

# The *Hardest Questions* Often Have the *Simplest Answers*

Let me ask you a question.

Why did you raise your hand and request this kit from us? You're looking for answers and hoping that we've got some, right?

## **Probably to questions like these:**

*"How can I finally take my business to the next level?"*

*"How can I stay consistently busy all year instead of up and down?"*

*"How do I take over my area and quit losing customers to my competition?"*

and *"How can I fix any of this AND run a business at the same time?"*

Well, you're in luck.

This kit you've received will shine a light on the problems keeping most contractors from growing, and then we'll show you an easy solution to fix them.

*Want customers who spend more, buy more often and refer more friends?*

Well, they're waiting on you.

Sound too easy? I know you've heard big promises before, and I understand if you're skeptical. So, I'll give you a simple challenge.

Look through this information, and if Harvard Business professors, case studies, tons of stats and testimonials from in-home contractors across the country can't convince you, then you simply don't want to be convinced.

You asked the questions, here are the answers. The power to change your business is now in your hands.

Sincerely,



Justin Jacobs  
Marketing Coach

 **Hudson Ink**  
Contractor Marketing That Works

# The average residential contractor loses 11% of his customers each year...

– Bain & Company Analytics



- Now you can keep the customers you've worked hard to earn.

Hudson Ink's Customer Retention programs use proprietary software to integrate printed newsletters with automated emails, social posts and online content. The results? Repeat purchases, referrals and positive reviews for over 800 of the country's most successful contractors.

**Y**ou know the situation, and you've felt the pain. You provided service for a customer and all went well. They had no complaints, they seemed happy and satisfied, so you thought you had earned a customer for life, right?

But service time rolls back around, and you didn't get another phone call; time passes, and you still haven't heard from them again. Then it happens – one day while driving through their neighborhood, your suspicions are confirmed... There's a competitor's van in their driveway.

It feels like a bad break-up and immediately the doubting questions start. "What did I do wrong? Why didn't they tell me they weren't happy? Why didn't they call me instead?"

Well, the most important question you should be asking yourself is this: "How often is this happening without me even realizing it?"

No complaints, no two weeks' notice... they're just gone. That means for every 1,000 customers in your database, over 100 disappear each month, never to be heard from again.

The relationship you once had is a distant memory, and now you're forced to "re-buy" them using much more costly marketing methods to get their attention again. And all of this in order to just break even!

That's the reason so many contractors feel it's impossible to get to the next level in their business, constantly spinning their wheels without getting anywhere.

Are you doing your best work and then just HOPING they remember you? Because I'll be blunt here, in today's market, that's simply not enough. Your customers are hit with over 10,000 marketing messages every

single day! That's a lot of noise and distraction, plus competition is at an all-time high. Most people can't remember what they ate for dinner two nights ago, much less who tuned-up their home system last fall. You need something stronger.

*So, what's the solution? I'll show you.*

**Plug the hole in the bottom of your bucket before you try to fill it up.**



It sounds so simple, right? Maybe that visual will stick with you as a metaphor of healthy growth.

**8x  
more**



is spent in acquiring new customers... than retaining current customers.



Many contractors point all their marketing efforts only toward new leads, frantically advertising rock-bottom prices to get in more homes and keep adding to the list. But does adding new customers always mean growth? No. Keep in mind, you often don't even turn a profit on a customer until your second or even THIRD visit. If you only visit a home once and never again, it's likely you would have been better off not going at all!

You must have new customers coming in, and adding to your base is important, but your existing customers statistically are easier to sell, buy larger per invoice, are more likely to try multiple services AND are the only ones who can give you reviews and referrals. If too much of your focus is on new leads without enough effort to keep them engaged after their first transaction, you are losing out big-time.

*“Trying to grow a company through active Customer Acquisition without equally effective Customer Retention is **MATHEMATICALLY IMPOSSIBLE.**”*

**- Dr. Frederick Reicheld of Harvard Business Review**

Does it seem like you are trying harder, working more and spending more, but unable to grow? Try a shift in

focus, and your customers will reward you. Let me show you how easy it is.

