

The Academy For Professional Painting Contractors



Maximizing Value from Your In-House List: Your Fastest & Highest Marketing ROI & Business Equity

BONUS: 5 Critical Steps for
Painting Contractor **GROWTH!**



www.paintersacademy.com



Overview

1 Indispensable Marketing Metrics & Concepts

2 Your Market

3 Your Message

4 Mediums

5 Timing

6 Bonus & Questions



The Primary Problems Painting Contractors Face with Cold Leads



Cold Leads Are Expensive & Unpredictable



Cold Leads Are Price Sensitive



Cold Leads Close at Low Rates (Wasted Sales Time/Resources)



Cold Leads Produce Lower Transaction Sizes



Cold Leads Cannot Refer You



We Are In an Uncertain, Inflationary Economy with More Competition Coming Every Day



**TODAY You'll Discover a Proven,
Process-Driven Approach to
Maximizing Repeat & Referral
Business While Making More
Money!**



Who Are You To Make Such a
HUGE Promise?



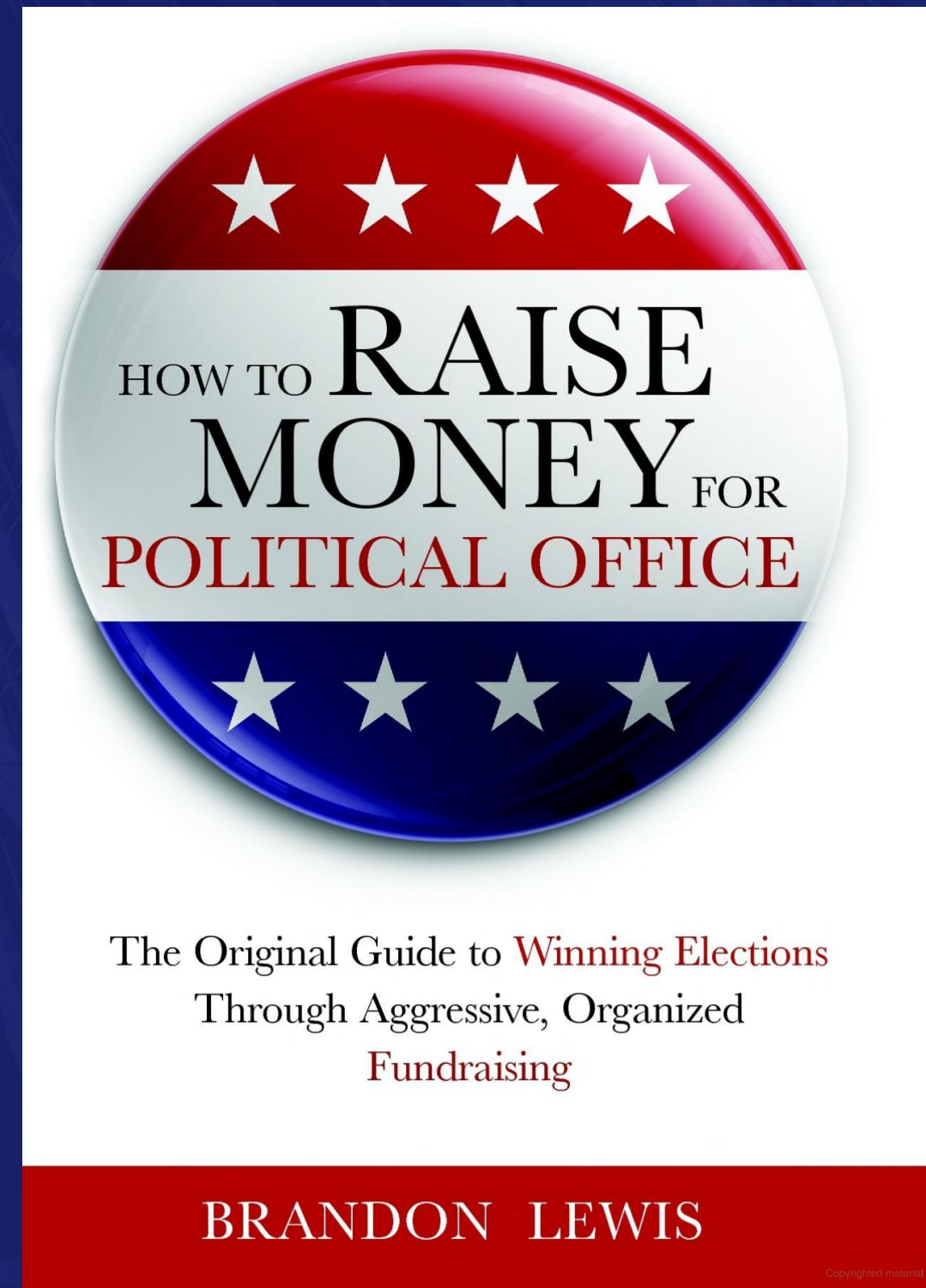
Who's the Short, Bearded Man?



I've Helped 500+ Painters in 6 Different Countries



Why My Non-Painting Experience Matters Most on This Topic



If you will not stand up for **CORE VALUES**
because you're afraid of **LOSING MONEY**
or what **OTHER PEOPLE THINK**, your **REAL**
Core Values are **MONEY** & **APPROVAL**.



Please Write This Down:

***Today, I Will Make My Business
Decisions Based on MATH, Not
Emotions!***



Clarity Means Better Results:

**I Will Build My Business on the
2nd Transaction & the 1st Referral**



Mean Ole Math...

