



# Fish in Puddles, Not The Ocean: Marketing that Actually Works

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**SEND**  
*Jim*



# Why Broad Marketing ("Fishing in Oceans") Burns Cash

Trying to be everywhere at once makes growth slower, more expensive, and more chaotic.

## Scattered Ad Dollars

Your budget spreads thin across too many areas, which dilutes impact.

## Longer Drive Times

Wastes gas, time, and labor.

## Low Brand Recognition

Homeowners don't see you enough to remember or trust your brand.

## Everyone's Your Competition

When you target everyone, you compete with everyone – makes it harder to stand out.

❏ Homeowners trust local companies they recognize – the ones they see consistently in their neighborhood.

# When you switch to Puddle Marketing Mentality, your results skyrocket.





# The Puddle Mentality = Hyper-Target Pockets of People Who Are most Likely to Convert



Customers Trust Familiarity



Concentration Creates Domination



Best Return on Marketing Dollars

The goal is for homeowners to think:  
"I've seen this company everywhere around here."

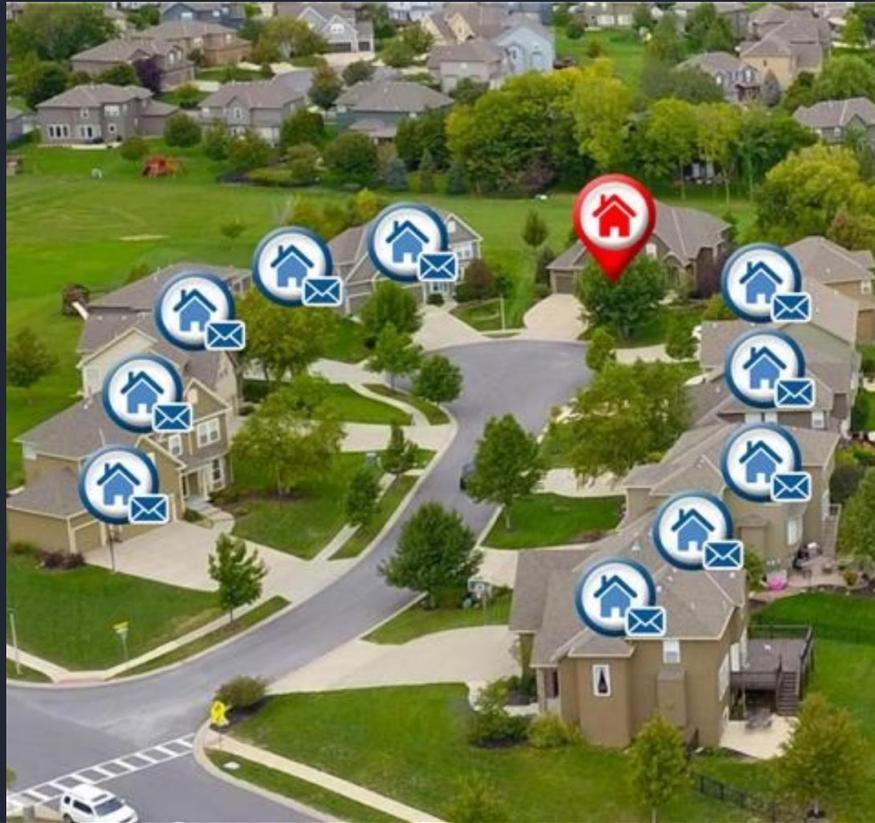
Reaching 1,000 homeowners 5 times >  
Reaching 5,000 homeowners once

# What Exactly is a Puddle & Why It Makes You Profitable

A **puddle** is a small group of homeowners with shared traits and/or a shared location. This focused approach allows you to tailor your messaging, build deeper relationships, and dominate a specific market segment.

## Geography Puddles

Specific neighborhoods, streets, or zip codes where you concentrate your marketing and service efforts.



## ICP Puddles

Groups of homeowners who share key characteristics like home value, age, income, or behavioral patterns.



# What Makes a Puddle?

Puddles can be defined by various characteristics that help you identify and target the right homeowners. Understanding these traits allows you to create highly effective, personalized marketing campaigns.



## Specific Neighborhoods

Target defined geographic areas where your services are most needed



## Home Age

Predicts need for repairs and upgrades, etc.



## Home Value

Higher-value homes typically have owners who can afford services



## Buy Triggers

Life events like moving in, or seasonal needs prompt service needs



## Income Tiers

Target homeowners whose income levels align with your service pricing and value proposition.



