

remodeleze.com

Business Tools for Remodeling &
Home Services Professionals



Business & Marketing
Tips for Pros

Collection #1

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Tip 1: Free Advertising Ideas

Free advertising is hard to come by. But there are some online techniques you can use to get more exposure for zero investment. One way is to socialize with homeowners using social networking. Use FaceBook and Remodeleze for this.

Be sure you have a good profile on these social networks and start connecting with others you see on the network. (On FaceBook, you should look for homeowner groups that you can join.)

Another way to market yourself for free is to write about your business. Write articles, tips and blog posts every so often, and you'll be increasing your exposure and reputation as an expert.

You can begin on Remodeleze.com by logging in and going to the Answer Questions option in the Community menu to begin answering people's remodeling questions.

You can also send us an article or tip for publication. Just email your article to editor@remodeleze.com

We look forward to getting you published!



Tip 2: How to Dramatically Improve Your Close Rates

Next time you bid on a new job, ask yourself this: How can you DRAMATICALLY improve your chances of getting it?

Do you have a strategy for increasing your close rates (besides your charm and dazzling personality)?

Well we do.

Want to know what it is? Here's a hint: Studies show that homeowners will buy from the contractor they trust the most.

Here are three ways Remodeleze helps you build trust:

- **Verification Badge:** Verified remodelers get the StrucSure verification badge on their profile pages, showing homeowners that they've been approved by a trusted verification service. As a Remodeleze member, your verification is absolutely free.
- **Project Warranty:** the StrucSure project warranty will improve your chances of closing leads, even if you're smaller and less experienced than your competition. Including a warranty with your estimate tells customers that you guarantee your work.
- **Answers:** Provide answers to homeowners questions helps set you apart in your field. Be the expert and share your answers with our homeowners.

Now [click here](#) to learn how Remodeleze helps you establish trust and win more bids!

Tip 3: How Much Should You Pay for Online Marketing



Do You Want an Hour of Fantasy or Years of Good Business?

A lottery ticket buys an hour of fantasy...and if you're not doing consistent online marketing that's pretty much what you're getting with your online exposure... a lottery ticket.

So how much should you pay for consistent online marketing? The answer is whatever amount brings you the best return on investment (ROI). The trick is... how do you decide where to focus your efforts?

Here's a good place to start:

Make sure that your business gets seen where people are searching for it. That means in all the cities and towns you work in. Remodeleze helps you with this by sending **every one of your past projects** to Google for indexing – so you have a better chance of showing up in all places you've worked before.

And every project you load to Remodeleze becomes a page that Google sees and makes available to homeowners. And every one of those pages has the Remodeleze lead capture form on it – to get you in touch with homeowners.

For \$30 per month, you can load unlimited projects on Remodeleze.com, and be found more often.

Login to your account for more info or call us at **(800) 555-1234**. Our Customer Success team is here to answer your questions about building your business online.



Tip 4: Why Online Marketing is Too Time Consuming for Most Contractors...

There is so much “noise” online that it takes massive time and effort (or a decent amount of money) to stand out from the crowd. Things like SEO, article marketing, and back-links all take time to build. But there are ways to work smarter instead of harder.

Here are a few tips:

1. **Get your business listed** on every free business directory you can find. Every listing helps. Type “contractor directory” into Google for starters.
2. **Write as many articles and blog posts as you can** and publish them all over the Internet. Write tips or insights for the homeowner and link to your Remodeleze profile in the article.
3. **Use Remodeleze projects to extend your reach** with very little effort. Every project you load gives you extra online exposure and lead generation capabilities.

Remember: Remodeleze is superior to directories, because it gives you extra marketing exposure for every one of your past projects – not just your company profile.

Fact: It only takes about an hour a month to get the full benefit from your Remodeleze membership. It all starts with your profile and past projects!



Tip 5: The 3 Types of Online Marketing

Online marketing is not complicated. But that doesn't mean it's easy, either. There are only three main components in an online marketing strategy. But as you'll see, making the right choices in each area is the hard part:

PAID Marketing

This includes the things like advertising and renting email lists to do your marketing promotions...things you have to pay for in order to get exposure. Problem is...nobody can guarantee the results. You don't know if the ad worked until AFTER you spend the money on it.

