1-888-959-1462

30 Ways to Promote Your Credit Repair Business

by

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Hidden Credit Repair Secrets and Creator of Self-Credit Repair Dispute Software
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Post in 1-3 cities. You can run a national campaign. Use Craigslist posting software to post in every city in the United States. Here are some quick tips to help you with this task: use Clad Genius-software, hire freelancers on oDesk.com to help post on Craigslist, advertise in the real estate section and advertise for mortgages and then convert people to credit repair.

2.LinkedIn

Mass invite and connect with real estate agents and mortgage professionals. After you build the connections, you should do the following:post everyday, build authority, give out free information, recruit potential affiliates, join groups in that market, create yourown group, and in-mail your connections.

3.Facebook

Facebook is a hard cookie to crack because customers are not on there to buy credit repair, so you have to get straight to the point. Advertise with catchy and emotional pictures and do the following: use promoted post, use the normal advertising platform, join 50 groups and use HootSuite.com to send informational materials to all groups at one time. Forget about the rest of the stuff, like quotes and articles, as this stuff takes too long for results.

4.Twitter

Twitter is just like Facebook and it could be a huge waste of time if you are going after the consumer base. But here are some strategies you can use and be laser focused on your customer base. Follow real estate agents and try to make a connection. Follow mortgage brokers and try to make a connection. You should search with these keywords within Twitter: "need credit fixed" or "how do I fix my credit," and then give them an answer to their problem.

5. Advertise on YouTube

This platform is funny because YouTube can ban your account for any reason. So, if you are going to market here, be careful.Build a page and start posting videos.Use YouTube's advertising unit to promote your videos as this produces faster and better results.

6.Build a personal brand

You can do this by writing a book or have a ghost writercraft the book for you. You can hire writers on oDesk.com or Elance.com. Having a book is a good credibility builder. My book <u>Hidden Credit Repair Secrets</u> has been number 1 on Amazon.com for three years in a row, and has broughtmany clients over the years. Check it out when you get a chance.

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Build a team of professional affiliates like real estate agents, car dealers, mortgage professionals, accounts, and foreclosure attorneys. Educate these professionals on the FICO score. For real estate agents, you can visit their offices and ask, "Is there a good time when all agents meet so I can teach a class on FICO scores?"

8. Host a radio show

This strategy gives you bragging rights, and it's also good when you are trying to build relationships with professionals. You can say this at a network meeting: "I got a radio show and I'm looking fora guest with your skills. Would like to come and share?" Then you build your relationship from there. I have had a radio show for over a year now, and I have had over 96,000 listens and 112,000 profile views. Check it out on blogtalkradio.com. The show name is "Who Else Wants Better Credit."

9.E-mail signature

Every e-mailyou send out to anyone should make a statement about your company and a call to action. If you can put an image or a credibility icon in your e-mail signature - that's even better. Take advantage of this real estate.

10. Monetize your hard-to-convert clients

You have worked hard trying to get new clients through the door. Why let them leave without down-selling them to Self-Credit Repair Dispute Software? Here are three ways you can monetize customers who can't afford your service or who just won't convert no matter what you do:

- 1. When your clients don't have enough money to pay for your full credit repair services, offer the software as an alternative at your chosen price.
- 2. When they have gone through your e-mail follow-up campaign, and they still won't convert, present the software to them along with consultation and your chosen price.
- 3.During your initial meeting and they say, "Well, let me think about it," offer the software at a higher price than normal and state it's a one-time fee.

To learn more about monetizing hard-to-convert clients with the Self-Credit Repair Dispute Software, send Mark an e-mail at sales@selfcreditrepairdisputesoftware.com or call him at 1-888-959-1462.

11.YourDream list

Go after the biggest players in the field.Make a list of who you want to do business with and start developing a marketing strategy. What is the worst that can happen? Them not returning your phone call.At least you tried.

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Put all of your professional affiliates into an e-mail and text marketing autoresponder campaign. "What is that, Mark?" Well, once you build the relationship, and you capture their contact information, start educating them about your expertise in the form of weekly e-mails and text messages. Stay in front of them all of the time.

13. Networkmarketing groups

Search for various network marketing opportunities in your city like Chamber of Commerce groups, BNI groups, real estate agent conventions, CPA and attorney conventions. Try to attend these and network like crazy. Just build relationships on how you can help them.

14.Seminars

Get out there and start conducting workshops and seminars about how to improve their credit. Put on workshops and invite real estate and car dealers to your workshops, and let them speak at the end, and give out their contact information. Do this every week and they will be sending you business forever. Almost forgot, don't use the phrase "fix your credit," but use words like this: learn how to improve your credit score by 100 points and get into your dream home.

15.Webinars

Webinars are a good way to sell products by the truckload. They are also good credibility builders for customers that are not sure about your business. You must show them you know what you are talking about during your webinar. After the presentation, grab their e-mail contact and put them in your auto responder funnel, and then close on them after 30 days.

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16.SEO

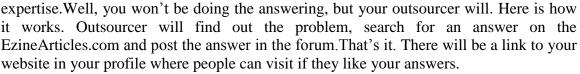
Make sure everything you promote online is optimized for the search engine. You want people to find your material, right? Then it must be keyword-rich with buyer keywords and not regular keywords like "credit repair." What doe credit repair say? Nothing. Here are some buyer keyword: I need help with my credit, credit help, fix my credit, improve my credit. Customers who type in these type of keywords will be easier to close.

