



URGENT HOW-TO GUIDE FOR  
BLUE-COLLAR COMPANIES

# BE SEEN AS THE GO-TO CONTRACTOR IN YOUR MARKET

IN THE NEXT FEW WEEKS...  
WITHOUT PRAYING FOR REFERRALS

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Are you a Blue Collar business owner who is sick and tired of hoping and praying for referrals? All you want is a straightforward way to become the go-to contractor in your market.

In this guide, I'm going to show you how to be seen as the expert in your market in the next few weeks without programming your own website or hiring high-priced monthly marketing companies. This way we can know who to talk to and what to say, build outstanding marketing materials, and turn on your automatic marketing system so eventually, you can take off the toolbelt to: work on your business and not in it!

So if you are...

A *growing* contractor or blue-collar company, maybe you're doing some marketing here and there, but this often leads to clients at the job site who hover over you, making you feel judged and frustrated. You've tried programming your own website and maybe ordering business cards, but you're still reaching low-paying, low-quality customers ...

Then pay attention to what I'm about to share with you because this could very well be the guide that changes everything for you.





Just like it did for me and just like it did for my buddy John.

See, John was right where you are. He had clients that came to him by word-of-mouth, leading to not enough of the type of jobs he wanted, which made him feel stressed out with too many different types of projects.

He had tried living off of word-of-mouth for years, but still did not get a steady stream of qualified clients...

But when he and I applied what I'm about to share with you, he ultimately ended up getting a stream of clients for the projects he wanted; kitchen remodels– in just a few weeks. And John didn't even have to get frustrated building his marketing materials or his website on his own.

Or Chris.

See, Chris was also right where you are. He is smart and talented as hell, he had lots of random build projects of all kinds, leading to frustration with trying to hire the right people, which made him feel overwhelmed with too many *types* of jobs.

He tried posting to Instagram and Facebook, but he still didn't get hired by the clients that he wanted...

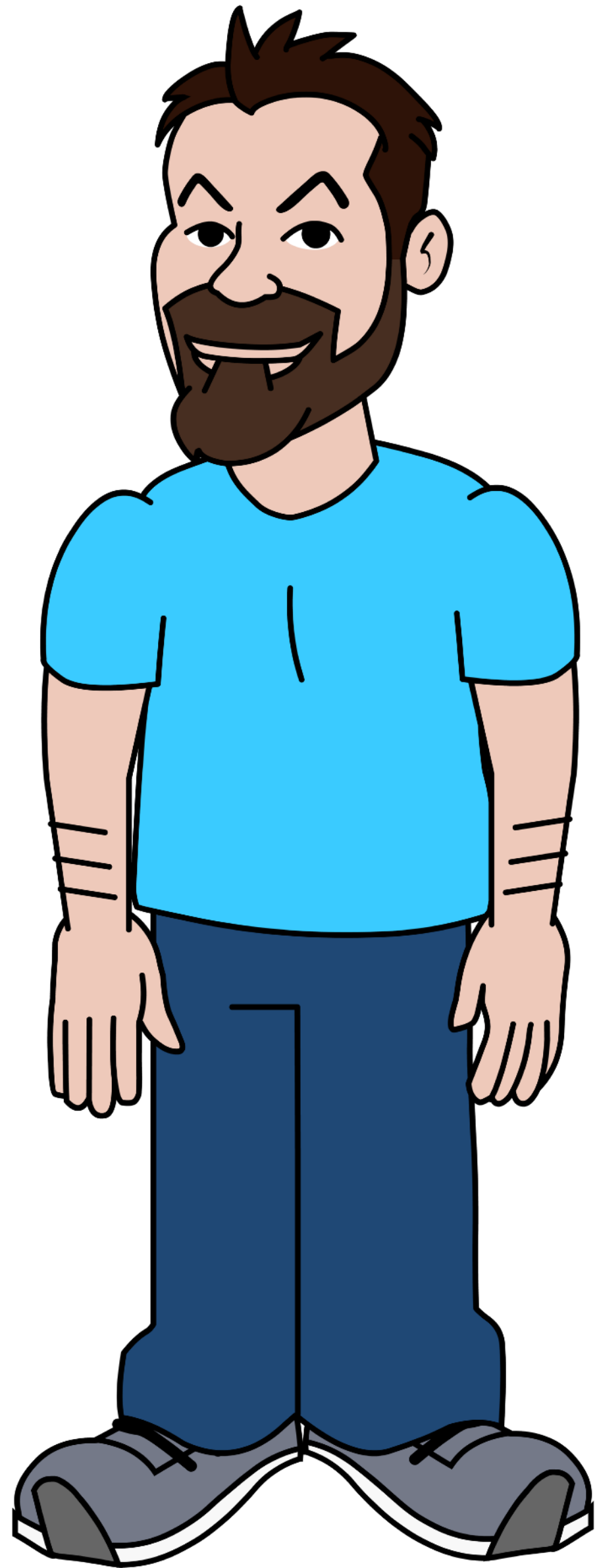
But we worked together and applied what I'm about to share with you and ultimately he learned how to get qualified customers who recognized him as the go-to guy for patios in just a month or two. And he didn't even have to pray for referrals either.