## Behavioral Patterns

Identify homeowners who regularly invest in maintenance, upgrades, and professional services

📌 Don't forget the streets you already serve / your customer base can reveal your most profitable puddles.

# How to Find Your Puddles

Discovering your most profitable puddles requires analyzing your existing customer base and identifying patterns.



## Map Your Existing Customers

Concentrations reveal where you're already gaining traction and trust.



## Analyze Your Best Customers

Identify what your highest-value customers have in common



## Use Data Analysis Tools

Leverage advanced tools to uncover deeper insights to identify high-conversion prospects.

Now create targeted campaigns that speak directly to the needs and preferences of these high-value segments.



# Why Puddles Outperform Broad Marketing

1

Higher Trust → Faster Yes

2

Lower CAC → Spend Less to Win More

3

More Referrals → Builds Trust

4

Route Density → Lower Gas + Lower Costs

When you fish in puddles, every aspect of your business becomes more efficient and profitable. You're not just saving money—you're building a competitive advantage.

# How to Stay in Front of Your Puddles

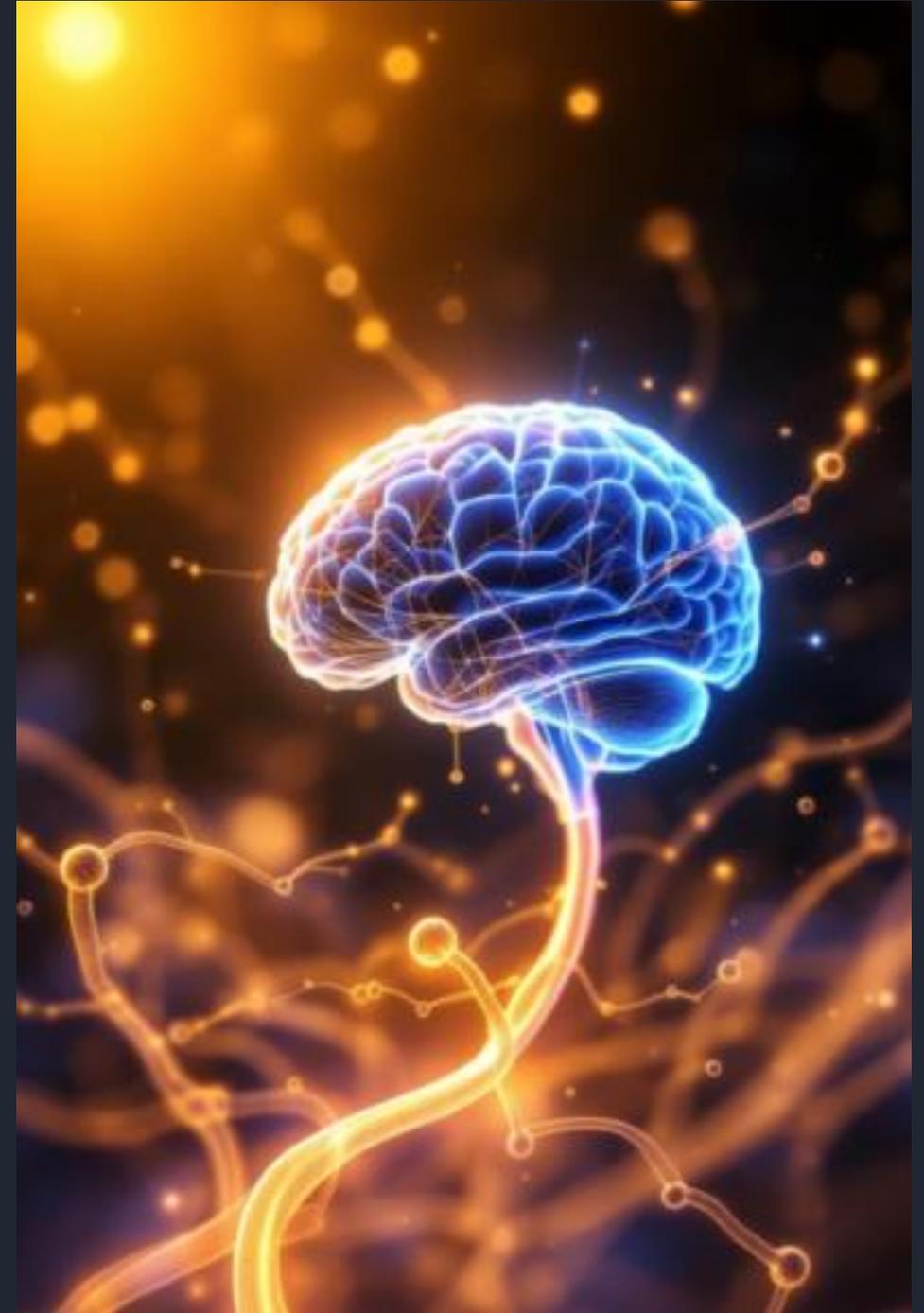
Without:

