

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



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.

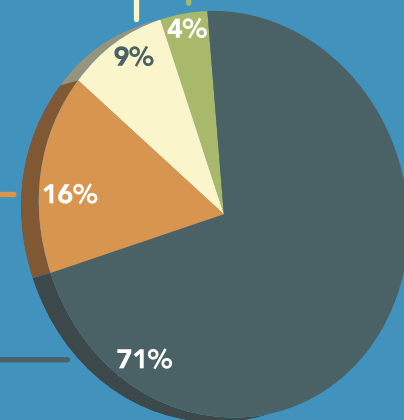
- **Unresolved service/experience**

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



*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.

The Essential Guide to HVAC Maintenance

An efficient and reliable HVAC system is essential for maintaining a comfortable and healthy home environment. Here's why regular HVAC maintenance should be a top priority for every homeowner:

- **Enhanced Energy Efficiency:** Regular maintenance ensures your HVAC system operates at peak efficiency. This translates to lower energy consumption and reduced utility bills, making it environmentally friendly and cost-effective.
 - **Improved Air Quality:** HVAC systems circulate air throughout your home. Clean filters and ductwork mean fewer allergens and pollutants, crucial for families with allergies or respiratory issues.
 - **Extended Equipment Life:** Routine maintenance can extend the lifespan of your HVAC system. Regular check-ups prevent wear and tear, ensuring your system operates effectively for years.
 - **Cost Savings in the Long Run:** Identifying minor issues before they
 - **Safety:** A well-maintained HVAC system reduces the risk of hazards such as gas leaks or electrical faults, ensuring the safety of your household.
 - **Consistent Home Comfort:** Regular maintenance helps maintain consistent temperatures in your home, avoiding hot or cold spots and ensuring comfort throughout the year.
 - **Peace of Mind:** Knowing that your HVAC system is in good shape provides peace of mind, especially during extreme weather conditions when you rely on it the most.
- Investing in regular HVAC maintenance is not only about preserving the system, but also about ensuring a comfortable, safe, and healthy living environment for your family. If you haven't already, give us a call to schedule your seasonal tune up.

MY WORD

By <NAME>



Spring is here, and as we move away from the cold winter to warmer, vibrant days, it's time to give some attention to your

cooling system.

Your entire HVAC system has worked hard over the winter, and now it needs to be prepped for cooling in the warmer months ahead. As we look forward to the milder temperatures, it's essential to give your system a thorough check to ensure it operates efficiently throughout the spring and summer seasons. You can do this by scheduling a spring tune-up.

Regular maintenance can extend the life of your system and prevent costly and uncomfortable breakdowns during the hot months. If you haven't already scheduled your tune-up, don't hesitate to reach out. And if something does go wrong with your cooling system, rest assured that we're here to help. Thank you for being a valued part of our community.

We're grateful for your trust and loyalty. Enjoy a very comfortable spring season, and remember, we're just a call away if you need us.

<Name>

<NAME>

<LOGO>

Time for a Change?

Deciding when to replace your HVAC system is crucial for maintaining an efficient and comfortable home. Here are the key factors indicating it's time for an upgrade:

- **System Age:** The average lifespan of an HVAC system is around 8-10 years. If yours is approaching or has surpassed this age, consider replacement to avoid inefficiencies and frequent breakdowns.
- **Frequent Repairs:** Regular need for repairs not only adds to costs but also indicates declining system health. A new system, although an initial investment, will be more reliable and less prone to issues.
- **Increasing Energy Bills:** Noticeable increases in your energy bills could signify that your system is losing efficiency. Newer models are designed to be more energy-efficient, ultimately saving money.
- **Excessive Noise:** Rattling, buzzing, or humming noises can indicate mechanical problems. A quieter, more efficient system can enhance your home environment.
- **Technological Advancements:** Modern HVAC systems offer improved energy efficiency, better air quality, and smart home compatibility. Upgrading can bring your home into the modern age with features like programmable thermostats and remote control.

Replacing your HVAC system is a significant decision that can improve your home's comfort, safety, and value. Consulting with an HVAC professional can provide insights tailored to your specific needs and home layout. We're here to help – just give us a call.

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

Speedy Microwave Cleaning: Mix 1 cup of water with 2 tablespoons of white vinegar in a microwave-safe bowl.

Microwave for 5 minutes. The steam loosens grime, and the vinegar cleans.

Wipe down the interior with a cloth.

Enjoy a fresh, clean microwave with minimal effort!

Transforming Your Backyard for Spring



Spring beckons us outdoors, making it the perfect time to transform your backyard into a personal oasis. With longer days and milder weather, your outdoor space becomes an extension of your home. Create a backyard retreat this spring!

- Consider planting spring flowers like tulips, daffodils, and hyacinths for a pop of color. Incorporate perennial plants for long-lasting greenery and consider a vegetable or herb garden for fresh, home-grown produce.
- Invest in comfortable outdoor seating. Whether it's a hammock, a swing, or a cozy lounge area with plush cushions, ensure your space invites relaxation.
- A focal point anchors your outdoor space and adds character. This could be a fire pit for chilly evenings, a

water feature for tranquility, or an outdoor sculpture.

