

# **HOW TO GET 15 WATER DAMAGE JOBS A MONTH CONSISTENTLY YEAR ROUND**

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**WITHOUT DEPENDING  
ON WORD OF MOUTH,  
CRAPPY SEO OR LEAD  
GENERATION SERVICES**

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# INTRODUCTION

Welcome, restoration business owners. You've made the right choice by picking up this book. I promise to deliver nothing but value from cover to cover. The purpose of this book is to help you generate more leads, increase clients, boost sales, and ultimately grow your business.

If you're looking to hire more employees and delegate your business to a point where you can be hands-free, then you're in the right place. This book is for entrepreneurial restoration business owners who want to scale their business to the next level or are stuck and need the right tools, skills, and processes to grow and expand.

I'm excited to share my knowledge with you. Over the past few years, I've helped dozens of restoration businesses scale beyond their wildest dreams. Whether you have goals to pass your business down to the next generation or want to find more ways to get more clients, this book is going to be one hell of a ride.

In this book, I'll go over the technical processes you need to know, but more importantly, I'll focus on the big picture - the seven-figure mindset. Your mindset is the foundation for everything. It's the root of all your decisions, whether conscious or subconscious.

Many people teach the what and the how, but almost no one teaches the why. Understanding the mindset will give you the root system of a successful entrepreneur.

You'll derive all your decisions from it, whether right or wrong, but ultimately, it'll serve the greater good for your business and the life you want.

I warn you that this book will be full of controversial ideas and statements. It's not for the light-hearted but for business owners who want to get to the next level. I'll be blunt at times, but it's for your greater good. You need a wake-up call to realize where you are, whether you're crushing it or struggling.

If you don't want to hear the truth, then I suggest you close this book and ask for a refund. But for those brave souls who stayed on, let's get to work.

First and foremost, I'd like to talk about the purpose of this book. The primary objective is to help you generate more leads consistently and get more jobs year-round without depending on word of mouth, crappy SEO, or lead generation services. I'll show you how to do this by using a proven, easy-to-follow step-by-step method that leverages the power of Google Ads PPC.

By using PPC, you'll be able to get direct jobs from homeowners and commercial property owners, keep your techs busy, and have your equipment work for you instead of the other way around. You'll also be able to hire more crews and get more vans, which will help you scale your business quickly and efficiently.

Now, let's talk about the seven-figure mindset. Your mindset is the foundation for everything. It's what sets apart successful entrepreneurs from the rest. Without the right mindset, it's impossible to achieve your goals and grow your business to the level you desire.

In this book, I'll go over the mindset shifts that you need to make to achieve seven-figure success. These include adopting a growth mindset, learning from your failures, and taking massive action. I'll also show you how to avoid the common pitfalls that prevent many entrepreneurs from reaching their full potential.

Lastly, I'd like to warn you that this book is not for the faint of heart. I'll be blunt at times, but it's because I want you to succeed. I'll challenge your beliefs and push you out of your comfort zone. But, if you're willing to take action and implement the strategies outlined in this book, I promise you'll see results.

So, if you're ready to take your restoration business to the next level and achieve seven-figure success, then let's get to work.

Throughout the book, I'll also debunk some of the common myths about PPC and show you why it's the king of advertising and marketing for restoration businesses. I'll explain how PPC can help you reach your target audience more effectively than other marketing channels and track and measure your marketing ROI more accurately.

In addition, I'll provide you with some case studies and examples to illustrate the effectiveness of using Google Ads PPC to grow your restoration business. These success stories will show you how other restoration businesses have used PPC to generate more jobs consistently year-round and achieve their business goals.

I'll also provide you with some bonus content on mindset shifts that you need to make to become a successful entrepreneur.

These mindset shifts will help you adopt a growth mindset, take ownership of your business, and stay focused on your goals.

Finally, I'll show you how to implement the step-by-step method outlined in the book to start generating more leads consistently and get more jobs year-round. This method is proven and easy to follow, and it doesn't require you to break the bank on expensive lead generation services or rely on word of mouth to get jobs.

So, if you're ready to take your restoration business to the next level and achieve the success you've always dreamed of, then let's get started. I'm confident that this book will provide you with the knowledge, tools, and strategies you need to generate more leads consistently and get more jobs year-round using Google Ads PPC.