- Being annoying
- Exhausting yourself

📄 The key is learning how your customer's brain works.

**Brain's main function = Survival**

The more you learn of how your customer's brain is wired to make decision to survive – the better you can market to them.



# 1. The Brain Loves Familiar Things

## Familiarity Bias (Mere Exposure Effect)

Unknown = danger

Seen Before = Less Risky

LOWERS FEAR, BRAIN RELAXES



When homeowners see your truck, yard sign, postcards, Facebook ads – that familiarity lowers their guard. Choosing you feels easier, less risky to their brain because you're familiar.

## 2. The Brain Copies What it Sees

### Mirror Neurons

Humans survive by watching & imitating

CREATES DESIRE



When a homeowner sees their neighbor's driveway cleaned or a new fence installed, their brain isn't just watching – it's imagining.

The brain already starts some of the selling before you ever talk to them.

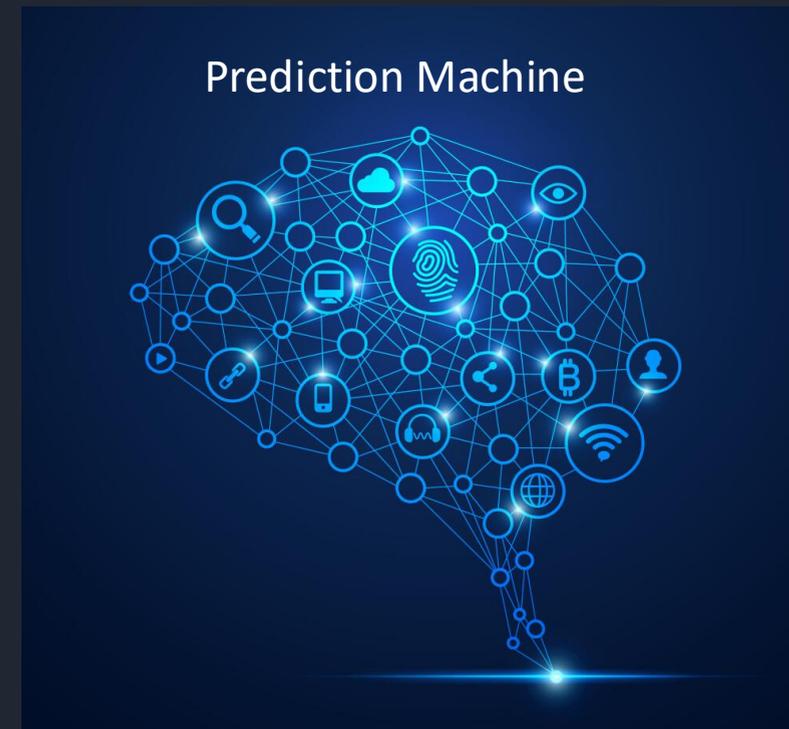
# 3. The Brain Looks for Patterns

## Pattern Recognition

Patterns signal stability

The brain trusts what it can predict

BUILDS TRUST



When a homeowner repeatedly sees your truck, your signs, your logo – the brain starts predicting:

*"This company operates here."*

*"This company is established."*

That pattern creates trust.

# Brain Science Behind Puddle Marketing

## The Brain Loves Familiar Things

### Familiarity Bias (Mere Exposure Effect)

Seen Before = Less Risky

LOWERS FEAR

## The Brain Copies What It Sees

### Mirror Neurons

Watching Activates Doing

CREATES DESIRE

## The Brain Looks for Patterns

### Pattern Recognition

Patterns signal stability

The brain trusts what it can predict

BUILDS TRUST

When you market in puddles, you trigger every advantage the human brain gives you:  
Familiarity lowers fear. Mirror neurons create desire. Patterns build trust.

# Strategies to Dominate Your Puddles

Surround Sound Marketing — showing up consistently in the same areas in multiple ways.