PERFORMANCE Marketing

If you pay for business leads AFTER you get them, then this is performance marketing. You only pay if someone delivers a lead. This includes Lead Generation services and cost-per-click advertising (like Google AdWords). Problem is...you don't know if you're going to CLOSE those leads.

ORGANIC Marketing

This is the stuff everybody wants because it's free. It includes things like SEO, article marketing and social media marketing. Problem is...it take lots and lots of time and expertise to do right.

Here's a tip: Do your organic marketing using the special tools for contractors at Remodeleze.com. The time you spend will really count for something! And if you don't have the time, get in touch with us about doing all the work for you.



Tip 6: The Best Thing to Tell Your Customers

What's the best thing to say to your customers at the end of a job? Simple, just say "thank you!" Often, in the confusion and chaos of a remodel, we forget to close the project on a happy note.

While you're at it, invite them to connect with you on Remodeleze and submit a comment or review of your remodeling job. If they agree, then be sure to get their email address and SEND THEM an email invitation right from inside Remodeleze. Be sure to add their project WITH PHOTOS to your profile, so they can find it when they join.

All this creates a stronger bond between you and the client and more probability of getting referrals when the time comes.

"Thank you for your business. Please join us on Remodeleze.com and post a review of our work for other homeowners to see."

It works wonders!

Tip 7: The Truth About Facebook for Contractors



Are you using (or thinking about using) FaceBook to help you get more online exposure with customers?

FaceBook is the hot new Internet tool that all businesses are thinking about using to find new customers.

But does FaceBook really work for contractors?

If you are disciplined about connecting with all your past clients and their friends, you might stand a chance. But you'll have to constantly update your page with new announcements and content...and hope they will pay attention to your posts.

Here's a better way: Find a FaceBook just for contractors and homeowners...where everybody there is a homeowner and potential client.

Hey, wait! That's what Remodeleze is!

Use Remodeleze to keep in touch with clients and to connect to new potential customers, just the way you'd use FaceBook...only better!

Tip 8: More Free Advertising Tips

Are you using your company logo to advertise your business... everywhere you can? Your company logo and phone number are essential to getting the word out in all sorts of ways.

For example:

- Get your logo and phone number on your truck to advertise every time you drive.
- Get a large sign with your logo and phone number that you can place at every job site while you're working.
- Put your logo onto your Remodelize profile page, so people see it when they find your profile online.
- Try placing your logo in the windows of your office and home.
- Get simple writing pads and refrigerator magnets made with your logo on them to give to clients and potential clients...also give them to architects and other professionals.



Got other exciting ideas for using your logo? Every place your logo appears is more exposure for your business.



Tip 9: The Most Fun You'll Ever Have Doing Marketing

One of our more successful contractors offered this valuable tip for an effective way to get more clients from every job you do: **It's simple and fun. After you finish a job, just throw a party at your client's house for their friends and neighbors.**

Before you start a job, tell your client that you want to "sponsor" a party at their house so they can show off their newly remodeled home to their friends and neighbors (it's important that the neighbors are invited – not just friends). Tell them you'll pay the expenses of the party, and even send the invitations on their behalf.

Get the client's list of friends and also get invitations out to all their neighbors (be sure to check the neighbors list with the client first).

At the party, be sure to have plenty of business cards and brochures so you get credit for the beautiful remodeling work that everyone is going to see and admire.

Contractors who use this technique say that a couple hundred dollars investment in drinks and food really pays off with new clients and new contacts.



Tip 10: Make Your Past Projects Work for You

Your portfolio of past projects is probably the best marketing tool you have. So put this resource to work for you with the following tips:

1. Load your projects onto Remodeleze.com. We send all your projects to Google for indexing – so more homeowners will find you when they search.
2. When you load your projects, be sure to use a descriptive title that includes the location and type of project. Don't include information that nobody will understand (like the name of the client):
 - Good title: Houston kitchen tile floor replacement
 - Bad title: Smith's kitchen
3. Add your projects to your business web site using the Remodeleze Project Portfolio widget. This ensures that your projects are identical on both Remodeleze and your web site...and it saves you time and money!