## THE GREATEST MYTH EVER TOLD

The restoration business is unique in that it relies heavily on referrals and word of mouth to generate new leads and clients. Many business owners in this industry believe that these methods are the only way to grow their business and generate consistent jobs year-round. However, this is the greatest myth ever told in the restoration industry.

The truth is, relying solely on referrals and word of mouth is not a sustainable way to grow your restoration business. It's too unpredictable and inconsistent, and it limits your potential for growth. You can't control when a referral will come in or how many referrals you'll get each month. This makes it challenging to plan for the future and scale your business.

Moreover, relying on word of mouth and referrals means that you're dependent on other people to generate leads for you. You have no control over the quality of these leads, and you have no way to target specific demographics or regions. This makes it difficult to optimize your marketing strategy and get the most out of your advertising budget.

This is where Google Ads PPC comes in. By using PPC, you have complete control over your marketing strategy. You can target specific demographics and regions, track your ROI, and optimize your campaigns for maximum results. This allows you to generate more leads consistently and get more jobs year-round, without depending on word of mouth or referrals.

The myth of relying on word of mouth and referrals is further perpetuated by the belief that PPC is expensive and not worth the investment. However, this couldn't be further from the truth. PPC is one of the most cost-effective marketing channels for restoration businesses. You only pay when someone clicks on your ad, and you can set your daily budget to ensure that you don't overspend.

In fact, PPC is so cost-effective that it can generate a higher ROI than other marketing channels, such as SEO or lead generation services. This is because PPC allows you to target specific demographics and regions, which means that you're only paying for clicks from people who are interested in your services. This leads to a higher conversion rate and a better ROI.

In summary, the greatest myth ever told in the restoration industry is that relying on word of mouth and referrals is the only way to grow your business and generate consistent jobs year-round. The truth is, this is not a sustainable or scalable way to grow your business. By using Google Ads PPC, you have complete control over your marketing strategy, can generate more leads consistently, and get more jobs year-round.





# WHY PPC IS THE BEST FOR A RESTORATION BUSINESS?

When it comes to advertising your restoration business, there are many options to choose from. From word of mouth and referrals to SEO and social media, the possibilities can be overwhelming. However, when it comes to getting consistent jobs year-round and growing your business, PPC advertising is the best option. In this chapter, we'll explore why PPC is the best advertising method for a restoration business.

## **Targeted Advertising**

One of the biggest advantages of PPC advertising is that it allows you to target specific keywords and demographics. This means that your ads will only be shown to people who are actively searching for restoration services in your area. This targeted approach ensures that your advertising budget is being used effectively, and that you are reaching the people who are most likely to become customers.

## **Immediate Results**

PPC advertising offers immediate results. Unlike other advertising methods that may take time to see results, PPC advertising allows you to start getting leads and generating sales as soon as your ads are live. This is particularly important for restoration businesses that need to get jobs quickly and keep their technicians busy.

## **Cost-Effective**

PPC advertising is a cost-effective way to advertise your restoration business. Unlike other methods that require ongoing investment, PPC allows you to set a budget and only pay for clicks or impressions. This means that you can control your costs and ensure that your advertising budget is being used effectively.

## **Measurable Results**

PPC advertising offers measurable results. With tools like Google Analytics, you can track the performance of your ads and see exactly how many clicks, leads, and sales your advertising is generating. This allows you to make data-driven decisions about your advertising strategy and adjust your approach as needed.

## **Competitive Advantage**

Finally, PPC advertising offers a competitive advantage for restoration businesses. By using targeted keywords and demographics, you can ensure that your ads are being seen by the right people at the right time. This can help you stand out from the competition and generate more leads and sales.

In summary, PPC advertising is the best advertising method for a restoration business. With its targeted approach, immediate results, cost-effectiveness, measurable results, and competitive advantage, PPC offers a powerful tool for growing your business and getting consistent jobs year-round.



## WHAT IS PPC?

PPC stands for Pay-Per-Click. It is a type of online advertising where advertisers pay each time a user clicks on one of their ads. PPC ads are typically displayed on search engines, such as Google or Bing, or on social media platforms, such as Facebook or Instagram.

Google Ads is one of the most popular PPC platforms for restoration businesses. Google Ads allows you to create text, image, and video ads that are displayed on Google search results and other websites that participate in the Google Ads program.

