that comes in our mailbox, watch every truck that pulls up to the neighbors and least of all, remember it two years later. I need to be there when you need me, waiting, and when that day comes – deliver. Deliver what we promise, what we agreed on, with the hope that you will inspire a friend to start their decorating project and call us, because the best way for people to find out about Colour Scheme Professional Painters is from friends and that is nothing new.

Please don't hesitate to email your questions to dan@colourscheme.ca or visit our website at www.colourscheme.ca.

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