

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.

You 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.

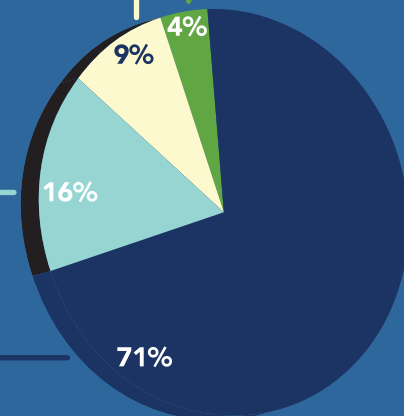
- **Unresolved service/experience**

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
Or Call Directly: **800-489-9099**



**Hudson
Ink** Contractor Marketing
That Works

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

<COMPANY>'s

HOMEsense

Smart & simple ways to
enrich your home living

 <PHONE>

 <WEBSITE>

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

Keep Your Home Fresh This Spring

Spring is here, and with it comes the perfect opportunity to embrace fresh air and sunshine. To keep your home comfortable and ready for the season, here are some simple spring HVAC tips to ensure your system is working effectively:

Replace Air Filters: With flowers blooming and trees shedding pollen, springtime often means more allergens in the air. A clean filter will help maintain indoor air quality and prevent your HVAC system from overworking. Check your filters monthly and replace them as needed to keep the air in your home fresh and clean.

Optimize Thermostat Settings: Spring weather can fluctuate between warm and cool days. Adjust your thermostat to match your daily needs, or better yet, invest in a programmable thermostat to maximize energy savings while maintaining comfort.

Seal Air Leaks: As you open and close windows and doors more often,

check for drafts or gaps that could let air escape. Sealing these leaks not only keeps your home comfortable but also prevents your HVAC system from working harder than necessary.

Inspect and Clean Vents and Registers: Dust and allergens can build up in your vents during the winter months. Regularly vacuum or wipe down your vents and registers to ensure optimal airflow throughout your home.

Consider a Professional Tune-Up: Spring is the perfect time to schedule your seasonal tune-up by a certified technician. We can ensure your HVAC system is in peak condition and ready for the warmer months ahead.

By following these simple tips, you'll enjoy a more comfortable, energy-efficient home this spring. If you have any questions or need assistance, don't hesitate to reach out—we're here to help!

MY WORD

By <NAME>



Hi Friend,

Spring is here, and it's time to ensure your home stays comfortable as

temperatures rise. We're grateful to be the team you trust to keep your home's air flowing smoothly during this season of renewal.

At <COMPANY>, we're here to ensure your cooling system is in top shape. Whether it's a pre-season check-up, repairing any lingering winter issues, or upgrading your system for better efficiency, our experts are ready to help. Don't let rising temperatures catch you off guard—a well-tuned system is key to a relaxing and stress-free spring.

Thank you for choosing us to help keep your home comfortable. Breathe easy and enjoy the season with the peace of mind that your HVAC system is ready for whatever spring brings.

Until next time,

<Name>

<NAME>

<LOGO>

Is Your HVAC System Spring-Ready?

Spring's mild temperatures provide a great opportunity to prepare your HVAC system for the warmer months ahead. Here are a few signs it might be time for an upgrade to ensure your home stays comfortable:

Frequent Repairs: If your HVAC system seems to break often, those repair costs add up. Upgrading to a new, reliable system could save you money and give you peace of mind.

Rising Energy Bills: Older HVAC systems lose efficiency over time, which means they're using more energy. A modern, energy-efficient system can reduce your utility bills.

Inconsistent Temperatures: Are some rooms too warm while others stay cool? This uneven performance may indicate your system is struggling to distribute air properly. A new system will ensure even cooling.

Unusual Noises: Rattling, banging, or whistling sounds from your HVAC system often signal that components are wearing out. A quieter, newer system will keep your home peaceful and comfortable.

System Age: HVAC systems typically last 10-15 years. If yours is nearing this age, it may be more cost-effective to replace it now before a breakdown occurs during the summer heat.

Investing in a new HVAC system not only boosts comfort but can also lead to long-term savings on energy and repair costs. If you're considering an upgrade, give us a call. Our team is ready to help you find the best solution for your home.

Is Your System Aging Gracefully?

The reality is that age takes a toll on home comfort systems. If you're having frequent repairs or wasting energy dollars on an inefficient system, it can make more sense to install a newer, high-efficiency system. You'll enjoy energy savings and reliable comfort. Give **<COMPANY>** a call at **<PHONE>** and we'll give you a hassle-free estimate.

Fast Fix

Foggy sunglasses after stepping out on a dewy spring morning? Here's a quick fix: rub a drop of dish soap on each lens, then gently buff it off with a microfiber cloth. This creates a protective layer that prevents fogging, so you can enjoy your clear view of the blooming season.

Spring Allergy Survival



Spring's blossoming flowers and budding trees are beautiful, but they also bring seasonal allergies. The sneezing and wheezing that come with the season can limit the fun. Here's how to keep your home a haven from pollen and irritants.

