

Don't Be a Do-it-Yourselfer

Summary:

In this month's episode of the MegaMarketer Coachcast, Justin Jacobs is on the podcast today with Lynn Wise, and they are covering a common experience for many contractors. Every contractor knows how frustrating it can be when a customer says that they can do the work themselves, so why do those same contractors do the same thing with their business?

Key Lessons Learned:

Do-it-Yourselfers

- Everybody has had the experience of talking to a potential customer who believes that they can probably take care of the work themselves. There is a ton of content on YouTube, so they think they are only a couple of videos away from being an expert.
- This conversation is an opportunity to come to their rescue and remind them they would be dealing with electricity or advanced machinery, and they are better off deferring to the professionals.
- We all have a tendency to believe we are capable of taking care of ourselves and ignoring the advice of professionals. When that's combined with our desire to save money, we can see why so many people believe they can do the work themselves.

Contractor in Charge

- Lynn Wise developed the concept of Contractor in Charge after being in the contractor industry for 15 years.
- The reality is that contractors don't have enough time in the day or resources to manage every single aspect of their business. Contractor in Charge is a centralized solution that allows contractors to focus on growing their business by providing exceptional service.

- The main services include answering inbound calls, making outbound calls for scheduling tune-ups and preventative maintenance agreements, sending out marketing campaigns and full-service bookkeeping. They also use a method of cash flow management based on the KPIs of the industry.
- The main reasons that clients come to Contractor in Charge are many contractors feel like they are being held hostage by an employee and want to get out or they've realized that they don't have the right skills to keep growing their business.
- Fear of the unknown is the main reason people shy away from working with them. They don't know what they don't know, but they are intimately aware of the mess they are already in.

The Benefits of Delegating

- Contractor in Charge professionals are all certified in accounting and a variety of other technical skills. Each associate has in-depth training that allows them to be the best at what they do, whether that's answering the phone or managing cash flow.
- There is also the benefit of not having to train anyone to take care of those aspects of your business. Contractor in Charge is plug and play.
- Contractor in Charge saves the average company between 40-45% of a per hour charge compared to what it would cost to have an employee handle all these tasks.
- It's hard to understand and see the impact of not having someone available to handle things like phone calls all the time.
- You can waste plenty of money rushing into things like marketing or hiring the wrong people. By outsourcing and delegating to people that specialize in those things, you can get all the benefits and avoid the downsides.
- Nobody expects the contractor to know everything, but they do expect things to get done. If your business is going to last, things

like accounting and bookkeeping need to be handled properly. To be successful, you need to have the right programs in place.

- Just like the customers that believe they can do everything themselves, not handling things correctly will cost you. Just by having someone who simply knows what they are doing answering your phones can completely change your business.
- Another side benefit of delegating the phone work to Contractor in Charge is they can help your CSRs avoid making those awkward collection calls to people in their own community.

Thank you for listening! If you enjoyed this podcast, please subscribe and leave a 5-star rating and review in iTunes!

Links to Resources Mentioned

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