### **We Know You Care, But Do Your Customers Know It?**

See this chart? People die, people move away and some people you just can't please. But look closely at that largest number. The overwhelming majority of people who chose to leave a

business gave one reason: **indifference.**

This represents 78 people PER 1,000 in your database that walked out the door last year because they didn't feel a connection to you, making it easy for them to call someone else. Luckily, that's a much easier fix than someone who has a complaint; all they want is to be shown a little love.

## **Why Do Customers Leave You?**

Responding to this **one question** can fuel your contracting fortune. **Which of the scenarios below do you think it is?**

- **High prices**

Most contractors think this is the reason, yet only **4%** leave because of it. In our consulting, we say, “Let ‘em go.” Your price should reflect your quality. Let others fight over the cheapskates.

- **Moved or passed away**

In most towns, this amounts to only **9%**, and marketing can't fix it.

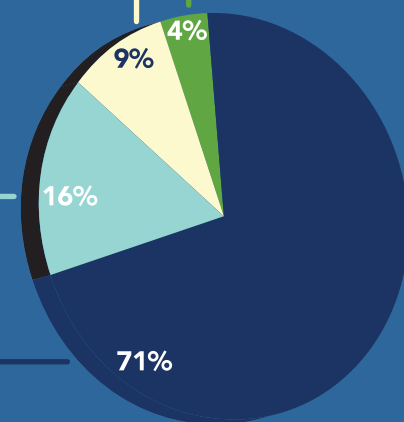
- **Unresolved service/experience**

Real customer care counts here: **16%** leave a little upset, not feeling like there's enough value to stay.

However...

- **No relationship to lose**

A full **71%** – the most by far – called a competitor because you were “indifferent.” Translation? They didn't think you cared if they stayed or left.



## Customers in a Retention program are...

**5x**   
more likely to  
**repurchase.**

**4x**   
more likely to  
**refer.**

**5x**  
more likely to  
**forgive** an error  
instead of leaving.

People want to feel like they matter to  
the companies they do business with.

*Sure, you did the work, fixed what was broken and sent an invoice, but so will any other contractor they call. How will you be different? Why will they remember you?*

Today's customers are highly distracted and bombarded with offers (remember, 10,000+ per day!). They greatly appreciate and reward companies who put in effort beyond the transaction.

It takes consistent reminders to reinforce that you're not just another contractor who's after their money, ready to kick them to the curb after the invoice is paid, **but you want to be THEIR contractor.** They know you care and are choosing to invest in them, a move that shows you to be different from the competition.

This is the type of contractor who deserves loyalty and gets referred to friends.

## What is a Quality Contact?

Market research shows you need eight or more "quality contacts" with your customers during the year to keep a relationship healthy. What exactly is a quality contact? Does a generic sales piece that everyone in your neighborhood gets make you feel like a special, valued customer? Probably not. It's better than zero contact, but Retention takes more than that.

Quality contacts are ways you can invest in your customers without the hard sales push. Helpful tips, solid advice on how to improve daily life and personal notes of appreciation, these add to the value of being your customer.

Now, I know what you are thinking. "That sounds nice, but I'm a busy contractor. I

want my customers to know I care, but when would I ever have time to write articles and notes?"

Let us make this easy on you.

## Your Very Own Customer Retention Program: The Fast Track to More Referrals, Reviews and Repeat Customers

We have hundreds of professionally written and relevant articles, home tips and recipes – plus an easy and automated way to deliver them to your customer base. As far as your customer knows, you personally put tons of work into it on their behalf, but we will be hard at work FOR YOU behind the scenes! You are just a few simple decisions away from solving your customer loyalty problem.