For more about making your projects work for you, click here: [read more](#).



Tip 11: The Power of The Press Release

One way to get lots of exposure online is to use the power of the press release. Any time you do a new project or change something about your business, you might have a topic worthy of a news release.

Here are some tips to effectively use the online press release to market your business:

- The first paragraph of a press release should contain 90% of the information that the reader wants to know. The rest of the release is just there to provide detail to support the first paragraph.
- Try to focus on the most “news worthy” topic. News worthy is anything that nobody else is doing or knows about. Did you use any cutting-edge materials or processes? Did you hire any special subs for the job? Did you use Green remodeling techniques? Find something about your job that might be interesting to others.
- Publish your release on one of the Internet’s FREE press release sites. Just type “free press release” into Google to get a list of possibilities.
- Send your press release to us here at Remodeleze and we’ll publish it for you too. We’re your partner in online marketing, so let us help you promote your business.



Tip 12: Your eMail List vs. Your Website

Let's get right to the point. Your email list is FAR more important to your business marketing efforts than your website is. That's a fact. Most companies put too much emphasis on their web site and not enough on their email lists. So here are some tips for maximizing the power of email for your business:

- Accumulate email addresses anywhere and everywhere you can. Ask for people's emails on your web site and every time you meet someone new (at a showroom, a tradeshow or just on the street). Put all these emails into your mailing list database.
- Upload your mailing list to Remodeleze.com to automatically send them updates on your new projects and activities through the Remodeleze platform. That saves you a lot of work!
- Besides the automatic updates from Remodeleze, send out a quarterly newsletter to your list, just informing them of your seasonal specials and other news. Add your seasonal specials to your Remodeleze profile too.
- Treat your FaceBook fan page (you should have one by now) like an extension of your email list. Connect the page to Remodeleze and your FaceBook fans will get your automatic updates too.
- Look into renting or purchasing lists of homeowners in your local area. You might be able to trade lists with local showrooms or supply stores or just "sponsor" one of their monthly mailings. Don't use ads when you send emails this way...a short, personal message about your business will be more effective than any ad.



Tip 13: It's the woman who decides... and they'll check you out online

Remember...it's usually the woman of the house who decides on remodeling and home improvement projects. So focus your marketing efforts on her... not him.

Studies show that in most single-family homes, it's the women who decide on the projects and the men who decide on the contractors.

So in the initial meetings, when you're discussing the possibilities, focus on her. Then, when you talk about price, construction and other details... focus on him.

Consider the same approach for your marketing materials too... including your online marketing. Studies show that more women than men use the Internet for online research about home improvement projects... and professionals. They'll check you out online... so be ready!

Get your Remodeleze profile into shape and your project portfolio loaded with great photos because that's what they want to see!

And if you load your projects onto Remodeleze (with photos), you're more likely to be FOUND by them online.



Tip 14: Are You Making This Mistake When You Visit Prospective Clients?

So you've got a hot lead on a new kitchen remodel. You're heading out to the client's home to give them your "song & dance" and hopefully close the deal. Are you bringing photos of your recent kitchen projects? Better yet, are you bringing photos of similar kitchen projects you've done before?

Do you even HAVE photos that you can leave behind?

Here's how we can help...

Every project you load to Remodeleze is a potential leave-behind brochure for your clients, complete with project details and photos (if you load them).

That's even better than just showing photos by themselves. You can choose which projects you want to print and leave behind on your client calls. Every project you load is a potential brochure for you.

It's so easy, we've got professionals who have loaded 20 or 30 projects, just to have more variety for their printable brochures. But it's really just one of many ways we automate your online (and offline) marketing...so you can focus on remodeling.

Tip 15: The Power of Building an Email List

Why should you ask your clients for their emails? Because your email list is probably more valuable to your business than your web site, your product brochures and even your advertising efforts.