And in this guide, I'm going to share with you exactly what they did including:

1. The #1 Truth about defining your target market and branding strategy, attracting the right high-end customers and turning on your automatic marketing system, and ultimately becoming the go-to contractor in your market is the difference between praying for referrals and growing the business of your dreams.
2. The real reason many blue-collar companies struggle to be seen as experts in their market and why no matter how much you post your content on your own; you'll never be seen as the go-to-contractor you should be.
3. The exact process me and my clients use to be seen as the experts in our markets and how to stop wondering what's wrong with your website and stop getting crappy customers– for good.



My name is Chris Silvestre and throughout my career, I've created Ad campaigns for global brands, developed growth strategies for billion dollar businesses, created cartoons with celebrities like John Leguizamo and DL Hugley, won an advertising award, and I'm now seen as the go-to branding expert for blue-collar businesses.

I went from being unfocused and doing every job that came my way– to being a brand expert helping dozens of businesses do the same.

But it wasn't easy...

I had clients hovering over me, leading to frustration and self-judgment, it made me feel like I wouldn't be able to scale my business. I tried posting here and there whenever I felt like it, but no matter what I did, I still only had random clients coming from referrals...

I knew that if I couldn't figure out how to become the go-to guy in my field in a few weeks, I would have to keep working with cheapo clients on random jobs with no real production system and I'd go back to working for the man.

Then, I was thinking about how I helped my buddy John with his struggling handyman business, and I thought about all the things I've done over my career from advertising to interviewing customers to animation to brand strategy...

...and I thought “I know how to choose my target market and build my business!”

So I defined my target audience that I wanted to work with and what I wanted to say to them and I got strategic about my branding.