# Here's how it works:

*We have used Hudson Ink's retention plan for several years, but decided to give another company a try because their newsletters were more salesy. We thought that would make a difference, and it did, but in the wrong direction. Our last Hudson newsletter outperformed the new company 126 leads to just 3. Apparently Hudson Ink has found just the right mix of quality information and ad space to make the customers respond without pushing them away. We came right back to Hudson Ink to pick up where we left off.*

**John Keil**  
**Air Conditioning Engineers**  
**Shelby Twp. MI**

1. We design a real, 4-page, high-quality newsletter that is mailed directly to your customers.



The appearance of these reflects your professionalism. The articles reinforce your position as an expert and use psychological triggers that present your customers with other products and services, such as maintenance agreements, without looking like those dreadful sales flyers (which automatically get resistance).

The newsletters are updated and changed for each season of the year. You have an editable editorial section called "My Word" where you can personalize your message to your customers, or you can just choose to go with the one we wrote for you! Want to change an article? Done.

2. We have integrated an online side, automating monthly emails, social media posts and branded retention copy for your website! And again, the best part is it's done for you without you having to worry about a thing.

**So, what's the next step?**  
Check out the next page...

## Hudson Ink Customer Retention Program

Your Custom  
Newsletter



Online Newsletter  
On Your Website



Social Media  
Posts



Emails



=



**Your Calls and Leads**

# Like What You See?



Customized options, engaging articles and valuable home tips that your customers will love, all at an affordable price! We've printed over 40 million issues, and the next run can be yours. It's simple, professional and business-changing.

## Hudson Ink Customer Retention Program

- Professionally written, industry-specific articles
- Season-specific graphics and design
- Royalty-released photos and articles
- Printed and mailed
- Full color issues
- Your logo, website address & contact info on every page
- Special ads you can select and customize from our ad vault
- Your integrated online newsletter on your website
- Email & social media content sent automatically to your customers

You get a very professional image-building piece delivered right to your customers. This leads to more loyalty, referrals and repeat purchases with minimal work and expense. Some Retention programs stop here, *but ours only gets better...*

**The Hudson Ink MailSmart Service** - We handle the entire printing and mailing process for you, on-site, start to finish. We clean your database list by running it through the National Change of Address Registry (NCOA) to eliminate wasted mail, then deliver to the Post Office for you. All of our pieces have "MailSmart" listed in the postage indicia, so your customers never know if it is mailing from out of state. All this, plus you get to take advantage of our super low bulk rate postage.

**Online Marketing Integration** - This is hundreds of hours' worth of professionally written articles, home tips and emails delivered through the most popular media channels.

## So, the last unanswered question is... how much does all this cost?

Just like it's hard for you to fully appraise a home repair or installation by long distance, it's hard for us to give you an exact price without talking. But here's a general idea of what to expect: In most cases, the investment is less than \$5 per customer, per year, to run our full program.

A seven-minute phone call can change the future of your business. Stop wasting marketing dollars buying back customers you once had and let slip through your fingers. Invest in them and see the difference.

Reach out to one of our Marketing Coaches for a personalized quote and plan for your success!



Email: [coaches@hudsonink.com](mailto:coaches@hudsonink.com)  
Or Call Directly: 800-489-9099



**Hudson  
Ink** Contractor Marketing  
That Works

\*Sources cited: Accenture, Temkin Group, Harvard Business Publishing



# <COMPANY>'s **HOME**sense

Smart & simple ways to  
enrich your home living

 <PHONE>

 <WEBSITE>

Hey <CUST NAME>, your last service was <DATE>.  
You're due for another service.

## Is Your HVAC System Ready for Summer? Signs of Needed Repairs...

Hey there, homeowners! As summer approaches and temperatures start to climb, it's essential to ensure that your HVAC system is up to the task of keeping your home cool and comfortable. But how do you know if your system is ready for the summer heat? Here are some friendly signs to watch out for that may indicate your HVAC system needs repairs:

**1. Uneven Cooling:** Do you notice that some rooms in your home are consistently warmer or cooler than others? Uneven cooling can be a sign of issues with your HVAC system, such as duct leaks, clogged filters, or malfunctioning components.

**2. Strange Noises:** Is your HVAC system making unusual noises like banging, rattling, or squealing? These sounds could indicate worn-out or damaged components that need attention from a professional technician.