Why? Because your mailing list is where you generate Word of Mouth referrals and maintain relationships with your clients and their neighbors, friends, and colleagues. And that, my friend, leads to more jobs!

So how do you effectively build and maintain an email list? Well, first, you need to offer your contacts something valuable...something they might actually be interested in getting from you. Usually this is some kind of tip or instruction or general wisdom about home improvement and remodeling.

No time for all that, you say?

No worries. Let Remodeleze do it for you. Just put our **Mailing List Builder** widget on your web site and our weekly tips for homeowners become YOUR weekly tips. Everyone who signs-up from your site automatically becomes part of your mailing list. It's that easy!

To get the Mailing List Builder widget for your site, just log-into your account and choose "Widgets" from the "EZE Tools" menu.



Tip 16: Getting UP UP UP in Google Listings

You probably already know that your "ranking" in Google search results has a huge impact on your business.

So how do you improve your Google ranking? Here are some tips:

1. More web pages. The more pages you have online that mention your business in legit ways...the better for your business.
2. More quality content. Adding quality articles, photos, and other content to your pages is essential, or Google will not treat you as a serious player.
3. More quality links to your pages. Getting other sites to link back to your pages is a big part of search engine ranking. The better the sites that link to you...the better the ranking.
4. Correct use of key phrases. Knowing what phrases to put in the title and headlines of your content is also essential for good ranking.



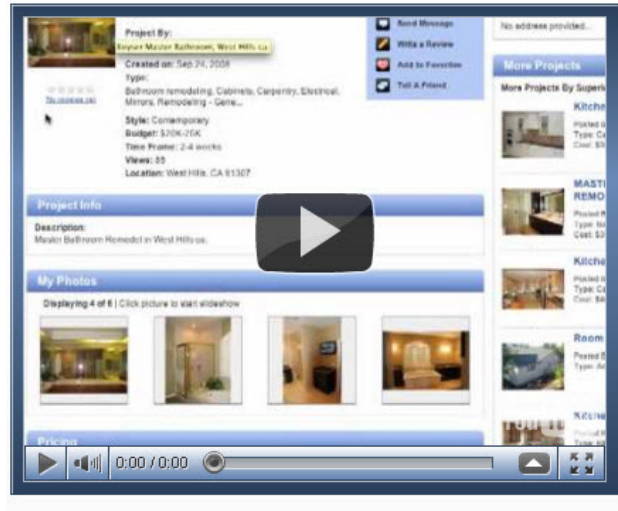
An Easy Way to Get More Web Pages About Your Business

Every time you load a past project into Remodeleze, it becomes a **web page** that we send to Google to index. These project pages include our **lead capture form** to get homeowner information directly to you. Plus, your pages contain your project photos, company information, project description and other **quality content**... plus, we use **special key phrases** associated with your project type and key services offered (taken from your Remodeleze profile). If you load 5 projects, you'll have 5 additional pages for Google. It's that simple.

If you are not presently a Remodeleze Gold member, but would like to load some projects to see how this works...just send us an email asking for a free trial. Try it and see how your company moves UP UP UP in Google Listings. Send a FREE TRIAL request to: support@remodeleze.com.

Tip 17: This Little Device is the Best Marketing Tool You'll Ever Get ...

We've talked to thousands of homeowners about how they choose remodeling professionals and the one thing that consistently comes up is photos... they want to see photos of your previous work. So if you don't have a digital camera to photograph your projects (before, during and after you do your work), consider making this small investment a priority for your future business marketing.



And in the spirit of “over-delivering” to your potential customers...why not get a camera with video capabilities? Besides a few digital photos, you can do a “walk-through” of your work as a short video. It's easy, costs very little and is probably the most important thing you can do to market your services.

Where do you put all these videos and photos for homeowners to see? Put them on your Remodelize project pages!

Here are some contractors who have used photos and video well on their projects. Use these as examples for your own:

- [Clifford Construction Projects](#)
- [Superior Home Builders Projects](#)
- [Loyola Builders Projects](#)
- [Mega Builders Projects](#)
- [PKB Reglazing Projects](#)

Need help?