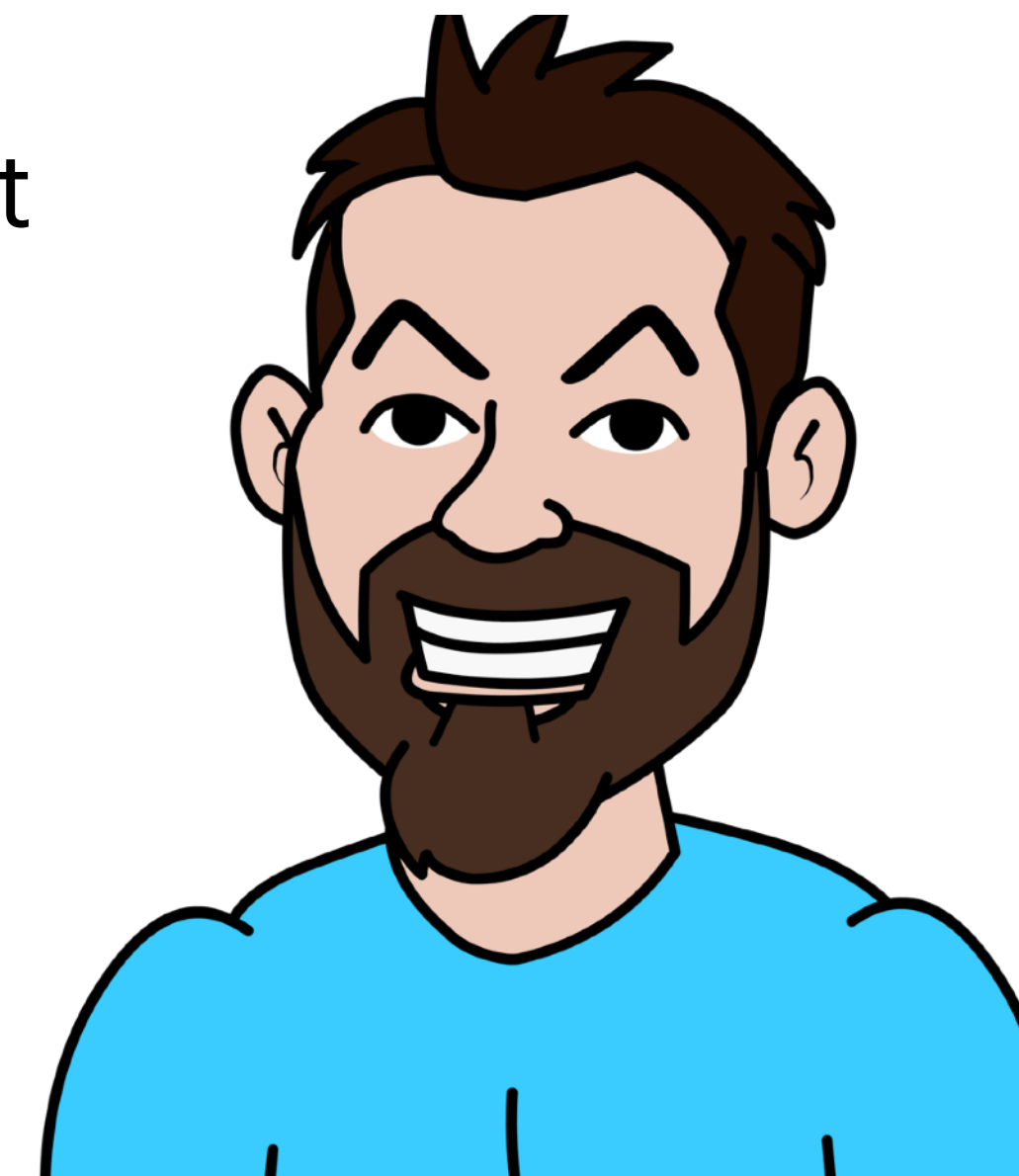
Then, I gathered a list of the assets I needed for my launch, created my logo, cartoon avatar and style guide, and started to build Outstanding Marketing Materials.

Then, I created my webpage, printed my business cards, and built a sales funnel with automated email sequences and turned on my automatic marketing machine!

I had finally figured out how to get recognized as an expert in my market in a few weeks, and I now avoid jumping from odd job to odd job with no real system.

And I realized I was never going to have to pray for referrals, get lost in my market, feel micromanaged by confused clients, or waste time posting disjointed insta-posts ever again.

Most importantly, I now had a system of defining my target and branding strategy, building Outstanding Marketing Materials and turning on my automatic marketing machine so I can ultimately become the go-to-guy in my market.





And now it is my mission to craft tailored brand strategies and outstanding marketing materials to connect contractors to their ideal clients because I believe that Contractors who are experts at their fields should not struggle to get qualified clients ever again.

And I believe that you deserve an automatic system to market your business to be seen as the go-to-contractor in your market.

So if you've ever thought, "This has to be easier"...

You're Right.



And after you read this guide, you'll know exactly how to get a clear strategy, make outstanding marketing materials and turn on your automatic marketing machine and ultimately become the Go-to-Contractor in your market.