17.Credit repair forums-use them to get leads

This strategy is boring to me, but it is highly targeted with customers who need your help. You can hire an outsourcer from oDesk.com to perform this task. Find the biggest forum in the credit repair area, and start answering consumers' problems with your



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18. Open House

Visit three or four open houses per week to talk with the real estate agents. While you are there, don't ask him or her to send you business, but let him or her know that you are looking for a good agent to send them business. In addition, let them know that you have many consumers who are getting ready to graduate from your credit repair program, and they are looking to buy a house. NeedI say more? I think you get the concept.

19. Craigslist to advertise for sales people

When looking for salespeople to work for you on Craigslist, you want to make sure that they know what they are talking about when they are selling for you, and they don't misrepresent your company or product. So, you must put them through training. Here is what you can do. Start a private membership site with training on credit repair, Credit Repair Organization Act, and your state laws when it comes to running a credit repair company. Then test them on what they have learned.

20. Newspaper advertisement

If you know where to advertise in your local newspaper or papers, it will generate you leads. Always advertise in the real estate classified section as that is where people are looking with or without bad credit. As a bonus, real estate agents are also looking in that section to make sure that their ads are displaying.

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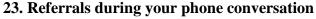
21.Canvassing

If you want to get a good workout, then try this strategy. If not, hire a local broke college student who needs money. Stand in front of the courthouse where most of the people have completed the foreclosure proceeding and give out flyers. You can also visit apartment complexes asking to give short workshops to their tenants on credit score improvement.

22.Free credit repair course

Put together a 30-day free credit repair course that you put potential clients through. You do this by signing them up to an e-mail service like AWeber or constant contact or by using infusionsoftware. At the end of the following days you offer an up-sale to your service: day 7, day 14, day 21 and day 30.On day 30, you give them a certificate of completion and a coupon code with a discount to your service.

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Toward the end of your phone conversation with a new client, ask them for a referral before they get off the phone. You can say, "Do you know of anyone else that is looking to improve their credit score? If so, when they sign up, I will give you two months free or I will give you one month free. For every person you refer and they sign up, you get one month free."

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24. Build a referral page in your e-mail autoresponder

After the customer signs up for your free gift, they are taken to an e-mail confirmation page where they have to confirm that they signed up for your e-mail course. Once they click confirm, they will be sent to a page you have designated in your e-mail software. This page can be a referral page. On this page, you ask them for at least two names. If they give you those names, they will get another gift instantly. This gift can be a downloadable product like a report, audio, video or PLR e-book.

25.Phone script

Use a system when you are on the phone trying to close a potential client. There are six parts to this system. Build trust and listen to their problems 70% of the time. Ask a lot of questions 30% of the time. Take notes on their pain points: Example- "I want a house. My score is too low. Tired of being rejected." Match their pain points to your credit repair program. Repeat their pain points and your benefits in a summary. Close the sale like this: "Let's get started today" or "Where should I send the paperwork?"

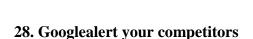
26. Online phone directories

Research the 10 top online phone directories and claim your free listing. Make sure you fill out the profiles for these free listings and add your company logo and point of location. Make sure that when you are completing the profile, you use buyer keywords. Some of the online phone directories have paid versions. Look into these as they offer more features for you to get noticed.

27. Learn from your competitors

Use this app calledPerch(android and iPhone) to watch how your competitors are marketing, what type of discounts they are offering, what people are saying about their service. Learn from their achievements and mistakes.

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First, make sure that you place a Google alert on your company name to see what people are saying about you. Secondly, Google alert the big boys(Lexington, Sky Blue) to see how they are using their advertising dollars and marketing avenues.

29. Local listing

Claim your free Google listing.Get listed in Google Places for your location.People are searching on their cell phones a lot, and if you are listed in Google Places for your city, they will find you.

30. Affiliates

Put together an affiliate program and build an army to work for you on autopilot. I know that you are busy and don't really have time to put together an affiliate program, but it's worth it. There are program scripts that you can have attached to your website that will handle all of your affiliates. If you are not technical, hire a programmer on oDesk.com or Elance.com to do all the work for you.

31. Monetize your hard-to-convert clients

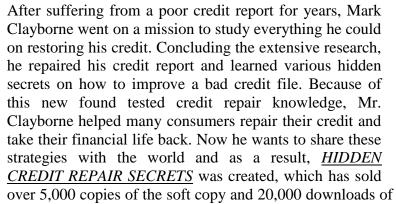
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the kindle version. Mark is the CEO of Self-Credit Repair Learning Center. He is also the creator of Self-Credit Repair Dispute Software. He is also a certified credit consultant and a Diamond Expert Author at Ezinearticles with over 150 articles written in the area of credit repair. He also has a successful radio show titled "Who Else Wants Better Credit", which is airs on Blog Talk Radio every week. He was also featured in Las Vegas Review Journal. Mark educates his customers through articles, videos, his blog and his software. He graduated from Virginia Commonwealth University with a Bachelor's degree in Criminal Justice. He also holds a paralegal diploma.

I change lives

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