First, swap out regular HVAC filters for high-efficiency ones designed to trap allergens. Next, keep windows closed during peak pollen times, usually mid-morning and early evening. A HEPA air purifier can further reduce airborne particles and keep indoor air fresh.

Don't forget spring cleaning—dust and

vacuum regularly, using a vacuum with a HEPA filter to capture microscopic particles. Wash bedding weekly in hot water to eliminate allergens, and consider encasing pillows and mattresses in allergy-proof covers. Place doormats at each entry and ask family members and visitors to remove shoes when coming inside to reduce tracked-in pollen.

Finally, incorporate indoor plants like peace lilies or spider plants, which can improve air quality while adding a touch of spring greenery. With these changes, you'll breathe easier and fully enjoy the fresh energy of spring.



Lemon Asparagus Salad

Ingredients:

- 1 bunch asparagus, trimmed and blanched
- 1 cup cherry tomatoes, halved
- 1/4 cup crumbled feta cheese
- 2 tablespoons olive oil
- 1 tablespoon lemon juice
- Salt and pepper to taste
- 2 tablespoons chopped fresh parsley

Instructions:

1. In a large bowl, combine blanched asparagus, cherry tomatoes, and crumbled feta.
2. In a small bowl, whisk together olive oil, lemon juice, salt, and pepper. Stir in the chopped parsley.
3. Pour the dressing over the vegetables and toss gently to coat.
4. Serve chilled or at room temperature for a light, zesty springtime side dish that pairs perfectly with grilled meats or fish.



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

Fresh Flower Hack

Want fresh-cut flowers to last longer? Add a teaspoon of sugar and a few drops of lemon juice to the vase water. This simple mix nourishes the blooms and helps maintain their vibrant beauty for days. Change the water every two days for even better results. Perfect for brightening your spring spaces.



Spring Superfoods

Spring is the perfect time to refresh your diet with vibrant, nutrient-packed foods. Here are some top picks:

- **Asparagus:** Packed with antioxidants, asparagus helps detoxify your body and supports healthy digestion.
- **Strawberries:** Bursting with vitamin C, these juicy berries boost immunity and promote radiant skin.
- **Spinach:** This leafy green is rich in iron and essential nutrients, giving you a natural energy boost.
- **Peas:** A great source of plant-based protein and fiber, peas help keep you full and energized.
- **Radishes:** Their natural peppery crunch adds a refreshing twist to salads and aids digestion.

Add fresh herbs like mint, basil, or dill to make spring meals pop. Fuel your body and celebrate the season's bounty.



<LOGO>

<Address>

<City>, <State> <Zip code>

<Phone>

LIC#: <Lic #>

PRESORT STD
U.S. POSTAGE
PAID
MAILSMART

Smart Tips for a Fresh Spring

As spring unfolds, it's the perfect time to freshen up your home and embrace the season. Here's how smart tech can help...

Smart Irrigation – Keep your garden blooming without wasting water. Smart irrigation systems adjust watering schedules based on weather conditions, efficiently ensuring your lawn and plants thrive.

Air Quality Monitors – Spring allergens can spike indoor irritants. Smart air quality monitors detect pollutants and suggest solutions to maintain optimal air quality.

Outdoor Security Cameras – Longer days mean more time outdoors. Install smart cameras to monitor your yard, ensuring safety while you enjoy spring evenings.

Smart Plugs – Control string lights or patio fans with smart plugs to enhance your outdoor space for cozy spring gatherings.

Smart Composters – Transform kitchen scraps into nutrient-rich compost efficiently. These innovations make it easy to embrace the freshness and energy of spring while keeping your home functional and efficient.

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:

 **HudsonInk**
Contractor Marketing That Works

2501 East 5th Street
Montgomery, AL 36107



334-262-1115 (fax)

800-489-9099 (phone)

 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)

Quantity	Printing	MailSmart (includes postage)	Total
500	1.55	0.95	2.50
750	1.26	0.87	2.13
1000	1.12	0.84	1.96
1500	1.03	0.77	1.80
2000	0.92	0.74	1.66
2500	0.91	0.73	1.64
3000	0.89	0.71	1.60
4000	0.88	0.70	1.58
5000	0.87	0.69	1.56
10000	0.81	0.67	1.48
12000	0.73	0.66	1.39
15000	0.61	0.66	1.27

4x Rate (Per Piece)

Quantity	Printing	MailSmart (includes postage)	Total
500	1.36	0.84	2.20
750	1.11	0.77	1.88
1000	0.99	0.74	1.73
1500	0.91	0.68	1.59
2000	0.81	0.65	1.46
2500	0.80	0.64	1.44
3000	0.78	0.63	1.41
4000	0.77	0.62	1.39
5000	0.77	0.61	1.38
10000	0.71	0.59	1.30
12000	0.66	0.58	1.24
15000	0.55	0.58	1.13

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.

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