The beauty of PPC advertising is that it allows you to target specific demographics and regions. You can choose the keywords that trigger your ads, so your ads will only be displayed to users who are searching for keywords related to your business. This means that you're only paying for clicks from users who are interested in your services, which leads to a higher conversion rate and a better ROI.

Moreover, PPC advertising is highly measurable. You can track the number of clicks, impressions, and conversions your ads are generating, as well as the cost per click and the cost per conversion. This allows you to optimize your campaigns for maximum results and ensure that you're getting the most out of your advertising budget.

In the context of the restoration industry, PPC advertising can be a game-changer. By using Google Ads PPC, you can generate more leads consistently and get more jobs year-round. You can target specific regions and demographics, so you're only paying for clicks from users who are located in areas where you provide services. This allows you to optimize your advertising budget and generate the highest possible ROI.

In summary, PPC advertising is a type of online advertising where advertisers pay each time a user clicks on one of their ads. It allows you to target specific demographics and regions and is highly measurable, which makes it a cost-effective way to generate more leads and get more jobs year-round for restoration businesses.



## PPC IS KING

PPC advertising is the king of online advertising, and for good reason. It is a cost-effective way to generate more leads and get more jobs year-round for restoration businesses. In this chapter, we'll explore why PPC is the king of advertising and how it can help you grow your restoration business.

One of the main reasons why PPC is the king of advertising is that it allows you to target specific demographics and regions. This means that you're only paying for clicks from users who are interested in your services and located in areas where you provide services. This leads to a higher conversion rate and a better ROI.

Moreover, PPC advertising is highly measurable. You can track the number of clicks, impressions, and conversions your ads are generating, as well as the cost per click and the cost per conversion. This allows you to optimize your campaigns for maximum results and ensure that you're getting the most out of your advertising budget.

Another reason why PPC is the king of advertising is that it allows you to control your marketing strategy. You can choose the keywords that trigger your ads, the ad copy, and the landing pages that users are directed to when they click on your ads. This gives you complete control over your marketing message and allows you to optimize your campaigns for maximum results.

In the context of the restoration industry, PPC advertising is particularly effective. Restoration businesses typically rely heavily on referrals and word of mouth to generate leads and clients. However, relying solely on referrals and word of mouth is not a sustainable or scalable way to grow your business. By using Google Ads PPC, you can generate more leads consistently and get more jobs year-round, without depending on word of mouth or referrals.

In summary, PPC advertising is the king of online advertising. It allows you to target specific demographics and regions, control your marketing strategy, and is highly measurable. In the restoration industry, PPC advertising can be a game-changer, as it allows you to generate more leads consistently and get more jobs year-round, without depending on word of mouth or referrals.



# DEBUNKING MYTHS ABOUT PPC

There are many myths and misconceptions about PPC advertising, and these can prevent restoration businesses from using it effectively to generate more leads and get more jobs year-round. In this chapter, we'll debunk some of the common myths about PPC advertising and show you why it's a cost-effective way to grow your restoration business.

## **Myth #1: PPC is too expensive**

One of the biggest myths about PPC advertising is that it's too expensive for restoration businesses. However, this couldn't be further from the truth. PPC advertising is one of the most cost-effective marketing channels available to restoration businesses. You only pay when someone clicks on your ad, and you can set your daily budget to ensure that you don't overspend.

## **Myth #2: PPC doesn't work for restoration businesses**

Another common myth about PPC advertising is that it doesn't work for restoration businesses. However, this is simply not true. PPC advertising can be a game-changer for restoration businesses, as it allows you to generate more leads consistently and get more jobs year-round. You can target specific demographics and regions, track your ROI, and optimize your campaigns for maximum results.

### **Myth #3: PPC is too complicated**

Many restoration business owners are intimidated by the idea of setting up and managing a PPC campaign. However, PPC advertising is actually quite simple and straightforward. With Google Ads, you can create your ads, choose your targeting options, and set your budget in just a few easy steps. Google also provides plenty of resources and support to help you get started and manage your campaigns effectively.

### **Myth #4: PPC is only for large businesses**

Some restoration business owners believe that PPC advertising is only for large businesses with big marketing budgets. However, this is not the case. PPC advertising is accessible to businesses of all sizes and can be tailored to fit any budget. Whether you're a small business just starting out or a larger business looking to scale, PPC advertising can help you achieve your marketing goals.

