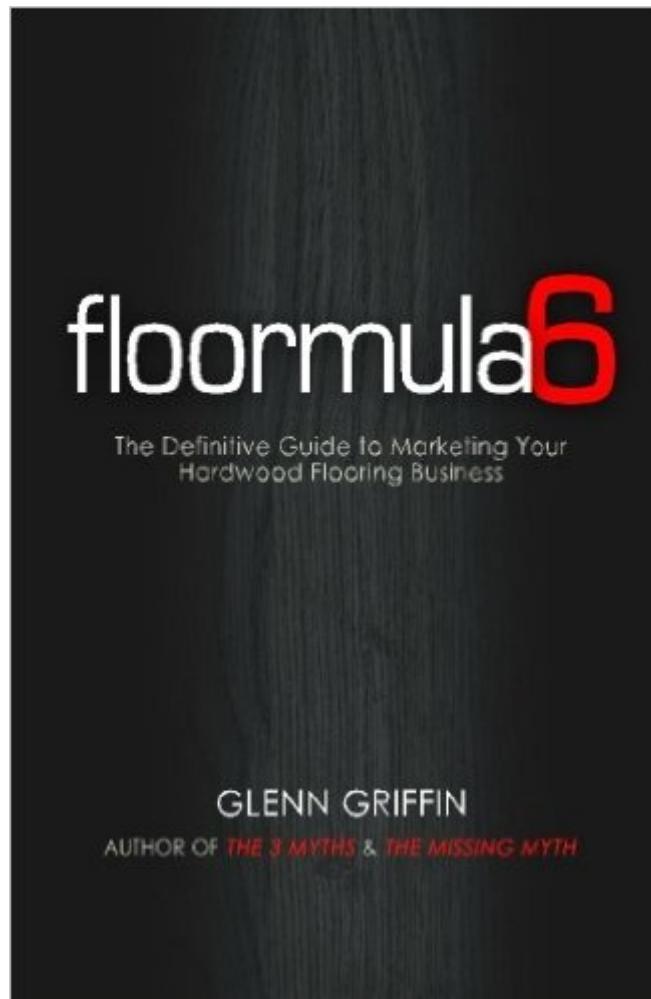


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Floormula 6: The Definitive Guide To Marketing Your Hardwood Flooring Business



Synopsis

One of the biggest issues most hardwood flooring businesses have is how to stand out from their lower priced competition and at the same time run a profitable, honest business. The answer has alluded and frustrated many honest, hardworking and skilled business owners for years... maybe you're one of them. So, how can you come out ahead of these cheap, price cutting businesses? What do you need to do to attract top quality, high paying clients? How can you take all the fear out of raising your prices? And... how can you position yourself to become the highly sort after expert and authority in your area that scoops up all the best jobs? The future financial health of your business all boils down to how well you know the answers to these important questions. This book not only reveals the answers, it lays out a simple 6 system blueprint that, when strategically implemented, will completely transform your hardwood flooring business. Grab this book and implement these strategies and systems before your competition does.

Book Information

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Customer Reviews

I finished reading your book last night. It was Awesome!! I'm so excited about the specific directions we can take now. I've read the E-myth and Dan Kennedy and felt like they were really good, but I had a hard time doing anything about most of it...I just came away with a couple good ideas that sort of fizzled. I already started writing content for our website, and now I don't feel like I'm wasting time working on that. I'm excited to watch the traffic start flowing. You did an amazing job writing your book, not only with sharing your great marketing ideas, but you were also very encouraging and motivational. You've given us an incredible gift.

I never put a whole lot of interest into marketing until I read Glenn's reports. That got me intrigued so I was excited to read through his book. I learned quite a bit, yes most of it is common sense but it is about getting motivated and having a little guidance to put it into action. You won't get rich quick or without hard work but the "Olympic Pricing Model" he outlines has made me money already. This idea alone is worth the price of the book. The book was an easy read nothing technical. I would recommend having a pen and paper handy to jot down notes. Not too many books do I read over again but this one I will.

Just finished my first read through Glenn's book, Outstanding! He's sifted out, structured, and explained the best practices that make the exceptional businesses exceptional. There's no secret shortcut that you can implement tomorrow to double your sales. However he lays out the most valuable things to spend your time on that will give you the most return on your investment while you're working "on" your business, instead of "in" your business. He leaves loads of work for you to do, but gives you the game plan. If you're serious about your business and improving it, I've never come across any book that so succinctly lays out the big picture. Nice work Glenn! Thank you!- Solaz

This book is not rocket science, but it puts everything you need to know in a great formula for success..

Great insight!

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