

**Auto Shop Tips**© by Michael Strautman

[mikestrautman@turnaroundtour.com](mailto:mikestrautman@turnaroundtour.com)

[www.turnaroundtour.com](http://www.turnaroundtour.com)

800-233-8551



### Auto Shop Tip #33

*The Message Must Be Clear*

*By Michael Strautman*

In the many conversations I have had with shop owners, one topic seems to always come up – Advertising and Marketing. Some want business to pick back up, and some wish that business would slow down. How could this be? I believe that at the heart of this question is a need for understanding the subject of [advertising and marketing](#).

First, you have to understand the difference between advertising and marketing. Marketing should be considered the study of your customers. Advertising, on the other hand, should be the delivery of the message you want your customers to hear. In combination, lack of understanding in either of these areas can cause problems. If you advertise without knowledge (who or where your target customers are), you will create a faulty advertising campaign. If you know exactly who and where they are, but do not advertise where they will see or hear your message, the same result is achieved.

ATTEND THE NEXT “LIFELINE” SATURDAY GROUP FREE 4/12/08! [CLICK HERE TO REQUEST AN INVITATION](#).

**LIFELINE News** – Seek sound business counsel from your peers. Just call or email me about our Auto Shop Lifeline Program. It’s only \$44/month for ASA Members (\$88 for non-members) Call **270-782-6455**. [Watch THE ONE MINUTE VIDEO here](#), Click [HERE](#) to print and fax an order form, or [email me](#).

**THANK YOU FOR READING AUTO SHOP TIPS** – As a reader of our weekly publication, you have an opportunity for **THREE DAYS OF TRAINING AT NO CHARGE!** Spend 3 days in Phoenix, AZ with Gary Gunn and Profit Boost. Only 5 FREE tickets available (\$397.00 value)! [Email](#) or call **270-782-6455** to book your seat TODAY!

My advice is to spend some time revising and refining the ways you advertise and market your services. If you are not busy enough, it could be as simple as [starting an advertising campaign](#) and delivering it to your target customers. If you are too busy, it could be as simple as refining the message or the offer to your target customers. If I can help you [gain a better understanding](#) of these two important concepts, please, feel free to [email me](#) or call 270-782-6455.

