



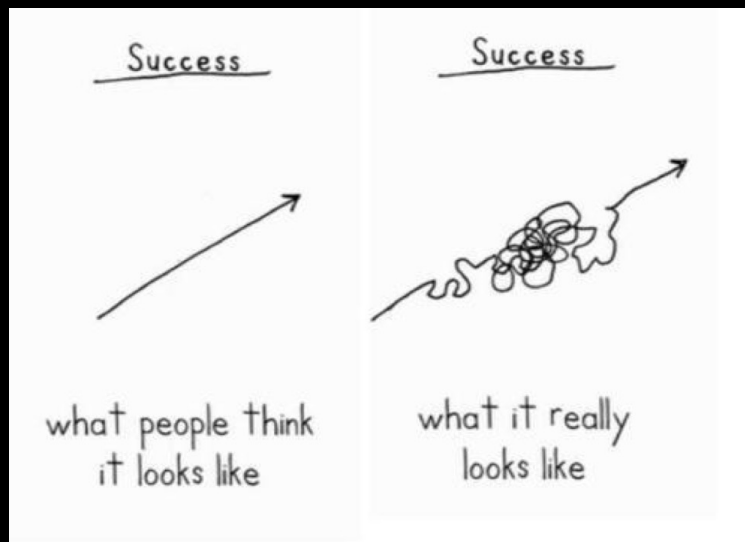


Lessons from 30 Years in Marketing

Stand out. Stay top-of-mind. Sell more.

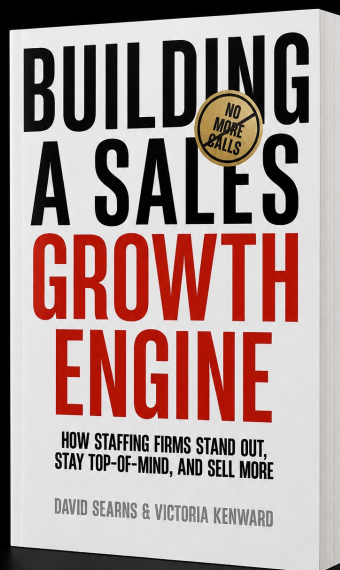
David Searns
Co-CEO

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Co-CEO



The Lessons

A few highlights of what we can remember!



Lessons on starting a business

- Build a better mouse trap (nurture marketing).
- Help the little guy IS a winning business strategy.
- Create business models that turn services into products (repeatable processes, defined deliverables, set pricing).
- You cannot be everything to all people. Find the sweet spot where you can provide the most value.
- MRR > projects. Build recurring revenue. (MRR is one data point and every \$ is not equal).
- If a KPI does not drive a decision, why bother tracking?
- Do hard things (HaleyMail, Recruitment marketing, write a book).
- Family businesses are hard, but also the best. Have defined lanes. Avoid stepping on toes. Share openly.
- Persistence wins.
- Sometimes, ignorance is bliss – it allows you to tackle challenges you didn't know were hard!
- Demand ROI - don't write blank checks.
- Be cheap in the right places (minimize things that don't drive revenue).
- Ask for help. Sometimes it takes a 3rd party to show you what you cannot see (having a consultant, having trusted advisors, being open to feedback can all create opportunities that would have been missed otherwise).



Lessons on sales + marketing

- Focus on learning your clients' business...and their clients.
- Give away your best ideas and advice. It builds trust, establishes credibility, and makes people want to work with you.
- You can't stand out by doing what everyone else does.
- If an idea doesn't make you squirm in your chair (or leap out of it), it won't make an impact.
- Everyone wants a deal...so give it to them in a way that's win-win (bundle services).
- There's no easy button in marketing. Success takes strategy, consistent execution, and loads of commitment.
- Don't focus on the next hot trend...build a sales growth engine!
- Be okay firing a client that isn't a good fit...especially one that's abusive to your team or doesn't fit your values.
- Get onto the stage (speaking, writing)...and know when to give it up!
- Get involved. Become part of organizations where you can learn and contribute.
- Be friends with your competitors. Often you can help one another out.



Lessons on managing

- Hire people who complement your skills (our business took off when Vicki stepped in to run operations).
- Hire people who you can learn from, who are smarter than you, and who you would like to have a coffee with.
- No comp plan is perfect (stop wasting time trying to create one).
- Give people the tools they need to succeed.
- Give people feedback. Feedback is a gift...give it because you care.
- When people fail, put the pain where the pain belongs (give them the opportunity to learn from their mistakes).
- You cannot motivate someone else; you cannot hold others accountable - people must be accountable for their own growth. You can help them only when they want it first.
- The rule of threes isn't just a core value; it is the key to making great business decisions.
- Doing it more than once? Build a repeatable process, then automate it, and always ask "how might AI help with this?"



Life lessons

- Greatest growth comes from failure not success (I really hate this lesson!).
- Learn constantly - set aside time every week to read, watch, listen.
- Learn about a variety of topics - real intelligence is applying concepts across disciplines.
- Save. Save. Save. Spend less than you make – personally and in business.
- Know your strengths and play to them (instead of trying to fix weaknesses).
- Make hard choices as soon as you can (nothing gets better by waiting).
- Admit when you've made a mistake.
- Discipline is the great divider - people who are determined to do what they say and have that intense integrity to make it happen will climb mountains to make it happen. Be that person!
- Get out of your comfort zone - growth happens when you push yourself.
- Have the courage to suck. No one starts as an expert - be willing to learn (even when it's a little painful).
- Turn weaknesses into your superpower (Freak Factor).



Lessons on customer service

- The only reason the business exists is to serve the client.
- Service is doing what you promise. Hospitality is how you make someone feel.
- AI cannot replace hospitality. But it can improve the service experience.
- Great service starts with empathy. Ask yourself “what would I want if I were the customer?”
- Great service doesn’t mean saying “yes” to every request.
- Always assume positive intent. Most people are not malicious.
- Answer the question asked. Anticipate the next question and answer that too.
- Instead of saying “no, but...” say “yes, and...”
- Speed is the new currency.
- AI is best with a human in the loop. People want relationships with other people.
- Staffing is a human business. Remember that.



Thank you to a few mentors

- **Jim Cecil**
 - Become a trusted spear removal surgeon (power of building trust)
 - Paint a bullseye on the target (importance of focus)
 - Make deposits before asking for withdrawals
 - The power of “drip” marketing
- **Seth Godin**
 - Permission marketing - sending your marketing to people who ask for it
 - Purple Cow – don’t just say you are different, be different
 - Build your Tribe – you don’t need to win over the world – just a large enough audience of fans to meet your goals
- **Will Guidara**
 - Service excellence is table stakes.
 - Service is what you do. Hospitality is how you make people feel.
 - People want to feel seen, heard, and valued.



And the #1 lesson...

Find a true, equal partner.

We could never have built this company
without each other!



**Outsmart
the Ordinary**



Get 2 Weeks FREE!

Ready to join
the **Rogue
Rebellion?**



RogIQ.ai/rebel





Questions?

Reach out to our team today.

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