# Strategies to Dominate Your Puddles



## Neighbor Mailing Courtesy Notices

*Not salesy – just thoughtful*



*Hi Neighbor,*

*We just set up your neighbor on our pest control service plan and we wanted to personally introduce ourselves! We're a locally owned pest control branch that specializes in safe, effective pest protection for homes just like yours. Since we're already in the neighborhood, we'd love to offer you exclusive neighbor pricing if you ever need us.*

*Warmly,*

# Strategies to Dominate Your Puddles



Neighbor Mailing Courtesy Notices

*Not salesy – just thoughtful*

**SPECIAL OFFER:**

# WE'LL BE WORKING IN YOUR NEIGHBORHOOD!



SCAN QR CODE FOR  
**YOUR INSTANT  
ROOF  
QUOTE**



**OMEGA EXTERIORS** ROOFING - SIDING - GUTTERS - WINDOWS

# WE JUST FINISHED WORK FOR YOUR NEIGHBOR!



SCAN QR CODE FOR  
**YOUR INSTANT  
ROOF  
QUOTE**



**OMEGA EXTERIORS**  
651.998.8500

ROOFING - SIDING - GUTTERS - WINDOWS

# Strategies to Dominate Your Puddles



Yard Signs + Truck Visibility

*Don't feel like ads – feel like evidence*

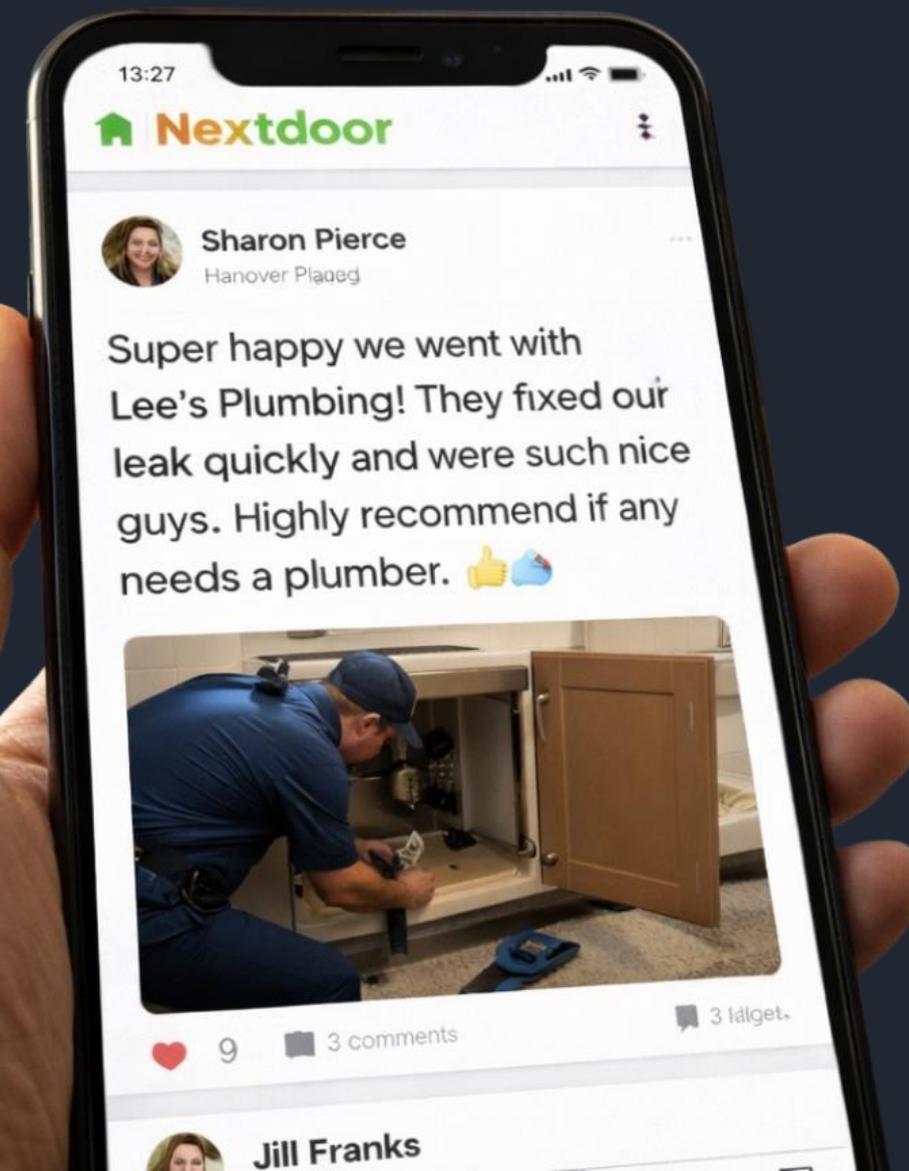


# Strategies to Dominate Your Puddles



Neighborhood-Based Social Proof

*Your customers are your best sales reps*



# Strategies to Dominate Your Puddles



Digital + Print Working Together

*Channels working in tandem  
make them both perform better*

**SEEN THIS VIRAL AD?**

**MY GARAGE FLOOR GUYS**

SCAN TO WATCH OUR 1-DAY INSTALL!

BEFORE AFTER

OUR SYSTEM WILL CREATE YOUR EDITABLE QR CODE HERE

**WE'RE TRANSFORMING FLOORS IN YOUR NEIGHBORHOOD**

450+ Google Customer Reviews