No matter what marketing tricks, do-it-yourself websites, frustrations, or praying for referrals you've tried.



The fact that you're reading this tells me something about you...

It's important for you, to eliminate the expensive, done-for-you, monthly-fee-charging marketing companies and not knowing how to attract the right customers on your own– right now, today.

- You believe it's worth investing time in learning how to become the go-to guy in your area.
- You believe it's worth investing money to get help to be seen as the expert in your market.
- You know what you've been trying isn't working and you know there must be a better way.

Or maybe you just have nothing better to do with your time than to be reading this guide.

I'm going to do my best to not let you down. Because you and I both know that most blue-collar business owners would rather be spending their time creating systems to complete their jobs...

But most blue-collar business owners can't find the right customer.

Most blue-collar business owners are tired of stupid customers

Most blue-collar business owners feel overwhelmed with lots of different types of projects and have to keep training their employees to keep up with the different project types.

Most blue-collar business owners have to scramble when they want a business card design, or a website, or a t-shirt design or make an ad when referrals dry up.

Most blue-collar business owners never get the reputation to make the money they deserve.

You and I both know what most blue collar-business owners are...

they're do-it-yourselfers!

But you're not like most blue-collar business owners. You're not piecing together your marketing as you go.

Because you're here, reading this guide.

So that tells me you're an action taker like me and my other clients.

Action takers like us are relentlessly trying to figure out how to get a clear marketing plan that targets their audience, outstanding marketing assets and an automatic marketing machine to bring in qualified clients and not get caught up in stupid customers or praying for referrals .

We just want to be seen as the expert in our market.

And we ultimately want to become The respected contractor that clients trust.

And you could've chosen to do anything else with your time right now. But you've chosen to be here, read this guide and implementing it.

Smart move. And thank you for your trust. You're well on your way.

To reward that trust, I'm going to give you this optional related free gift so you can get outstanding marketing materials even easier.

So let's dive in...





Here's the #1 Truth about getting a targeted marketing plan, outstanding marketing materials and an automatic marketing machine and ultimately becoming the go-to contractor that is the difference between a handyman for hire and the big business of your dreams.

It's like there's two builders. They are tasked with building the strongest house they can. One builder is so excited about how it's going to look when it's done and focuses on picking out paint colors, flooring, and fixtures and ignores the foundation.

The second builder pours a footing and a solid foundation and builds from the ground up even though he thought concrete was boring.

*Whose house would you rather live in?*

See, most blue-collar business owners believe they will get ripped off by spending money on marketing companies making ads every month, so they just post photos from the job site, and you've already proven that that doesn't work.

The truth is: you need to develop a strategy and outstanding marketing materials to get you to attract new and qualified clients that call you, and this can be condensed to one affordable package without big month-to-month marketing retainers.

The reason is:

***"Committing random acts of marketing is no way to build your business or live your life!"  
from the book the Automatic Marketing Machine.***

And if you truly understand you need a marketing strategy to build your business, then you can define your ideal customer that I'm going to share with you in just a second and be so successful it pisses off your old Boss and you'll feel confident in your revived business in just a few weeks.

And you'll never have to deal with not knowing what to post, customers looking over your shoulder, feeling overwhelmed by odd jobs, or posting and praying ever again.

Imagine, getting a targeted branding strategy, outstanding marketing assets and an automatic marketing machine that gets clients for you while you play golf...

How would that make you feel?

Well, when you understand you get a marketing strategy that educates your customers to what you do best, then you can be the go-to expert and become the money-making business owner you want to be just like John, Chris and even me.

But if you don't understand the truth that you can work with a branding expert, then you could very well remain doing handyman hustle and have a future filled with hovering customers, crappy online reviews and odd-job-overwhelm forever...

But I'm going to do my best to not let that happen to you anymore.

However, in order to do that, you need to understand the real reason why you're struggling to be seen as the go-to contractor.

And it's not posting randomly on insta...