**3. Weak Airflow:** If you feel like your HVAC system isn't blowing air as forcefully as it used to, it could be a sign of a clogged air filter, blocked vents, or issues with the blower motor.

**4. Increased Energy Bills:** Have you noticed a sudden spike in your energy bills without a corresponding increase in usage? This could indicate that your HVAC system is working harder than usual due to inefficiencies or malfunctions.

**5. Frequent Cycling:** Does your HVAC system seem to turn on and off more frequently than normal? This short cycling behavior could be a sign of issues with the thermostat, sensors, or other components.

If you notice any of these signs, don't wait until the peak of summer to address them. Give us a call to schedule a professional HVAC inspection or repairs to ensure your system is ready to keep you cool all season long.



# MY WORD

By <NAME>



Hi <CUST NAME>,

Hope you're soaking up all the good vibes of summer and making the most of those sunny days with family and friends. I just wanted to drop you a quick note to say thanks for letting us take care of your home's cooling needs.

Here, we're all about keeping you cool and comfy. Whether it's installing a new system, fixing up what you've got, or just making sure everything's running smoothly, our team of experts has you covered.

We know how much of a hassle it can be when things go wrong, so we're all about quick fixes and hassle-free service. And hey, don't forget about our maintenance plans – they're like sunscreen for your HVAC system, keeping it protected and running like a dream.

Thanks again for choosing us as your go-to HVAC crew. We're here for you whenever you need us, so kick back, relax, and enjoy the summer!

Until next time,

<Name>

<NAME>

<LOGO>

## Summer Maintenance Tips for Your HVAC System

As the summer heat rolls in, it's crucial to ensure your HVAC system is in top-notch condition to keep your home cool and comfortable. Here are some helpful maintenance tips to keep your HVAC running smoothly all summer long:

- 1. Change Air Filters Regularly:** Dirty air filters can restrict airflow, making your HVAC system work harder and less efficiently. Check your filters monthly and replace them as needed to maintain optimal airflow and indoor air quality.
- 2. Clean Vents and Registers:** Dust and debris can accumulate in your vents and registers, hindering airflow and reducing efficiency. Use a vacuum or duster to clean them regularly and ensure proper air circulation throughout your home.
- 3. Schedule Professional Maintenance:** Consider scheduling a professional HVAC tune-up before the summer heat kicks into high gear. One of our certified technicians can inspect and clean your system, identify any potential issues, and ensure it's operating at peak performance.
- 4. Clear Outdoor Unit:** Remove any debris, leaves, or vegetation from around your outdoor HVAC unit to prevent airflow obstruction and potential damage. Trim overgrown bushes or plants to maintain adequate clearance for proper ventilation.
- 5. Check Thermostat Settings:** Adjust your thermostat settings for optimal energy savings without sacrificing comfort. Consider investing in a programmable or smart thermostat to automatically adjust temperatures based on your schedule and preferences.

## Get Automatic SAVINGS

Maintaining your home's comfort system is the best way to make it last longer and work more efficiently. Put your maintenance – and savings – on autopilot when you join the maintenance program. You'll enjoy members' only discounts on your tune-ups, priority service, and peace of mind. Give **<COMPANY>** a quick call at **<PHONE>**.

## Fast Fix

Struggling with stains? This multi-surface mixture works on everything from fabric to grout. Create a paste with baking soda and hydrogen peroxide, then apply it to the stained area. Let it sit for a few minutes before scrubbing gently with a soft brush. Rinse the area thoroughly for a natural stain-removing solution that's tough on stains but gentle on surfaces.

## Stylish Ways to Protect Your Home from UV Rays



As the summer sun shines brighter, it's essential to keep your home safe from harmful UV rays while still maintaining curb appeal. Here are some friendly tips to shield your home and stay cool all season long.

First, let's talk about shading solutions. Opt for stylish awnings or pergolas to provide shade for your outdoor spaces while adding a touch of charm to your home's exterior. Not only do they shield your windows from direct sunlight, but they also create cozy spots for relaxing outdoors.