In summary, there are many myths and misconceptions about PPC advertising that can prevent restoration businesses from using it effectively to generate more leads and get more jobs year-round. However, by debunking these myths and understanding the true benefits of PPC advertising, you can use it to grow your restoration business and achieve the success you've always dreamed of.





# WHY PPC WILL SKYROCKET YOUR RESTORATION BUSINESS

PPC advertising can be a game-changer for restoration businesses. In this chapter, we'll explore why PPC advertising is so effective and how it can help you grow your restoration business and get more jobs year-round.

## **Targeted Advertising**

PPC advertising allows you to target specific demographics and regions, ensuring that your ads are only shown to users who are interested in your services and located in areas where you provide services. This leads to a higher conversion rate and a better ROI.

## **Measurable Results**

PPC advertising is highly measurable, allowing you to track the number of clicks, impressions, and conversions your ads are generating, as well as the cost per click and the cost per conversion. This means that you can optimize your campaigns for maximum results and ensure that you're getting the most out of your advertising budget.

## **Control Over Your Marketing Strategy**

With PPC advertising, you have complete control over your marketing strategy. You can choose the keywords that trigger your ads, the ad copy, and the landing pages that users are directed to when they click on your ads. This gives you complete control over your marketing message and allows you to optimize your campaigns for maximum results.

## **More Leads, More Jobs**

PPC advertising can generate more leads consistently, which leads to more jobs year-round. By using Google Ads PPC, you can generate more direct jobs from homeowners and commercial property owners, keeping your techs busy, and getting an ROI from google ads. This allows you to grow your restoration business and achieve the success you've always dreamed of.

In summary, PPC advertising is highly effective for restoration businesses. It allows you to target specific demographics and regions, control your marketing strategy, and generate more leads consistently, which leads to more jobs year-round. By using Google Ads PPC, you can achieve the success you've always dreamed of and grow your restoration business beyond your wildest dreams.



# WHY ONLY ONE METRIC MATTERS

In the world of PPC advertising, there are many metrics to track and analyze. However, there's only one metric that truly matters for restoration businesses: cost per acquisition (CPA). In this chapter, we'll explore why CPA is the only metric that matters and how it can help you grow your restoration business and get more jobs year-round.

## **What is CPA?**

CPA is a metric that measures the cost of acquiring a new customer. It takes into account the total cost of your PPC campaign and divides it by the number of conversions (i.e. new customers) generated by the campaign. This gives you an idea of how much it costs to acquire a new customer through PPC advertising.

## **Why CPA is the Only Metric That Matters**

While there are many metrics to track and analyze in a PPC campaign, CPA is the only metric that truly matters for restoration businesses. This is because the ultimate goal of a PPC campaign is to generate new customers and get more jobs. By focusing on CPA, you can ensure that you're getting the most out of your advertising budget and generating new customers cost-effectively.

## **How to Optimize Your CPA**

To optimize your CPA, you need to focus on two things: your ad targeting and your landing pages. By targeting specific demographics and regions, you can ensure that your ads are only shown to users who are interested in your services and located in areas where you provide services. This leads to a higher conversion rate and a better ROI. Additionally, by optimizing your landing pages for maximum conversions, you can ensure that users who click on your ads are more likely to become customers.

## **The Importance of Continuous Improvement**

Finally, it's important to remember that CPA is not a static metric. It can change over time based on a variety of factors, including competition, seasonality, and changes in your business. That's why it's important to continually monitor and optimize your PPC campaigns to ensure that you're getting the most out of your advertising budget and generating new customers cost-effectively.

In summary, CPA is the only metric that truly matters for restoration businesses when it comes to PPC advertising. By focusing on CPA, you can ensure that you're getting the most out of your advertising budget and generating new customers cost-effectively.



## CHAPTER 7: HARE VS. TORTOISE

When it comes to PPC advertising for restoration businesses, there are two approaches: the Hare approach and the Tortoise approach. In this chapter, we'll explore the pros and cons of each approach and help you decide which one is right for your restoration business.

### **The Hare Approach**

The Hare approach to PPC advertising is all about quick results. It involves setting up aggressive campaigns with high daily budgets and bidding on high-volume keywords. This approach can generate quick results and get you more jobs in a short amount of time. However, it can also be expensive and unsustainable over the long term.

### **The Tortoise Approach**

The Tortoise approach to PPC advertising is all about slow and steady growth. It involves setting up conservative campaigns with lower daily budgets and bidding on long-tail keywords. This approach can take longer to generate results, but it can also be more cost-effective and sustainable over the long term.

