It’s the weekend and you had Uncle Joe and Aunt Betty over for dinner. Uncle Joe goes and uses the bathroom. Half an hour later, Little Johnny goes in there, and comes out screaming about the toilet backing up. What a mess. “Had to happen on a weekend!” Doesn’t it always? Yeh! This story sound familiar? Who do you call? Who do you trust? The one right solution is Morgan Miller Plumbing run by Jeff Morgan and Associates. They say do what you grow up with. Do what you love. They also say there are some “crap” jobs out there, but someone’s problems are another man’s livelihood. Jeff has been around plumbing watching his Dad deal with the public, and was with his older brothers for 10 to 12 years. Years ago, Jeff quit his job and told his wife he was trying this gig on his own. And he has never looked back. Jeff has determined that plumbing is mostly a service work environment. They do residential and commercial work, faucets, water and sewer pipes. Does not do construction work really. After all this time, Jeff realizes that you “gotta work it.” This means knowing who your customers are, and getting front of them. That’s where Social Media has become such a strong asset for Morgan Miller. Jeff has figured out that when someone just sees you online, that leaves an impression. The more impressions you give them, the better chance they will think of you when their “Uncle Joe” comes to visit. Every time someone looks at the Morgan Miller Facebook page, they see the M/M logo. Jeff says that you need to make it fun and enjoyable for someone to see your News Feed about your biz. For every seven posts you make, there should be one offer directly relating to your business. Otherwise, make it fun or informative.

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CONT'd from Page 1 – Your real goal is to make sure those that visit your business page are lightly amused, or else they will scroll on down their news feed. There are too many touches that they are getting to waste time. Entertain and inform, and you will go far.

Jeff concluded saying that it has never been easier and more cost effective to find your customers and for your customers to find you. So make every use of this new technology to gain a foothold on your markets.

We really need to Thank Jeff for where he has brought us as a group on Facebook, and what the road lies ahead for Prospectors and the creation of new opportunities for us all.