



Mike Holmes and Emotional Marketing

Why is Mike Holmes the "go-to guy" for all things related to quality and safety in houses?

Organizations around the world, specifically service providers, would kill to have their people with the reputation of Mike Holmes. So why is it that this type of professional is so rare in our world today? Because people don't know how to do it!

Being able to both stand out and be a market leader through organic reputation building is a staple in emotional marketing. What are some ways to start building that reputation? I'll give you three.

1. **Decide what cause you want to lead** - This is a simple step. What do you do? What do you want to be known for? When you determine that, move on step 2.

2. **Choose someone to lead** - This person needs to be a driven individual who feels confident in their own skin and hearing their own voice. They need to be willing to work hard to maintain their reputation and they have to be okay with writing. This person must have a clean reputation and must be comfortable being aware of their actions outside of work. Because this person will become a major leader for the organization they must be taken care of and paid quite well. Why? If they are not, what's keeping them in your company?

Once you know what you want to be the leader of and you have picked the person you want to lead, this is where the magic starts.

3. **Build Your Reputation** - Now, I know I said that this is where the magic happens but once you go through it, you will realize there is nothing magical about it. It's all hard work and consistency. To build your reputation you must write in a blog, magazines, newspapers, etc. You must engage your communities through social media. You must be willing to speak at seminars. You have to make recommendations for your market and you have to be willing to lead them in the right direction. People have to get a feel for what you stand for and how you can help - this is why you have to write and speak so much. If you don't make yourself known, no one else will care.

All of this might sound simple. Well if it's so simple how come you're not doing it? You're not going to strike it famous by getting a television deal so you have to do it the smart way. It takes time and a consistent effort; however, if you are disciplined enough to keep a few simple principles of emotional marketing in mind, you too can become the Mike Holmes of your market.