You could create your marketing materials as you grow: maybe start with a logo from Fivver and in a couple of months a business card from kinkos, then spend a couple of nights a week putting a website together on Wix, but if you don't understand and apply what I'm about to share, you'll never get a steady stream of great customers that see you as the expert in your market.

Here's why doing it yourself doesn't work:

It's like putting together a car while you are driving it!

See, most blue-collar business owners think they want to "sell to everyone" and "I can do everything". This leads to not knowing what to say to who.

This leads to stupid clients.

The clients are stupid because they don't know what you do. Word of mouth is not strong enough to build their business, so contractors pray for referrals, and you've already proven that doesn't work.

The truth is: you need a focused marketing strategy that educates your potential clients in what you do best.

***"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself." - Peter Drucker.***

Once I understood this, I went from doing whatever job came in the door with hovering customers who didn't get my process, unpaid overtime and frustration and regret in taking the job to getting a clear brand strategy, outstanding marketing materials, and an automatic marketing machine and ultimately become the go-to guy in my market.

All in a matter of a few weeks.

Once I understood this, I finally understood how to get my business focused on my ideal customer and why nothing I was doing was working.

And it ultimately led me to discovering the marketing strategy to attract, educate, and qualify potential customers.







# 3 Phases to Being Seen as an Expert in your Market

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Chris Silvestre

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Because, knowing that businesses need to target specific customer personas and knowing that you need someone good and experienced to help build your strong foundation is awesome, but knowing is only half the battle.

The other half is actually doing the correct steps to get a targeted marketing strategy, creating outstanding marketing assets, and setting up an automatic marketing machine.

Because the truth is...

If you don't have a proven system that gets the strategy, outstanding marketing assets, and an automatic marketing machine – You'll never be a true business owner who can put down the tool belt and work on his business not in it.

So that's why I developed the  
***Blue-Collar Branding Bundle.***



# OVERVIEW: Blue-Collar Branding Bundle

The Blue-Collar Branding Bundle is a strategy-first automated marketing system that attracts, educates, and qualifies new customers with a company logo, company mascot, animated video, website, email funnel, and outstanding marketing design assets like business card design, t-shirt design, and more to help Blue-Collar Business Owners become the recognized Expert in their Market without you building your own amateur website or hiring marketing companies that bleed you dry every month.

This works by defining a strategy and creating outstanding marketing materials to get to the next level in your business.

As a result, instead of piecing together business cards and websites as you go along and praying for referrals...

What you'll get is a strategy for growth and reusable branding assets and set up your automated marketing system.

With the **Blue Collar Branding Bundle**, you can have less stupid Clients hovering over you, and attract the projects you want - and Feel empowered in your business.

And in this service, I'm going to create with you the step-by-step process on how we can build your automated marketing system too.

It's the exact same process me and my clients currently use to stand out as experts in our markets. And it's designed to help you go from doing the handyman hustle to becoming the go-to-contractor in a few weeks.

# PHASE 1: Branding Blueprint

The first step is called Phase 1: Branding Blueprint

The first thing is define our target market and create branding strategy.

To Get clear on two things:

- ***Who we are talking to?***
- ***What we tell them?***

We do this by having a kickoff call, I send you a survey, and we interview your team if necessary, all in a way that you would talk about your ideal business to a friend. We will then do some market research and this let's us define our target customers.

It's the same strategy I used to help my buddy John go from struggling handyman to being flooded with customers and finally being able to put down the toolbelt and work on growing his business, not in it.

It's also the same exact strategy I use with all my clients as well...



Once that's done, you'll have this Branding Blueprint and a clear customer strategy

Which will allow you to get one step closer to being the go-to Contractor in your market.

This way, you won't have to come up with all your marketing on your own and you won't be Stressed with too many different tech platforms either...

And if you don't do this strategic planning you'll be struggling with horrible clients with all types of handyman requests and hovering homeowners who constantly complain.

But defining our target and branding strategy isn't enough.

If you want to be the go-to contractor in your market, you'll also need Outstanding Marketing Material.





