

# 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.

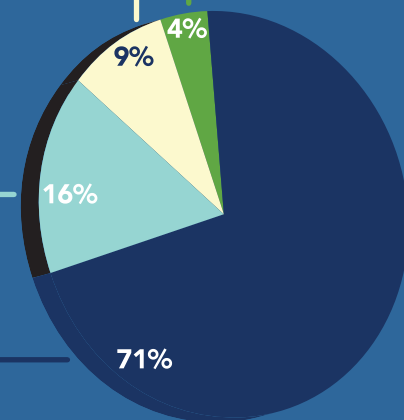
- **Unresolved service/experience**

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 Xpert

Smart & simple ways to  
enrich your home living

 <PHONE>

 <WEBSITE>

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

## Quick Tips for A Safe Season

As winter settles in and you rely more on electrical heating, lighting, and appliances, it's crucial to keep an eye on your home's electrical system. Here are some common winter electrical issues and when to bring in a professional to keep things running safely and smoothly:

**Frequent Circuit Breaker Trips:** If you're noticing frequent trips, especially when using space heaters or holiday lights, it's likely that circuits are overloaded. While resetting the breaker can be a quick fix, consistent tripping may point to a wiring issue or insufficient circuit capacity. An electrician can assess and upgrade your circuits, ensuring safe and consistent power.

**Cold Weather Power Surges:** Power surges aren't just a summer storm issue. Winter can bring voltage fluctuations due to increased heating demands and possible utility company issues. If you notice blinking lights or appliance malfunctions, a professional electrician can install surge protectors to safeguard your system and devices.

### **Flickering or Dimming Lights:**

Flickering lights can be more than just annoying; they might indicate a loose connection, outdated wiring, or an overloaded circuit. If adjusting the bulb doesn't solve it, it's time to call an electrician to inspect your system, especially before adding extra holiday lighting or using high-wattage appliances.

**Warm or Hot Outlets:** An outlet that feels warm or hot to the touch is a warning sign. This could indicate overloaded circuits, damaged wiring, or worn-out outlets, which are especially risky during winter when heating devices are in use. Turn off the power to the outlet, and call a licensed electrician to assess and repair the issue before it leads to a fire hazard.

By staying aware of these winter-specific electrical issues and knowing when to call in a professional, you'll help protect your home and keep it warm, safe, and efficient all season long. If you're noticing any of these issues, don't hesitate to give us a call!



# MY WORD

By <NAME>



Hi Friend,

Hope you're enjoying the comfort of home this winter season!

We wanted to say a big thank you for trusting us with your electrical needs. We're here to keep your home safe and well-lit as the days get shorter and colder.

At <COMPANY>, we're committed to providing reliable service for everything from repairs to new installations and maintenance. And don't forget to check out our maintenance plans—they're like a security blanket for your home's electrical system, keeping it safe and running smoothly throughout the season.

Thanks for choosing us to power your home with peace of mind. We're here whenever you need us. So stay warm, safe, and well-lit this winter!

All the best,

<Name>

<NAME>

<LOGO>

## Do You Need An Upgrade?

Winter is an ideal time to consider electrical upgrades to keep your home safe, comfortable, and energy-efficient. Here are some practical upgrades that an electrician can help with to get your home ready for the colder months ahead:

### **Install GFCI Outlets in Key Areas:**

Ground Fault Circuit Interrupter (GFCI) outlets are a safety must, especially in areas with higher moisture, like kitchens, bathrooms, basements, and garages. These outlets help prevent electrical shocks by shutting off if a fault is detected. Winter is the perfect time to make sure all necessary areas are equipped with GFCI protection.

### **Upgrade to a Smart Thermostat:**

A smart thermostat helps you control heating costs by adjusting temperatures automatically or remotely. An electrician can handle the installation and setup, making your home both more comfortable and energy-efficient.

**Consider LED Lighting:** Winter months mean more time with the lights on, and upgrading to LEDs is a great way to reduce energy use and brighten your space. An electrician can help swap out outdated fixtures for LED-compatible ones, improving efficiency and lowering utility bills.

### **Add a Whole-Home Surge Protector:**

Winter power surges can damage appliances and electronics. Adding a whole-home surge protector provides a layer of defense against fluctuating voltages, protecting your devices from damage if an unexpected surge happens.

By preparing your home's electrical system with these upgrades, you'll not only improve safety and efficiency, but you'll also add convenience to your daily routine. Ready to make these changes? Give us a call—we're here to help make your home winter-ready!

## SNAP, CRACKLE, POP

No, that's not your cereal. It's the sound of your electronics frying due to an overloaded circuit.

The good news? Whole house surge protection is available for your home. Give <COMPANY> a call at <PHONE>. We'll come out to check your electrical system and eliminate any snap, crackle and pops in your future. Call by <DATE> and **save \$25** on installation.

## Fast Fix

Foggy mirrors after a hot shower?

Here's a quick fix: Apply a small amount of shaving cream to the mirror, spread it evenly, and wipe it clean with a soft cloth. The shaving cream creates a thin barrier that prevents fogging for days, so you'll enjoy a clear reflection even in the steamiest bathrooms.

## Boost Your Mood This Season



Winter's shorter days and colder weather can affect our mood and energy, making it essential to focus on mental wellness. Here are some practical tips to help you stay positive, energized, and grounded throughout the season.

**Get Natural Light Daily:** Exposure to natural daylight, even for a few minutes, boosts mood and helps regulate sleep. Try to take a short walk in the morning or sit near a bright window during the day to soak up some sunshine. For those extra-dark days, consider a light therapy lamp to keep your energy up.

**Move Your Body:** Physical activity releases endorphins, which naturally lift

your mood. Whether you prefer a brisk walk outside, indoor yoga, or gentle stretching, a little movement each day can make a big difference in combating winter sluggishness.