Google ★★★★★

(760)-497-2745  
MyGarageFloorGuys.com

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My Garage Floor Guys Inc. Follow

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New garage floor in a day? 😊

Yep, we transform your garage from dull to dazzling. Our fast, efficient process means no long waits, no hassle, just quick and stunning results.

🕒 Done in Just 1 Day...

**1 DAY INSTALL**  
**UP TO \$300 OFF**

BOOK NOW BEFORE IT'S GONE!

[HTTPS://BUY.MYGARAGEFLOORGUYS.COM/LP/](https://buy.mygaragefloorguys.com/lp/)  
Brand New Garage Floor In a Day ⭐  
★★★★★ 300+ Reviews

Get quote

**SEND Jim**

# Strategies to Dominate Your Puddles



Offers that feel easy

*\$50 off feels tangible*  
*10% off feels like math*

**BREAKING NEWS!!**  
**Roaches Request a Peace Treaty!**  
*Unfortunately for them... your block is next.*

STOP THE SPRAY!  
BAN THE BOOTS!  
PEACE NOW!

**\$50 OFF** INITIAL PEST TREATMENT  
WHEN YOU SIGN UP FOR AN ANNUAL PLAN  
\*NEW CUSTOMERS ONLY

SCAN HERE FOR A FREE ESTIMATE!

**123.456.7891**  
WWW.YOURCOMPANYWEBSITE.COM

The advertisement features a group of colorful cartoon roaches (blue, yellow, pink, green) protesting against pest control. They are holding signs that say "STOP THE SPRAY!", "BAN THE BOOTS!", and "PEACE NOW!". One roach is using a megaphone. The background shows a city skyline under a bright sun. The text is bold and eye-catching, with a green dashed box around the "\$50 OFF" offer. A QR code is located in the bottom left corner, and a phone number and website URL are in the bottom right corner.