Next, consider investing in UV-blocking window films or shades for your windows. These innovative solutions not only help to reduce glare and protect your furniture from fading but also offer an added layer

of privacy for your home.

Don't forget about your outdoor furniture. Choose fabrics and materials that are UV-resistant to prevent fading and deterioration. Consider investing in umbrellas or outdoor curtains to create shady retreats for lounging in the sun.

Lastly, embrace the power of landscaping. Planting trees strategically around your home can provide natural shade and help to cool your outdoor spaces. Plus, they add beauty and greenery to your surroundings.

With these sun-safe solutions, you can protect your home from UV rays without sacrificing style. So go ahead, soak up the sun responsibly, and enjoy a safe and stylish summer at home!



## Summer Fruit Cheesecake Bars

### Ingredients:

- 1 package of graham crackers
- 1/2 cup of melted butter
- 1/4 cup of granulated sugar
- 1 package of cream cheese, softened
- 1/4 cup of powdered sugar
- 1 teaspoon of vanilla extract
- 1 cup of heavy cream
- Assorted fresh summer fruit

### Instructions:

1. Crush the graham crackers into fine crumbs. In a bowl, mix the graham cracker crumbs, melted butter, and granulated sugar until well combined. Press the crumb mixture firmly into the bottom of a 9x13 inch baking dish to form the crust.
2. In a separate bowl, beat the cream cheese, powdered sugar, and vanilla extract until smooth and creamy.
3. In another bowl, whip the heavy cream until stiff peaks form. Gently fold the whipped cream into the cream cheese mixture until fully incorporated.
4. Spread the cream cheese mixture evenly over the graham cracker crust.
5. Arrange the sliced fruit on top of the cream cheese layer in a decorative pattern. Chill in the refrigerator for at least 2 hours before serving.
6. Slice into squares and enjoy your refreshing summer fruit cheesecake bars!



## We'd Like to Give You \$25

Without loyal friends and customers like you, we wouldn't have the opportunity to serve our wonderful community. To say thank you, we'd like to give you **\$25 off** your next heating and cooling system repair. We're here to help, so just give **<COMPANY>** a call at **<PHONE>**, and mention this coupon for your savings.



# The #1 Cause of Failure

When home comfort systems fail, the #1 culprit is dirt. Dust, dirt, and grime build up in your system causing inefficiency and system breakdowns.

This makes us scratch our head because it's one of the simplest things to prevent. All it takes is a seasonal

tune-up. Your system is cleaned and reset to factory specs to increase your efficiency and reduce the chances of a breakdown or repair.

If you haven't already, call **<COMPANY>** at **<PHONE>** to schedule your seasonal tune-up today.

## Quick Tips

### Whip Up Your Own Sparkling Home Potion

Create your own eco-friendly all-purpose cleaner by mixing equal parts water and distilled white vinegar in a spray bottle. Add a few drops of your favorite essential oil for a pleasant scent. This natural cleaner is effective for countertops, sinks, and other surfaces, cutting through grease and grime while leaving your home smelling fresh and clean.



## Level Up Your Summer Hosting Game

It's the perfect time to gather friends and family for some unforgettable summer fun. Here are some ideas to make your summer get-togethers stand out.

- 1. Themed Experiences:** From a tropical tiki bash to a glamorous Hollywood affair with red carpet, the possibilities are endless. Get creative and let your imagination run wild!
- 2. Interactive Food Stations:** Set up a DIY taco bar with all the fixings, a build-your-own burger station with gourmet toppings, or a make-your-own sushi roll station. Your guests will love the interactive chance to customize their meals.
- 3. Kid-Friendly Activities:** Set up a craft station where they can decorate their own flip-flops or create colorful sand art, organize a scavenger hunt with prizes hidden throughout your backyard, or hire a balloon artist or face painter.





