



Manitoba Onsite Wastewater Management Association

July 25, 2016

Your Business is being Advertised 24/7 whether you know it or not!

Submitted by George Gonzo

George Gonzo is a business consultant who provides a monthly column for the WCOWMA newsletter. As owner's of small, medium and large businesses, WCOWMA members can all benefit from George's expertise in the area of business communication and marketing.

Here's why you must advertise consistently no matter what else you do:

You can't do some advertising today and quit tomorrow. You're not talking to a mass audience...you're talking to a moving parade of potential customers.

Every time I do a workshop or presentation to business people, I suggest that this is one of the most important things they need to take away and incorporate into their business strategy and advertising:

"How good is your story and how well do you tell it."

There are dozens of ways to tell your story to reach the most profitable prospective customers – but the one thing you never want to do is to let others tell a story about you that you didn't manage or control.

There is one exception to this rule:

When you receive a positive recommendation or testimonial from a highly satisfied customer, or course you're going to use it. But it's important to remember that the testimonial came because of the outstanding service or solution you provided to that customer. So in effect, you can control the quality of the testimonials you receive.

Here's the point you must consider every day:

"You simply cannot afford to take the risk of having most of your advertising come from sources beyond your control."

That includes your competitors, social media and even your own staff.

Your current customers and potential clients do not know how many ways you can help them or solve their problems, unless you tell them But you must keep telling them EVERY DAY!

You can offer the best service, lowest prices and incentives, but if you don't advertise or find ways to tell you story every day, when potential customers are looking for a solution to their problem...you'll never get that call.

If you're not the first company that has "top of mind" awareness with customers or clients, that potential business will usually end up in the hands of your competitors.



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There's no way around it...you must advertise daily or find new ways to tell your story so that people who need what you have, will call you first.

Next month, we'll share ideas on how to create advertising that works and either costs very little or is free.

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Locate-A-Pro Listings – Is Yours Up To Date?

The MOWMA website features a Locate-A-Pro tab where our members are listed by the type of work they do, and the region they work in. This is an excellent resource for those looking for their services. For homeowners it is a great way to find an installer or maintenance provider; for those working in the industry it's a great place to find a manufacturer or supplier.

If you are a member of MOWMA, you should be listed in Locate-a-Pro 9(<http://www.mowma.org/locate-a-pro/>). Why not take a minute to review your listing? If you see any errors, please let us know so we can ensure your listing is up-to-date. Email us at info@wcowma.com.

Credit Card Processing

Being a member of the Manitoba Onsite Wastewater Management Association comes with many benefits, including credit card processing.

If you have customers that want to pay with a major credit card, and you do not have the capability of accepting credit card payments, then let us process that payment for you. Keep that cash flow moving by using our credit card processing service.

Credit card processing forms can be found in your membership package, or by contacting the MOWMA office.

Canada Post Labor Dispute

With contract negotiations ongoing, there is a high probability of an upcoming postal disruption, causing a delay in the delivery of mail from MOWMA. Any documents that we are able to email you, such as test exams and workshop certificates, will be sent digitally. Membership packages will unfortunately be de-



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layed. If you are a new member and need your membership number to sign up with one of our affinity partners, please give us a call in the office and we would be happy to provide it to you.

Updates to the Canada Post labour dispute can be found on [Canada Post's website](#).

Upcoming Industry Events

NAWT/NOWRA

2016 Onsite Wastewater Mega-Conference

October 26-29, 2016

Reno, NV

Association of Manitoba Municipalities 18th Annual Convention

November 21, 2016 – November 23, 2016

Winnipeg, MB

2017 MWWA ANNUAL CONFERENCE & TRADE SHOW

January 29th - February 1st 2017

Portage la Prairie, MB

WWETT Expo Education Day

Water & Wastewater Equipment, Treatment & Transport Show

Indiana Convention Center - Indianapolis, Indiana

Feb. 22 - 25, 2017