



FOLLOW THESE TOP 5 THINGS

How we scaled fast in our powder coating business.

By [RossKote](#) on 9.8.19

If there is anything I've learned to growing quickly, it's that you must be clear about these five things BEFORE you engage with your next customer. By following these 5 things you can master scaling like we did, in a short amount of time. Getting into this mindset will have dramatic effects on the future of your powder coating business.

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1. Get your Google Business Page claimed, verified & updated. Then post to it every 3 days.

It helps you improve rankings in local searches. Make sure you add photos regularly and create posts 2-3 times a week. You will see greater engagement almost immediately. If you didn't know about this know till now, you know it now and it's FREE. Yes, Google loves helping small businesses! Another fun fact? Your GBP is usually the FIRST thing a potential customer sees BEFORE they even click on your site. Don't have a site? No Problem. Once you create a Google account you will get access to another FREEBIE. It's called [Google Sites](#) and it's very user-friendly. Here is a quick tutorial [how-to video](#) on the GBP setup.

2. Create content daily.

It's not as hard as it seems! Let's face it you're in one of the easiest businesses to create content because you are literally creating it all day long! Take before, during and after pictures with every project that comes through the door. This gives you content to tell a story for social media and convince new customers to book your services. Make sure you follow up with the project after it's been installed and put to use. I tell you posting this type of content sells itself, without having to ask for a sale or posting bland copy. [Here are more how-to tips on posting to Instagram for business.](#) Just scroll down to the business part.

3. Know your mission and core values.

This will take some time to develop, but I promise you, the sooner you figure this out the faster you will attract the customers you really want and generate sales. Start with you. Who are you? What core values do you believe in? And how do you like to be treated as a customer? Once you figure this out, post it up on a wall in your shop for everyone to see most importantly your employees and customers. Core concepts are trust, integrity, timeliness, being friendly, customer satisfaction, and quality or job perfection.

4. Identify your ideal client.

Want to make more money? It starts with finding the right customer. Think back to a recent experience that benefited both you and the customer. What were they like? What made it special? What service did you do? It sounds so simple but walking through the steps of stereotyping is really helpful in this sense. Consider where they live, how much money they make, what their needs are, what services are they looking for. This is really just back-engineering your business and also helps to confirm you are on the right track to booking the next perfect client.

5. Offer a customer promise.

Guarantees are hard to pin down in powder coating because there can be so many variables to restoration. BUT offering a customer service promise is better than any guarantee and it's really what your customer wants to hear when they contract you for a project. You don't have to give them the world, just promise them you'll do your best. This is another one of those things you could post on the wall to give them unspoken reassurance or warning that you won't be taken advantage of. I suggest searching at what other coaters are doing or maybe NOT doing. See how you could differentiate from them. It could lead to some better customers and sales.