### **Which Approach is Right for Your Restoration Business?**

Deciding which approach is right for your restoration business depends on a variety of factors, including your budget, your goals, and your competition. If you have a larger advertising budget and are looking for quick results, the Hare approach may be right for you.

However, if you have a smaller advertising budget and are looking for sustainable growth over the long term, the Tortoise approach may be a better fit.

### **The Importance of Testing and Optimization**

Regardless of which approach you choose, it's important to continually test and optimize your campaigns to ensure that you're getting the most out of your advertising budget. This involves testing different ad copy, landing pages, and targeting options to see what works best for your restoration business.

In summary, there are two approaches to PPC advertising for restoration businesses: the Hare approach and the Tortoise approach. Deciding which approach is right for your restoration business depends on a variety of factors, including your budget, your goals, and your competition. Regardless of which approach you choose, it's important to continually test and optimize your campaigns to ensure that you're getting the most out of your advertising budget and achieving the success you've always dreamed of.



## **BONUS: MINDSET SHIFTS**

In addition to the technical aspects of PPC advertising, there are also important mindset shifts that restoration business owners need to make in order to achieve success. In this chapter, we'll explore some of the most important mindset shifts that you need to make to achieve success with PPC advertising for your restoration business.

### **The 7 Figure Mindset**

The first mindset shift that you need to make is to adopt a 7 figure mindset. This means that you need to think like a successful business owner who is focused on growth and expansion. You need to be willing to take risks and invest in your business in order to achieve the success you desire.

### **You VS You**

The second mindset shift that you need to make is to stop comparing yourself to others and focus on your own progress. It's easy to get caught up in comparing yourself to other restoration businesses and feeling like you're not measuring up. However, the only person you should be comparing yourself to is the person you were yesterday. Focus on your own progress and growth, and you'll be much more likely to achieve success.

### **Common Sense...Not So Common**

The third mindset shift that you need to make is to embrace common sense.

It's easy to get caught up in the latest trends and tactics, but sometimes the simplest solutions are the most effective. Don't overlook the power of common sense when it comes to growing your restoration business with PPC advertising.

Making these mindset shifts can be challenging, but they are essential if you want to achieve success with PPC advertising for your restoration business. By adopting a 7 figure mindset, focusing on your own progress, and embracing common sense, you'll be well on your way to achieving the success you desire.





# THE 7 FIGURE MINDSET

Adopting a 7 figure mindset is one of the most important mindset shifts that restoration business owners need to make in order to achieve success. In this chapter, we'll explore what a 7 figure mindset is and how you can adopt it to achieve success with PPC advertising for your restoration business.

## What is a 7 Figure Mindset?

A 7 figure mindset is a way of thinking that is focused on growth and expansion. It's about thinking like a successful business owner who is willing to take risks and invest in their business in order to achieve the success they desire. A 7 figure mindset is not just about making more money, it's about creating a successful business that provides value to customers and makes a positive impact on the world.

## How to Adopt a 7 Figure Mindset

Adopting a 7 figure mindset requires a shift in thinking and a willingness to take risks. Here are some tips to help you adopt a 7 figure mindset:

**Set big goals:** In order to achieve success, you need to set big goals for yourself and your restoration business. These goals should be specific, measurable, and achievable, but they should also be challenging and require you to push yourself outside of your comfort zone.

**Take calculated risks:** Adopting a 7 figure mindset requires a willingness to take calculated risks. This means taking risks that have the potential to pay off, but also taking steps to minimize the potential downsides.

**Focus on growth:** A 7 figure mindset is all about growth and expansion. Instead of focusing on maintaining the status quo, focus on growing your restoration business and expanding your reach.

**Invest in your business:** Adopting a 7 figure mindset requires a willingness to invest in your business. This means investing in your team, your equipment, your marketing, and any other areas of your business that require improvement.

**Surround yourself with like-minded people:** Surrounding yourself with other business owners who have a 7 figure mindset can be incredibly motivating and inspiring. Seek out networking opportunities and join business groups to connect with other like-minded individuals.

By adopting a 7 figure mindset, you can achieve success with PPC advertising for your restoration business. By setting big goals, taking calculated risks, focusing on growth, investing in your business, and surrounding yourself with like-minded people, you can create a successful business that provides value to customers and makes a positive impact on the world.

