

Handout for the webinar titled:

“How to generate a consistent flow of ideal Remodeling leads and convert those leads to paying projects!”



Presented by:

Kyle Hunt



Before we begin... In order for me to tailor my presentation around your issues, I'll need your help...

1. I would be doing a better job of marketing my remodeling business ... IF ONLY ... I was doing a better job of _____.
2. Living with this problem ... uncorrected ... over the last 12 months has cost me roughly \$_____ in revenues I'll never see.
3. Using a scale of "1 – 10" where "1" means 'not at all a problem' and "10" means 'A really, really BIG problem' ... put down a number that reflects how IMPORTANT fixing the problem you wrote down in "2." is _____.
- 4.

Let's take a minute to hear what some of you put down for 1. above.

Notes:

In my experience, most “marketing problems” are NOT the actual problem, but rather SYMPTOMS of the real problem. The REAL problem being one or more of the following:

1. You don't have a marketing _____.
2. It's not a very _____ marketing system.
3. You're not using it _____ enough to achieve the results you want for your remodeling business.

So what we are going to look at today is what an effective Marketing System looks like.

One that generates a consistent flow of ideal Remodeling leads and helps you convert those leads to paying projects.

Notes:

Kyle's is going to jump up on his soapbox for a minute or three...



Notes:

9 Modules with Lessons and Topics under each.

DO NOT get overwhelmed by all of the different parts to your marketing and sales system.

Your job is not to get all this done overnight. Your job is to pick the topic that is of high priority and promises a good Return On Investment (ROI) and determine what your *Next Step* is.

If you follow this advice - as my business coach Dov Gordon says, *“You’ll be striking at the root, while your competition hacks at the Leaves.”*

STRATEGY / FOUNDATION

IDEAL/PERFECT CLIENT: HOW TO AVOID THE TRAP OF BEING ALL THINGS TO ALL PEOPLE
OUR DIFFERENCE: DO YOU LOOK THE SAME, TALK THE SAME, & ACT THE SAME?
YOUR IMAGE: IS WHAT YOU’RE SAYING, WHAT I’M SEEING?

SALES PROCESS

▶ FIRST CALL/CONTACT WITH A PROSPECT: WHAT YOU MUST DO TO MAKE A GREAT FIRST IMPRESSION
YOUR REMODELING PROCESS: 5 POWERFUL WORDS WHEN TALKING WITH A REMODELING PROSPECT
NEW CLIENT KIT: THEY ARE SOLD! NOW WHAT?
SURVEYS: AND THE SURVEY SAYS?

STAY-IN-TOUCH / FOLLOW-UP

▶ SALES TRACKING SPREADSHEET: PROPERLY TRACK YOUR PROSPECTS, LEAD SOURCES, & FOLLOW-UP ACTIVITIES
▶ PREVIOUS CLIENTS: ARE YOU NEGLECTING THIS CRITICAL GROUP
▶ STAY-IN-TOUCH: PUTTING YOUR STAY-IN-TOUCH ON AUTOPILOT
UNSTUCK TOOLS: FEELING STUCK WITH PROSPECTS? TRY THESE! AND LUMPY MAIL

MARKETING MATERIALS

YOUR STORY & OTHER EDUCATIONAL CONTENT
▶ CREATING AUDIO/VIDEO FOR YOUR REMODELING BUSINESS

PROOF / TESTIMONIALS

WHERE’S YOUR PROOF?

WEBSITE / SOCIAL MEDIA / TECHNOLOGY

WEBSITE CHECKLIST, SEO, PPC, LOCAL SEARCH, GOOGLE+ LOCAL
SOCIAL MEDIA, EMAIL MARKETING

REFERRALS / STRATEGIC PARTNERS

REFERRAL PROGRAM: 5 SUREFIRE WAYS TO ATTRACT MORE REFERRALS
NETWORKING: THE OFTEN OVERLOOKED & UNDERUTILIZED BUSINESS BUILDING TOOL
▶ HOW TO GET STRATEGIC PARTNERS TO SELL FOR YOU: BUILDING RELATIONSHIPS & FUELING REFERRALS

LEAD GENERATION

▶ FREE OFFER: YOU HAVE TO ‘DATE’ BEFORE YOU CAN GET ‘MARRIED!’
JOBSITE MARKETING: THE IMPORTANCE OF CONSISTENT JOBSITE MARKETING
▶ HOMEOWNER SEMINARS: AN EXACT STEP-BY-STEP PROCESS

MARKETING BUDGET / CALENDAR

MARKETING BUDGET & CALENDAR
KEY PERFORMANCE INDICATORS (KPI’S)

STORY 1 of 5

Previous Clients: Are you neglecting this critical group?

Notes:

Is this a major marketing priority for you? YES or NO

My *Next Step* related to this topic is to _____

STORY 2 of 5

How to get Strategic Partners to Sell for you: Building Relationships and Fueling Referrals

Notes:

Is this a major marketing priority for you? YES or NO

My *Next Step* related to this topic is to _____

STORY 3 of 5

Free Offer: You have to 'date' before you can get 'married' (Free Report and Homeowner Seminars)

Notes:

Is this a major marketing priority for you? YES or NO

My *Next Step* related to this topic is to _____

STORY 4 of 5

First Call with a Remodeling Prospect & Sales Tracking Spreadsheet

Notes:

Is this a major marketing priority for you? YES or NO

My *Next Step* related to this topic is to _____

STORY 5 of 5

Creating audio/video for your Remodeling business

Notes:

Is this a major marketing priority for you? YES or NO

My *Next Step* related to this topic is to _____

A couple bonus thoughts...

Recap

Small-Group Program Details:

Title: Marketing Action Plan for your Remodeling Business

- **Will run from October 4th – December 20th** (weekly 60-minute meeting, with a week off during Thanksgiving. Meetings are held via GoToMeeting)
- Will go through each of the **9 Modules of your Marketing & Sales System**. Will cover in depth each of the Lessons you see on Page 5 of this Handout.
- **Each Live and Interactive Lesson** includes Templates, Resources, Tools, and Examples to make implementing it easier for you. All Lessons are recorded for you as well.
- **You have access to Kyle** for questions/feedback via email in between calls.
- **Limited to 6-8 companies.**
- **At the end of the program** you will have:
 - A clear and prioritized Marketing & Sales System for your Remodeling business.
 - Several parts fully implemented, with clear Next Steps on how to implement the rest.
- **Investment: \$450 x 3 months** (*Total Investment: \$1350*)
Payment 1 before 10/1/12. Payment 2 on 11/1/12. Payment 3 on 12/1/12. Or pay full investment up front for 5% discount.
- **Save \$100 off Total Investment** if you sign up by Friday, September 21st.
- **Go to:** www.remodyourmarketing.com/handout to sign-up. Call Kyle with any questions: 517-548-7140