- String lights, solar lanterns, or LED spotlights can create a magical evening ambiance.
- If space allows, set up an outdoor dining area or a grill station. Outdoor meals and BBQs are quintessential spring and summer activities.
- Finally, add personal touches like outdoor rugs, decorative pillows, and wind chimes to make the space uniquely yours.

Transforming your backyard not only enhances your home's appeal but also provides a serene space for relaxation and entertainment. Embrace the season by creating an inviting outdoor area where memories can be made.



Springtime Lemon Asparagus Pasta

Ingredients:

- 8 oz pasta (like penne or spaghetti)
- 1 tbsp olive oil
- 2 cloves garlic, minced
- 1 bunch asparagus, trimmed and cut into 1-inch pieces
- Zest and juice of 1 lemon
- 1/2 cup grated Parmesan cheese
- Salt and black pepper, to taste
- Fresh parsley, chopped, for garnish

Instructions:

1. Cook pasta according to package instructions; drain and set aside.
2. In a large skillet, heat olive oil over medium heat. Add garlic and sauté for 1 minute.
3. Add asparagus to the skillet and cook until tender but still crisp, about 3-4 minutes.
4. Reduce heat to low. Add cooked pasta, lemon zest, and lemon juice to the skillet. Toss to combine.
5. Stir in Parmesan cheese and season with salt and black pepper. Mix until the pasta is evenly coated.
6. Serve hot, garnished with fresh parsley. Enjoy a light and refreshing dish perfect for welcoming the flavors of spring!



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.

Can We Agree to Save You Money?

It's a simple idea that can pay you back many times over. When it comes to regular maintenance of your heating and cooling system, you won't find a better deal than our Comfort Club.

By becoming a member of our Maintenance Agreement program,

you'll save money on repairs and tune-ups. You'll enjoy priority service. You'll get the benefits of extended equipment life and more energy savings. Great perks of membership, wouldn't you agree?

Call **<COMPANY>** at **<PHONE>** today!

Quick Tips

Revitalize Wooden Furniture: Mix 1 cup of olive oil with ¼ cup of white vinegar and pour it into a spray bottle. Lightly spritz on your wooden furniture and gently buff with a soft cloth. This natural mixture helps lift dirt and restore shine to the wood, leaving your furniture looking refreshed and new. Plus, it's a non-toxic, eco-friendly alternative to commercial polishes. Give your wooden pieces a quick, effective, and green makeover!



Breathe Easy This Season

Spring, while beautiful, can be a challenging time for allergy sufferers. Pollen, mold, and other allergens are abundant, but with the right strategies, you can enjoy the season with minimal discomfort.

- 1. Track Pollen Counts:** Stay informed about daily pollen levels. On high pollen days, limit outdoor activities, especially during peak pollen times (morning and early evening).
- 2. Use HEPA Filters:** High-Efficiency Particulate Air (HEPA) filters in your home and vacuum cleaner can trap allergens, keeping indoor air cleaner.
- 3. Stay Hydrated:** Drinking plenty of water can thin mucus, providing relief from congestion.
- 4. Consult an Allergist:** If over-the-counter remedies aren't enough, consider seeing an allergist. They can provide personalized treatment options.



<LOGO>

<Address>

<City>, <State> <Zip code>

<Phone>

LIC#: <Lic #>

PRESORT STD
U.S. POSTAGE
PAID
MAILSMART

AI at Home: Revolutionizing Everyday Living

Artificial Intelligence (AI) isn't just a buzzword; it's transforming the way we live at home. From smart home devices to AI-driven energy efficiency, the integration of AI into home life is making everyday tasks simpler, safer, and more efficient. Here's a glimpse into how AI is revolutionizing the modern home:

- **Smart Home Assistants:** AI-powered devices like Amazon Alexa or Google Home are more than just voice-activated gadgets. They can control lighting, play music, provide weather updates, and even assist with cooking by offering recipes and timers.
- **Enhanced Security:** AI-driven home security systems can differentiate between routine movements and potential threats, sending real-time alerts to homeowners. These systems learn and adapt, offering more accurate monitoring without the false alarms common in traditional systems.

- **Energy Efficiency:** AI can optimize your home's heating, ventilation, and air conditioning (HVAC) systems. By learning your preferences and habits, AI-powered thermostats adjust the temperature to maximize comfort while minimizing energy use, leading to lower utility bills.

- **Maintenance Predictions:** AI can predict appliance malfunctions before they occur, scheduling maintenance at convenient times and preventing costly emergency repairs.

This technology is not just about convenience; it's about creating homes that are more responsive, adaptive, and attuned to your needs. As AI continues to evolve, the smart home concept is becoming a reality, offering homeowners unprecedented levels of control, comfort, and peace of mind.

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

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.

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