Let us create your video ...just give us a call at 1-888-400-4393 or email support@remodelize.com for details.

Tip 18: Pros and Cons of Google AdWords Advertising



Perhaps you've experimented with Google AdWords, also known as Pay-Per-Click (PPC) advertising with less-than-exciting results.

PPC advertising is a tricky and potentially expensive endeavor. Here are the pros and cons of using it, along with some tips if you decide to try it...

Pros of using PPC

- You can measure the results quickly.
- You pay only for what you get (in clicks).
- You can continually optimize and improve the performance.
- Clicks are cheaper than leads and more reliable than banner or print ads.

Cons of using PPC

- Competition for hot keywords makes it impractical and expensive for advertisers with small budgets.
- Clicks to your site do not guarantee leads or sales.
- You need a professional, well presented landing page to increase conversions from the clicks.
- Optimization requires a huge amount of work and expense to find the best practices for your PPC campaign.

Pointers for using PPC

- Before choosing keywords, go to <http://google.com/insights/search> to compare how different words and phrases stack up against each other.
- Make sure your PPC keywords also appear in your "landing page," which is the page that is linked to your PPC ad.
- Make sure the landing page delivers on the "promise" you make in the ad.

Try services besides Google AdWords. Yahoo, Bing and smaller search engines like www.7search.com also offer PPC.

Tip 19: Should You Hire an SEO Company?

If you're like most businesses, you probably get offers from "SEO experts" every day! They promise to place your web site higher up in the Google rankings and often tell you all the things you're doing wrong with your site.



So...should you hire one of these guys to handle your SEO? Probably not. Here's why:

- SEO companies cannot guarantee results. They can only tell you that your rankings will improve. They usually require at least a 90-day contract to start showing any results from their efforts.
- Your web site may not be the best place to send people who search Google for remodeling projects in your area. It might be driving customers away.
- Although good SEO is a long-term benefit for your business, the cost of most SEO programs makes it more practical to just buy leads from a Lead Gen service. Spend your marketing money on improving your lead close rates instead.
- You can get unlimited targeted SEO for your projects by simply posting them to Remodeleze. Every project you post gets sent to Google for indexing and will begin showing up in their search results. That's better than using your website as the sole destination place for your business.
- Your Remodeleze projects show the many different locations you work in. Google will begin indexing you in ALL of those service areas.

Don't waste your money on the latest and greatest new SEO marketing scheme. With your Remodeleze project portfolio, you've already got all the SEO potential you need. Just load some projects and see!

Tip 20: Should You Be A Green Contractor?

People are still excited about the idea of having “green homes.” It seems the craze to conserve energy, use non-toxic building materials and recycle whenever and wherever possible is still alive and well.



But should you put yourself out there as a “green contractor?”

In a word...yes! Why not? If you can get potential customers turned on about remodeling their homes by giving them some green ideas...then by all means, go for it! Conserving energy or swapping out toxic materials for organic ones might just convince them to start their project.

And remember, you don't have to be an expert in green home building to advise your clients on environmentally friendly building materials and how to choose them over standard materials. Just check with your suppliers. And you can easily partner with recycling companies to make good use of the customer's old materials. With new materials and recycling of the old stuff...you've already gone a long way to being a green remodeler.

Want to go a step farther? Learn how to explain green remodeling to your customers, because [studies show](#) that most people are still confused about what, exactly, green means. Take a quick course in green home building and consider becoming a Home Energy Assessor. You can find the details [at this government site](#).

You think green homes are a fad? Think again. Today, green is the new gold. Consumers are asking for green home solutions more and more...so this fad has no end in sight.

Announce your green expertise on your Remodeleze profile. Just log-into Remodeleze.com and edit your profile to add your green remodeling credentials to your business description and services you offer.

Tip 21: Get More Tips

Don't forget that we send all of our pro members weekly business building tips via email. If you are not receiving these tips, check your email address inside your Remodeleze profile – or just give us a call and we'll look into it for you.

Best of success to you!

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