

Two things every pressure washing contractor needs to know: how to get customers and how **NOT** to lose them because they can't keep their equipment running. "The reality is that if you have to rely on distributors to keep your equipment running, you're already out of business," says John. "You just don't know it yet."

This February, at The Power Wash Academy you can learn how to do both during the week of the 24 through 28, on Jekyll Island in Georgia.

"Power washing is a career where you can earn hundreds of thousands of dollars each year," explains John. "But you need to know a lot more than how to 'throw soap and rinse' to be successful." This is why John started the Systems Certification Courses in 2001. As John explains "By investing just a few hundred dollars in your education, you then have the potential to make a lot of money. Think of it this way. You can invest a couple of hundred thousand dollars and get a college degree and if you are lucky you can land a job making 30 grand a year. Or you can invest \$500.00-\$4000.00 that could earn you hundreds of thousands per year. To top it off this money will find its way back to your pocket the first time you repair a pump or figure out a burner problem that once was the job of your local pressure washer distributor.



GETTING THE BUSINESS

The Marketing for Power Washing school will be taught by Dan Galvin of East Coast Power Washing. Participants can choose to take part in every class being offered, or they can pick and choose which ones will best serve their needs and pick up the rest in other schools scheduled for 2014.

MARKETING FOR POWER WASHERS

Of course, your equipment won't break down if you never use it due to a lack of work. That's why this part of The Power Wash Academy will focus on marketing your business.

The Marketing for Power Washers School is led by Dan Galvin, owner of East Coast Power Washing and founder of SuccessInPowerWashing.com. Dan started in the pressure washing industry in 2003 when he purchased his uncle's business, which included an "old pressure washer," and "an old van," along with two accounts equating to \$400 a month. Dan will tell you today that included in the purchase price at no additional charge was the one thing that helped him to become successful more than anything else in the package – an EnviroSpec parts, equipment and 'how to' catalog.

Dan knew that in order to become successful with his new business, he had to learn how to market it. So he began investing in a wide variety of marketing courses, books and other resources. Additionally, he joined the Power Washers of North America (PWNA) in 2006, which was where he was able to take the basic marketing principles he learned through his outside studies and apply them directly to the pressure washing business.

Ten years later, East Coast Power Washing has taken that \$400 a month income and EnviroSpec's knowledge and increased it many, many times over.

Dan says "99% of the time power wash contractors who specialize in house washing are starting their business all over every time they leave the jobsite." Think about it. You wash a house and now you are back on the street looking for another customer. Yes, that is starting all over if you ask most. Dan is going to teach you a secret that will put that same homeowner in your pocket so you will see them EVERY year. "Why not build a repeat clientele instead of constantly searching for new customers. It's easy," says Dan.