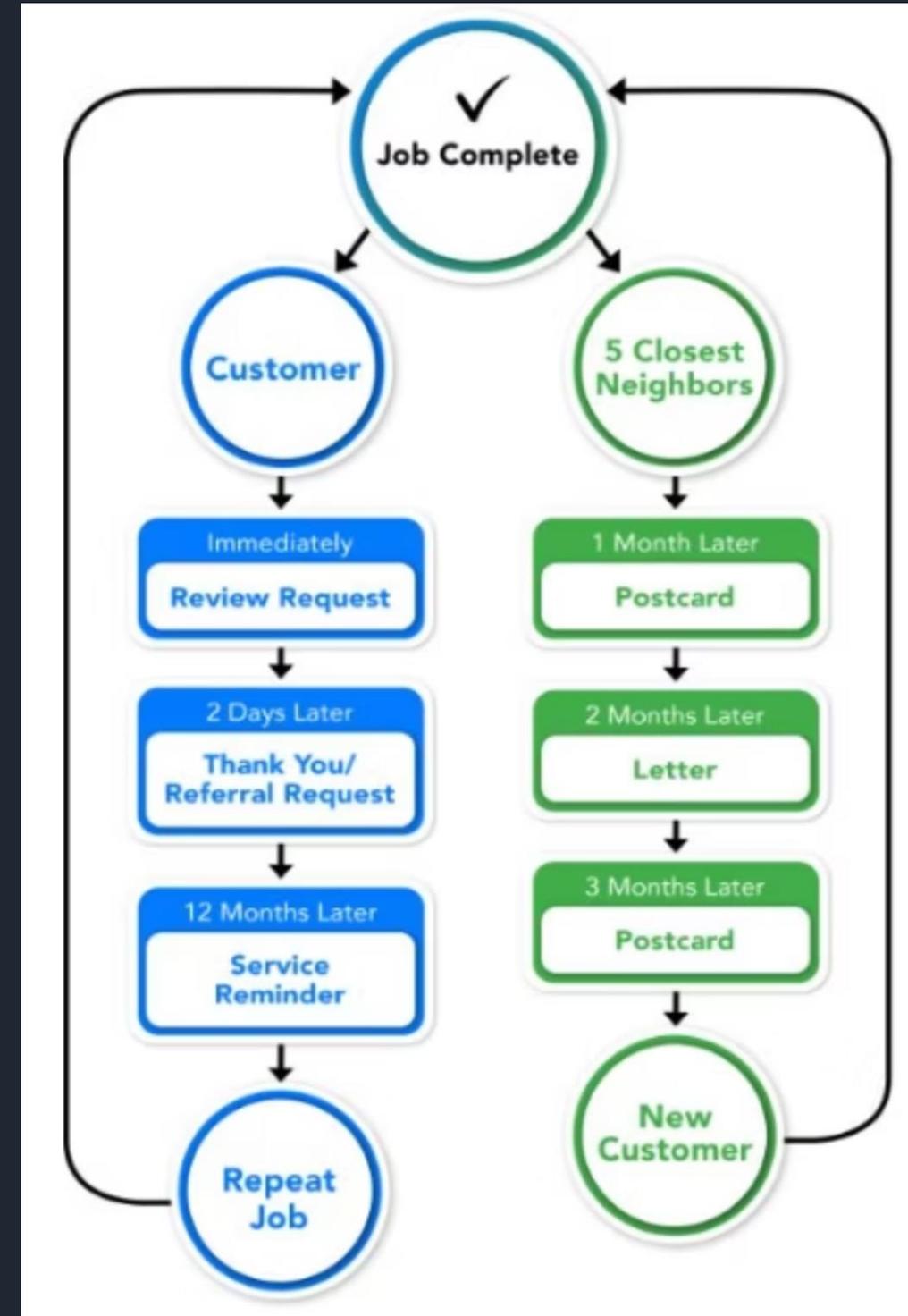
# Strategies to Dominate Your Puddles



Automation

*Key to scaling is repeatable workflows that keep you present in your puddles.*

*Replicate & scale to new puddles.* 



# Strategies to Dominate Your Puddles

Surround Sound Marketing – showing up consistently in the same areas in multiple ways.



Neighbor Mailings Courtesy Notices



Yard Signs + Truck Visibility



Neighborhood-Based Social Proof



Digital + Print Together



Offers That Feel Easy



Automation

# Case Study: Floor Coating Company's Puddle Strategy



Revenue Generated

**\$1,141,688.32**



Total Cost

**\$14,215.97**



Items Sent

**13,845**



New Leads

**44**



ROI

**80x** 🔥



Cost Per New Lead

**\$323.09**



Cost Per New Customer

**\$92.91**



New Customers

**153**

## Intent-Based Search Targeting

Everyone searching for floor coating keywords in specific zip codes receives a 6x11 postcard sequence for 3 months.

## Website Visitor Sequence

Anyone visiting the website (including existing customers) enters the same 3-month postcard sequence.

## High-Value Quote Follow-Up

Every prospect who receives a quote of \$2,000+ gets a personalized handwritten card to build rapport and trust.

## Post-Job Neighborhood Blitz

After every completed job (owner-occupied, \$100k+ income), neighbors receive a 6x11 card monthly for 3 months. The card includes a variable showing the client's street address.

## Quarterly "No" Quote Re-Engagement

Every quarter, send a text to prospects who declined: "Still interested in getting this work done?" Simple, direct, and effective.

# Your Mission: Dominate Puddles to Scale Successfully

Fishing in puddles helps you scale faster and easier. When you stop chasing the whole city and instead dominate one neighborhood at a time, everything in your business gets easier.

- Your marketing works better
- Your trucks drive less
- Your close rate doubles
- Your customers refer you without asking
- Your brand becomes *the* company



**Challenge to you:** Pick one neighborhood. One cluster. One puddle. Show up there consistently for the next 6 months. Show up until your presence and reputation do the selling for you.