

BECKY MARTIN

Marketing Specialist for
Local Skilled Trades and
Home Service Professionals

Co-Founder of Guide MKTG

SPEAKING TOPICS

- **Messaging:** Stop Being Ignored: 7 Ways to Get and Keep Customers' Attention
- **Marketing:** Stop Wasting Money on Marketing: 5 Tools to Grow Your Businesses
- **Websites:** Stop Losing Business Because of Your Website: 5 Ways to Improve Your Site
- **Sales:** Stop Playing the Hero: 5 Steps to Close More Deals
- **Hiring:** Stop Wasting Time on Unqualified Candidates: 6 Ways to Get a Hiring Advantage
- **Elevator Pitch:** Stop Stumbling Over Your Words: Develop the Perfect Pitch

OUR CLIENTS

We use marketing to help high-performing home services businesses that serve a local area. Typically, these home services businesses have:

- annual revenue between \$2mm–10mm
- a “marketing” line in their budget but don’t have a full in-house marketing team
- earned one of the top spots in their market and don’t compete on price
- been in business for 5 years
- 5-star reviews

OUR CLIENTS SUCCESS STORIES

The way Guide MKTG writes our hiring materials provides a higher-quality experience for applicants and helps weed out any who aren’t a good fit. Multiple applicants have said they’ve never seen content that so clearly lays out expectations and so vividly describes who we are looking for. **Their hiring content is attracting the best kind of applicants.**

Josh, residential plumber, California

START A CONVERSATION

Phone	616.559.0007
Email	becky@guidemktg.com
Website	guidemktg.com
Instagram	@guidemktg
LinkedIn	@beckylmartin



ABOUT BECKY

Business leaders get sold a lot of marketing bull\$#!t — “Run these ads! Invest in SEO! Rent this billboard!” But most one-off marketing efforts waste your time and money. They also drain your team’s resources and stall your growth.

Becky and the Guide MKTG team break the cycle of random, expensive marketing tactics. They use a proven, repeatable framework that provides business leaders with more confidence and more leads.

Becky Martin is Co-Founder of Guide MKTG, a StoryBrand Certified Guide, and a self-described “word nerd.” Becky and her family live in West Michigan.

Becky did a day-long session with our leadership team and then spoke at our national conference. She asked really good questions and helped us create a clear brand story. Her conference workshop had people out of their chairs, talking with each other, and really engaged with the topic.
Dean, national bath remodeling chain