# <LOGO>

<Address>

<City>, <State> <Zip code>

<Phone>

LIC#: <Lic #>

PRESORT STD  
U.S. POSTAGE  
PAID  
MAILSMART

## Smart Home Technology: Beyond the Basics

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While you might be familiar with using smart home tech for controlling your lights or adjusting the thermostat, there are plenty of creative ways to incorporate this technology into your daily life. Here are some unique ways to make the most out of smart home devices:

- 1. Plant Care:** For those with a not-so-green thumb, smart plant sensors are a game-changer. These nifty gadgets monitor soil moisture, temperature, and light levels, sending alerts to your phone when your plants need attention. Say goodbye to wilted flowers and hello to thriving greenery!
- 2. Pet Monitoring:** Whether you're at work or away on vacation, smart cameras and pet feeders can provide peace of mind by allowing you to keep an eye

on your furry friends. Check in remotely, dispense treats, and even engage in interactive play sessions — all from your smartphone.

- 3. Cooking:** Revolutionize your kitchen experience with smart appliances. Use voice commands to preheat your oven, check fridge inventory, or access smart recipes that adjust cooking parameters based on available ingredients. Cooking has never been more convenient!
- 4. Child Safety:** Smart baby monitors and child tracking devices offer advanced features like motion detection, temperature monitoring, and even breathing sensors. Rest easy knowing that your little ones are safe and sound, whether they're napping or playing.

# Customer Retention Newsletter Program



## STEP 1 My Info: Items marked \* to appear in the newsletter.

\*Name: (Shown in editorial) \_\_\_\_\_

\*Company: \_\_\_\_\_

My Primary Trade is:  HVAC  Plumbing  Electrical

\*Address: \_\_\_\_\_

\*City/State/Zip: \_\_\_\_\_

\*Phone: \_\_\_\_\_

\*Website: \_\_\_\_\_

Please complete and send to:



2501 East 5th Street  
Montgomery, AL 36107



334-262-1115 (fax)



800-489-9099 (phone)



[coaches@hudsonink.com](mailto:coaches@hudsonink.com)

## STEP 2 My Customer Retention Plan:

### a. How Many?

This is the number of customers you want to keep buying and referring! Most choose 'active' customers from the past 48 months.

Approximate customer count here: \_\_\_\_\_

### b. How Often?

The more you remind them, the more they remember and reward you with repeat sales ad referrals!

2x/year (every 6 months)

4x/year (every 3 months)

### c. How Cool Can We Make It?

Just the awesome mailed newsletters, please.

**NL AMP:** Automated Email, Social, Web

**d. How Much?** Your investment includes professionally written, customized newsletters that are printed and mailed without you lifting a finger.

#### 2x Rate (Per Piece)

#### 4x Rate (Per Piece)

2x Rate (Per Piece)				4x Rate (Per Piece)			
Quantity	Printing	MailSmart (includes postage)	Total	Quantity	Printing	MailSmart (includes postage)	Total
500	1.55	0.93	2.48	500	1.36	0.82	2.18
750	1.26	0.85	2.11	750	1.11	0.75	1.86
1000	1.12	0.82	1.94	1000	0.99	0.72	1.71
1500	1.03	0.75	1.78	1500	0.91	0.66	1.57
2000	0.92	0.72	1.64	2000	0.81	0.63	1.44
2500	0.91	0.71	1.62	2500	0.80	0.62	1.42
3000	0.89	0.69	1.58	3000	0.78	0.61	1.39
4000	0.88	0.68	1.56	4000	0.77	0.60	1.37
5000	0.87	0.67	1.54	5000	0.77	0.59	1.36
10000	0.81	0.65	1.46	10000	0.71	0.57	1.28
12000	0.73	0.64	1.37	12000	0.66	0.56	1.22
15000	0.61	0.64	1.25	15000	0.55	0.56	1.11
15000+	We've got this. Call for quote.			15000+	We've got this. Call for quote.		

## STEP 3

### What Next?

Just call **800-489-9099** for a custom quote and to discuss your needs and options or email [coaches@hudsonink.com](mailto:coaches@hudsonink.com).

The sooner you get started, the sooner we can build your image, boost customer leads, and increase referrals!