**Stay Connected:** Social interactions are vital for well-being, especially during the colder months. Make time for regular phone calls, video chats, or small gatherings with friends and family to maintain a strong support network.

**Practice Mindfulness and Gratitude:** Taking a few minutes each day to focus on what you're grateful for can reframe your perspective and brighten your mood. Consider journaling or practicing deep breathing to stay centered and positive.



## Spiced Pear and Walnut Crisp

### Ingredients:

- 4 ripe pears, sliced
- 1/4 cup brown sugar
- 1 teaspoon cinnamon
- 1/2 teaspoon nutmeg
- 1/2 teaspoon ground ginger
- 1 tablespoon lemon juice
- 1/2 cup rolled oats
- 1/3 cup flour
- 1/3 cup chopped walnuts
- 1/4 cup melted butter
- 2 tablespoons honey or maple syrup

### Instructions:

1. Preheat oven to 350°F (175°C).
2. In a mixing bowl, toss the sliced pears with brown sugar, cinnamon, nutmeg, ginger, and lemon juice.
3. Spread the pear mixture evenly in a baking dish.
4. In a separate bowl, mix oats, flour, walnuts, melted butter, and honey until crumbly. Sprinkle this mixture over the pears.
5. Bake for 30-35 minutes or until the topping is golden and pears are tender.
6. Serve warm, optionally with a scoop of vanilla ice cream for a cozy winter treat!



## 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 electrical service. We're here to help, so just give **<COMPANY>** a call at **<PHONE>** and mention this coupon for your savings.



# How **STRONG** Is Your Protector?

Most folks don't know much about the electricity in their homes. Sure, you know when bulbs blow, breakers trip, light switches break... and they all come together at the fuse panel. But what about all the other parts of the electrical system?

That's where we come in. As homes get older, panels can begin to wear down. They also don't always offer the safety features that current models provide.

Call us and we'll come out and give your electrical system a thorough inspection. We'll take a look at switches, circuits, outlets and more to check your panel and see if your protector is past its prime.

If an upgrade is required, use this coupon to save **\$20 off** the installation, but you must call **<COMPANY>** at **<PHONE>** by **<DATE>**.

## Quick Tips

### Cozy Winter Scent Hack

To freshen up stuffy winter air, simmer a pot of water with cinnamon sticks, orange slices, and a few cloves on the stove. The gentle heat releases a cozy, natural fragrance that fills your home. It's a simple way to add warmth and a welcoming scent during the colder months.



## Superfoods for Winter Wellness

Winter is here, and adding nutrient-packed superfoods to your diet can help boost your immunity and energy during the colder months. Here are some top picks for winter wellness:

**Sweet Potatoes:** Rich in vitamins A and C, sweet potatoes help support immune health and keep your skin glowing during the dry winter months.

**Citrus Fruits:** Oranges, grapefruits, and lemons are packed with vitamin C, which boosts immunity and helps fend off seasonal colds.

**Ginger:** Known for its anti-inflammatory properties, ginger can help soothe sore throats and aid digestion. Try adding it to warm teas for extra comfort.

**Leafy Greens:** Spinach and kale are rich in iron and antioxidants, supporting energy levels and overall health.

**Nuts and Seeds:** Walnuts and chia seeds provide healthy fats and protein, which help keep you energized and satisfied.



# <LOGO>

<Address>

<City>, <State> <Zip code>

<Phone>

LIC#: <Lic #>

PRESORT STD  
U.S. POSTAGE  
PAID  
MAILSMART

## Smart Tech for a Smarter Winter

This winter, a few strategic gadgets can keep you comfortable, reduce energy costs, and even prevent winter mishaps. Here are some of the best smart tech upgrades for the season:

**Smart Thermostats:** Manage your home's temperature from your smartphone and set schedules to lower the heat when you're asleep or away. Smart thermostats learn your preferences over time, so your home stays warm when you need it without wasting energy, which helps keep heating bills in check.

**Leak Detection Sensors:** Cold weather can sometimes cause pipes to freeze and burst, leading to unexpected leaks. Smart leak detectors can sense moisture and send an alert to your phone, allowing you to act quickly to prevent water damage.

**Smart Lighting:** Winter's shorter days mean more hours with lights on. Smart bulbs can be set to turn on at sunset or when you enter a room, helping you save energy and keeping your home brightly lit. Many smart lights can be adjusted for brightness and color, creating a warm, cozy ambiance.

**Smart Plugs:** Plugging holiday decorations or humidifiers into smart plugs allows you to control them remotely, ensuring they're off when you're not home. Some even track energy usage, giving insight into ways to reduce costs.

With these winter-friendly upgrades, you'll keep your home comfortable, safe, and efficient all season long. Ready to make your home smarter? We're here to help!

# 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	0.95	2.50	500	1.36	0.84	2.20
750	1.26	0.87	2.13	750	1.11	0.77	1.88
1000	1.12	0.84	1.96	1000	0.99	0.74	1.73
1500	1.03	0.77	1.80	1500	0.91	0.68	1.59
2000	0.92	0.74	1.66	2000	0.81	0.65	1.46
2500	0.91	0.73	1.64	2500	0.80	0.64	1.44
3000	0.89	0.71	1.60	3000	0.78	0.63	1.41
4000	0.88	0.70	1.58	4000	0.77	0.62	1.39
5000	0.87	0.69	1.56	5000	0.77	0.61	1.38
10000	0.81	0.67	1.48	10000	0.71	0.59	1.30
12000	0.73	0.66	1.39	12000	0.66	0.58	1.24
15000	0.61	0.66	1.27	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](mailto:coaches@hudsonink.com).

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