# PHASE 2: Producing Your Power Tools

Next is **Phase 2: Producing Your Power Tools**

The next thing we're going to do is Create Outstanding Marketing Materials.

Because Defining our target market and branding strategy is one thing... but creating Outstanding Marketing Materials is vital if you want to attract high-paying customers and be seen as the go-to Contractor and be so successful it pisses off your old boss!

We do this by creating a crafted marketing video to excite and educate your customers, designing an automated email sequence, a website, and design the marketing swag you will need all at one time in a way that easily avoids the frustration and confusion of doing it on your own.





It's the same marketing materials I've used to help my buddy Chris to be the go-to patio and outdoor space remodeler in his market.

It's also the same exact types of brand assets that all my clients use as well...

Once that's done, you'll have Outstanding Marketing Assets so you can stand out to your target audience.

Which will allow you to get one step closer to being the go-to contractor in your market.

This way, you won't have to pray for referrals and you won't have to feel overwhelmed with learning all this marketing stuff anymore.

And if you don't do educate and qualify your target with outstanding marketing assets you'll keep getting odd jobs where confused customers are hovering over you at your job sites.

But even fantastic marketing materials aren't enough.

If you want be the go to contractor, the final piece of the puzzle is

***Phase 3: Execution: Bulldoze your Market.***



# PHASE 3: Execution: Bulldoze your Market

Lastly, ***PHASE 3: Execution: Bulldoze your Market***

The next thing we're going to do is give you the education and power to Turn on your Marketing Machine and get your qualified leads

Because, while The Strategy and Outstanding Materials are vital;

Executing Your Automatic Marketing Machine is vital if you want to be the go-to contractor in your area and make your wife smile with your huge business in a few weeks.

We do this by executing a targeted video ad on social media that brings the customers you want into your new sales funnel.

We will deliver the branding strategy from Phase 1 and all of the assets from Phase 2. Then you'll use these guides to build your business:

- ***No More Stupid Customers! Educating to win***
- ***Setting up your Socials***
- ***Your Web Page Strategy***
- ***Your Automatic Marketing Machine***
- ***Easy Social Posting from the Job!***
- ***The Super Simple Software for Contractors***

You'll be taught to turn on your automatic marketing system in a way that easily weeds out low-paying customers for projects you don't want to do.

It's the exact same automatic strategy I've used personally to focus on my market

It's also the same automated sales funnel that all you've seen the bigger companies use to get into your inbox as well...

Once that's done, you'll have your automatic marketing system to attract qualified customers. And remember, that's all without praying for referrals and feeling like you don't know what to post anymore.

And in case you need help along the way...

I'm giving you a brand strategy guide, creative branding guidelines for creating new assets in the future, a link with all of your marketing assets and artwork, marketing guides and videos and more as they are created, a client hub where all of your assets will always be accessible for download and after final project hand off email and scheduled phone support so you can get all your questions answered and you won't ever be left guessing.



### **You now know:**

- The #1 Truth about defining your target market and branding strategy, building Outstanding Marketing Materials and turning on your automatic marketing system and ultimately becoming the go-to contractor in your market is the difference between praying for referrals and growing the business of your dreams.
- The Real Reason many blue-collar companies struggle to be seen as the expert in their market and why no matter how much you post your own content without a strategy, you'll never be seen as the go-to contractor.
- The exact process me and my clients used to be seen as the experts in our market and stop wondering what's wrong with your website and stop getting crappy customers for good.

### **And you've gotten this far, which tells me one of two things...**

- You're seriously ready to do whatever it takes to finally get a clear marketing strategy, outstanding marketing materials and turn on your automatic marketing machine, and finally be seen as the expert in your market in just a few weeks!
- Or you have literally nothing better to do!

My guess is, you're serious.

So let me ask you...

If you could get a clear marketing strategy, outstanding marketing materials and turn on your automatic marketing machine, do you think you could be seen as the go-to contractor in your market?

Of course, you could.

