

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.

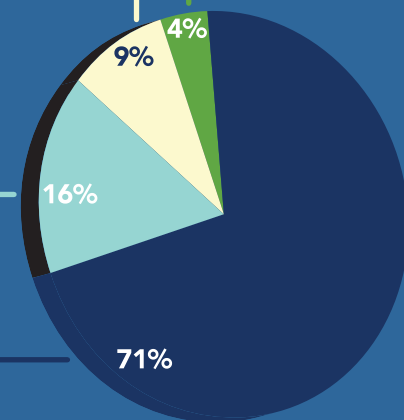
- **Unresolved service/experience**

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 It Cozy This Season

Winter is here, and there's nothing quite like the comfort of a warm home when temperatures drop. To keep your heating system running efficiently and your home cozy, here are some easy winter maintenance tips to ensure your comfort system is ready for the season ahead:

Change Air Filters Regularly: Winter often means we're spending more time indoors, which can lead to increased dust and debris in the air. Dirty filters can make your HVAC system work harder, reducing its efficiency and air quality. Check your filters monthly and replace them as needed to maintain good airflow and keep your system working smoothly.

Clear Around the Outdoor Unit: Snow, ice, and fallen branches can obstruct your HVAC's outdoor unit. Make sure to clear any debris or ice buildup around it to prevent blockages and allow for proper airflow. Trim back any overgrown branches or bushes that may have gotten too close over the year.

Check Thermostat Settings: Winter months are ideal for setting your

thermostat to a consistent temperature to keep energy bills low while maintaining comfort. If you don't have one yet, consider a programmable thermostat, which can adjust the temperature according to your schedule, saving energy and keeping your home cozy.

Inspect and Clean Vents and Registers: Dust can accumulate in your vents and registers over time, reducing airflow and impacting heating efficiency. Take a few minutes to vacuum or dust them regularly to ensure warm air flows freely throughout your home.

Schedule a Professional Tune-Up: To get the best performance and longevity from your HVAC system, it's smart to have a professional technician inspect and tune it up before the winter cold sets in. Our certified technicians can check for any issues, clean components, and make sure everything is running as it should to keep you warm all winter.

If you ever need a hand, just give us a call—we're here to help!

MY WORD

By <NAME>



Hi Friend,

Hope you're cozying up and enjoying the warmth this winter season brings. We're grateful to be the team you trust to keep your home comfortable during these chilly months!

At <COMPANY>, we're dedicated to making sure your heating system is running smoothly. Whether it's installing a new unit, fixing up what's already there, or just giving it a seasonal tune-up, our experts have you covered.

A well-maintained system is key to a warm, stress-free winter, so don't forget to check out our maintenance plans—they're like a winter coat for your HVAC system, keeping it protected and efficient when you need it most.

Thanks again for choosing us to keep your home cozy. We're here whenever you need us, so stay warm and enjoy all that winter has to offer!

Until next time,

<Name>

<NAME>

<LOGO>

Is It Time for a Winter HVAC System Replacement?

Winter is a time for cozying up indoors, but if your heating system isn't keeping up with the cold, it might be time to consider a replacement. Here are some signs that it might be worth upgrading to a new, efficient HVAC system to keep you warm and comfortable all winter long:

Constant Repairs: If you find yourself calling for repairs multiple times each winter, those costs can quickly add up. Rather than investing in ongoing fixes, it may be more cost-effective to invest in a new system that's reliable and covered by a warranty.

Rising Energy Bills: Are your energy bills going up even when you're keeping the thermostat at the same temperature? Aging systems lose efficiency, which means they have to work harder (and use more energy) to keep your home warm. A new, energy-efficient system can help reduce those winter heating costs.

Uneven Heating: If some rooms in your home are warmer than others or if you feel drafts despite the heater running, it might be a sign that your system is struggling. A new system will provide more consistent heating, making your whole home comfortable.

Strange Noises: Older HVAC systems can start making unusual noises, such as banging, rattling, or squealing. These sounds often mean that components are wearing out, and they may indicate it's time for a new, quieter system.

Your System Is Over 15 Years Old: HVAC systems generally last 10-15 years. If yours is nearing this age, it may be more cost-effective to replace it now than to face more repairs and efficiency losses in the coming years.

If you're considering a replacement, reach out to us—we're here to help guide you to the best option for your home.

Is Your Furnace an *Antique*?

If your furnace is more than 15 years old, outdated technology and deteriorating parts could be short-changing your home comfort.

Call <COMPANY> at <PHONE> by <DATE> for a free estimate on a brand new system and get set to enjoy improved energy efficiency and reliable comfort.

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 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.

Enjoy CLEAN Comfort.

Dirt is the number one cause of comfort system failure. And yet it's one of the easiest things for you to take care of. Just give us a call and take advantage of our seasonal Cleaning Tune-up. We'll get your system ready to run at peak efficiency all season long.

Prevention is the best form of protection – especially when it comes to comfort problems.

So call **<COMPANY>** at **<PHONE>** no later than **<DATE>** to schedule your **<\$X>** Special. Your system – and your family – will thank you.

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

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.

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