In summary, adopting a 7 figure mindset is essential if you want to achieve success with PPC advertising for your restoration business. By shifting your thinking to focus on growth and expansion, setting big goals, taking calculated risks, investing in your business, and surrounding yourself with like-minded individuals, you can achieve the success you've always dreamed of.



## YOU VS YOU

One of the most important mindset shifts that restoration business owners need to make is to stop comparing themselves to others and focus on their own progress. In this chapter, we'll explore why comparing yourself to others is a recipe for failure, and how focusing on your own progress can help you achieve success with PPC advertising for your restoration business.

### **The Problem with Comparing Yourself to Others**

Comparing yourself to others can be a slippery slope. It's easy to get caught up in comparing your business to others and feeling like you're not measuring up. This can lead to feelings of inadequacy, self-doubt, and even depression. The problem with comparing yourself to others is that it's a recipe for failure. There will always be someone out there who is doing better than you, and comparing yourself to them is a surefire way to feel bad about yourself and your business.

### **Focusing on Your Own Progress**

Instead of comparing yourself to others, it's important to focus on your own progress. This means setting goals for yourself and your restoration business, and focusing on the steps you need to take to achieve those goals. It means tracking your progress and celebrating your successes, no matter how small they may be. Focusing on your own progress also means recognizing that failure is a part of the journey, and using those failures as learning experiences to help you grow and improve.

## **How to Focus on Your Own Progress**

Focusing on your own progress requires a shift in mindset. Here are some tips to help you focus on your own progress and achieve success with PPC advertising for your restoration business:

**Set goals:** Setting specific, measurable, and achievable goals is essential if you want to achieve success with PPC advertising for your restoration business.

**Track your progress:** Keep track of your progress towards your goals, and celebrate your successes along the way.

**Learn from failure:** Recognize that failure is a part of the journey, and use those failures as learning experiences to help you grow and improve.

**Be patient:** Building a successful restoration business takes time and patience. Don't expect overnight success, and don't get discouraged if things don't happen as quickly as you would like.

By focusing on your own progress and avoiding the trap of comparing yourself to others, you can achieve success with PPC advertising for your restoration business. By setting goals, tracking your progress, learning from failure, and being patient, you can create a successful business that provides value to customers and makes a positive impact on the world.

In summary, comparing yourself to others is a recipe for failure, and focusing on your own progress is essential if you want to achieve success with PPC advertising for your restoration business.



# COMMON SENSE... NOT SO COMMON

When it comes to PPC advertising for your restoration business, sometimes the most obvious solutions are the ones that are overlooked. In this chapter, we'll explore why common sense isn't always so common when it comes to growing your restoration business, and how to avoid the pitfalls of overthinking and overcomplicating things.

## **The Problem with Overthinking and Overcomplicating**

When it comes to growing your restoration business with PPC advertising, it's easy to get caught up in the details and overthink things. You might spend hours analyzing data and tweaking your ads, when the solution is actually much simpler. Overcomplicating things can lead to a lack of focus, wasted time and resources, and ultimately, failure.

## **The Power of Common Sense**

Sometimes, the most effective solutions are the simplest. Common sense can be a powerful tool when it comes to growing your restoration business with PPC advertising. By focusing on the basics and keeping things simple, you can achieve success with PPC advertising without wasting time and resources on unnecessary details.

## **How to Use Common Sense in PPC Advertising**

Using common sense in PPC advertising for your restoration business requires a shift in mindset. Here are some tips to help you simplify your approach and achieve success:

**Focus on the basics:** Keep your ads simple and straightforward. Focus on the benefits of your restoration services, and make it clear what sets you apart from the competition.

**Keep it relevant:** Make sure your ads are relevant to the search terms and keywords that people are using to find restoration services. Don't waste money on irrelevant clicks.

**Test and refine:** Use data to inform your decisions, but don't overanalyze. Test different ad copy and targeting options, and refine your approach based on what works best.

**Don't forget the basics:** Make sure your website is user-friendly and optimized for conversions. Don't overlook the importance of good customer service and follow-up.

By using common sense and simplifying your approach to PPC advertising for your restoration business, you can achieve success without wasting time and resources on unnecessary details. By focusing on the basics, keeping things relevant, testing and refining, and not forgetting the basics, you can create a successful PPC advertising campaign that helps you achieve your business goals.