How good would that feel?

And look, I get it, all of this sounds good, but you're probably wondering if this will actually work for YOU...

The good news is, regardless of where you are, I'm confident that we can help you get the growing business you deserve.

The reason is, nothing I've shared in this guide is theory.

This is exactly what I've done to create Ad campaigns for global brands like Verizon, created cartoons with celebrities like John Leguizamo and DL Hugley, and I'm seen as the go-to branding expert for blue-collar businesses.

This is exactly what I did to go from unfocussed and doing every job that came my way to being a focused brand expert and I've helped dozens of businesses do the same.

And if you're reading this, you:

Know you can get qualified customers in your area but you just can't seem to get a clear marketing strategy in a way that avoids trying to do all of the jobs for all of the customers.

You're frustrated with living off of referrals that don't work... and you just want to get outstanding marketing assets already!

You really want to make that old boss of yours wish he never gave you so much crap.

You're sick of seeing other contractors that do shitty work make more money than you and you just want an automatic marketing machine.

If you had all of that right now, today...

How much more streamlined would your life be?

### **Take a second to imagine, what would you be able to do?**

- would you be golfing more?
- would you be working with other business owners expanding your market to other areas?
- would you rather go hiking with your wife?



Most blue-collar hustlers only dream of growing in their market and becoming true business owners.

Very few actually achieve it.

So, now the question is what is the ability to get a clear marketing strategy, outstanding marketing assets, and turn on your automatic marketing machine worth to you?

What is the feeling of being a trusted business owner worth to you?

What are smart, high-paying customers worth to you?

If you got this far, you're obviously serious about standing out in the market and becoming the go-to Contractor in your area.

And you're obviously ready to make a change today, otherwise, why would you be reading this today?



So the obvious question is, how can you apply the **Blue-Collar Branding Bundle** to your business and get targeted marketing strategy, outstanding marketing assets and an automatic marketing machine today?

Well, you basically have two options...

1. You can take what you've learned today and try to implement it all yourself, with nobody to develop a brand strategy guide, creative branding guidelines for creating new assets in the future, a link with all of your marketing assets and artwork, up to date marketing guides and videos with email and call support leaving you to figure out all the details yourself through trial and error... and hopefully, eventually, maybe you get targeted marketing strategy to target the right customers, outstanding marketing assets and an automatic marketing machine.

Or

2. You can book a call with me and get the proven process that gets targeted marketing strategy, outstanding marketing assets and turn on your automatic marketing machine...

[Book a Call](#)

Now, sadly, most blue-collar company owners who read this guide will do nothing with this information.

Most blue-collar company owners never succeed at scaling their business.

And, if you want to get the results that MOST blue-collar company owners have, do what MOST blue-collar company owners do.

Do nothing.

That's why most blue-collar company owners stay doing the handy-man hustle, posting randomly, piecing together marketing here and there, or spending tons of money every month on marketing.

But if you want to be one of the rare few to know what it feels like to be seen as the go-to contractor in his market and feel empowered in your business with full control over your way of bringing in customers...

Then I'd like to invite you to draw a line in the sand.

### **Go all in.**

Today could be the day the struggle stops for you. Today could be the day you become the business owner working on your business systems not just in your business.



Or...

If you want to keep beating your head against the wall, building your own website, trying to get referrals by posting and praying, and piecemealing marketing materials...

If you don't want a targeted marketing strategy...

If you don't want outstanding marketing assets...

If you don't want an automatic marketing machine...

If you don't want to become a business owner scaling your business...

If you like jumping from odd job to odd job, having stupid clients who hover over you while you work and growing frustrated–

Then you can ignore this guide, close this page and go do whatever you feel is a better use of your time.

But now is the time to decide. This opportunity won't be around forever.

So, right now, ask yourself...

Do you want to be one of the many who struggle?

Or do you want to be one of the few who win?

The choice is yours.

But I can only show you the door. You're the one who has to walk through it.

Either way, thanks so much for reading and I wish you all the best!



# Thank You

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