- Repeat Jobs Are Roughly 60% Larger Than Cold Leads
- They Close 60-65% vs. Cold Leads 22-32%
- Marketing Cost of Sale for Repeat Business Roughly Is 5-10% of Cold Leads
- Fewer Wasted Sales Calls & Admin Headache or Expense



Scenario #1

Lead Source	Percent	Number of Leads	Close Rate	Total Jobs	Job Size	Cost Per Sale	After Marketing	Total Revenue	50% GP Less Marketing	30% NOB*
Cold Leads	70%	350	30%	105	\$3,500	\$300	\$3,200	\$367,500	\$168,000	\$100,800
Referral Leads	10%	50	50%	25	\$4,375	\$50	\$4,325	\$109,375	\$54,063	\$32,438
Repeat Leads	20%	100	60%	60	\$5,600	\$30	\$5,570	\$336,000	\$167,100	\$100,260
Totals	100%	500		190				\$812,875	\$389,163	\$233,498



Scenario #2

Lead Source	Percent	Number of Leads	Close Rate	Total Jobs	Job Size	Cost Per Sale	After Marketing	Total Revenue	50% GP Less Marketing	30% NOB*
Cold Leads	50%	250	30%	75	\$3,500	\$300	\$3,200	\$262,500	\$120,000	\$72,000
Referral Leads	20%	100	50%	50	\$4,375	\$50	\$4,325	\$218,750	\$108,125	\$64,875
Repeat Leads	30%	150	60%	90	\$5,600	\$30	\$5,570	\$504,000	\$250,650	\$150,390
Totals	100%	500		215				\$985,250	\$478,775	\$287,265



Scenario #3

Lead Source	Percent	Number of Leads	Close Rate	Total Jobs	Job Size	Cost Per Sale	After Marketing	Total Revenue	50% GP Less Marketing	30% NOB*
Cold Leads	25%	125	30%	37.5	\$3,500	\$300	\$3,200	\$131,250	\$60,000	\$36,000
Referral Leads	30%	150	50%	75	\$4,375	\$50	\$4,325	\$328,125	\$162,188	\$97,313
Repeat Leads	45%	225	60%	135	\$5,600	\$30	\$5,570	\$756,000	\$375,975	\$225,585
Totals	100%	500		247.5				\$1,215,375	\$598,163	\$358,898



Net Changes from Shifting Lead Mix

- 30% Increase in Jobs
- 49.5% Increase in Sales
- 53.7% Increase in Net Owner Benefit
- \$125,400 More Income



HOW DO I DO THIS?



Key Concepts



THE COLD, HARD TRUTH

- Your Clients Do Not Remember You
- Communication Always Proceeds Leads
- 100 Cows a Year – No Fences
- Client List + Communication Methods = Equity



Reactivation vs. Retention

- Reactivation is **Taking** from Your List in a Multi-Step, Multi-Medium Campaign (**Use Sparingly**)
- Retention Is Monthly Communication via Newsletter Marketing to Build Awareness & Personal Connection



Reactivation Basics

- An Entertaining or Relevant Theme for Your Campaign (Examples)
- Mail, Email, Text, Voice & Social Media
- 30-45 Days
- 10 Touches
- Early Spring, Late Fall



Reactivation Mistakes

- Cold, Corporate, Look-Alike Copy
- Emotional Prejudices Against Marketing Mediums
- Not Enough Communication
- Laziness & Shortcuts



Retention Basics

- Mailed, Emailed Newsletter – All Months Except Reactivation
- Personal Connection
- Irrelevant, Entertaining Content
- Recognizing Clients
- Rewarding Referrals
- Highlighting Projects
- A Tiny Offer



The Mary Kay Lady





AT HOME MONTHLY NEWSLETTER™
Making Your Home a Happier, Healthier Place to Live



Our Family

John, Ginger, Carter and Tabitha

Article One: February Happenings

Article Two: Groundhog Day Captures Imaginations!

Article Three: Valentine's Day in Other Cultures is Just as Sweet!

February Happenings

February happenings is "I'm cold!" I'm not diggin' the winter months. Feel like my hands and face are cracking off!

And I know some of you just love the winter. I have a friend like that. She just loves the crisp winter air outside, likes to bundle up and just can't wait to see a good snow.

Don't get me wrong. I wouldn't mind a little snow, just one day of getting snowed in. We get to stay inside (fingers crossed we still have power) make some snow cream and cuddle up under a nice warm cozy blanket with some nice thick socks.

In my mind we should have the colder weather from Thanksgiving to New Years' only and it start to warm up come March. Now if you remember, last year we had an unseasonably warm February. I mean, I got excited, started breaking out a few of my lighter weight clothes. But it was a trick. The weather turned in March, and it got cold once again. I wasn't the only one confused because even some flowers started popping up out of



Groundhog Day Captures Imaginations!

Groundhog Day has captured the hearts and attention of people around the world. Every year on February 2, people eagerly await the emergence of Punxsutawney Phil, the famous groundhog from Punxsutawney, Pennsylvania. According to folklore, if Phil sees his shadow, it means six more weeks of winter. But have you ever wondered about the history behind this quirky celebration?

The origins of Groundhog Day can be traced back to ancient European traditions, particularly Candlemas Day. This Christian holiday marked the midpoint between the winter solstice and the spring equinox. It was believed that the weather on Candlemas Day could predict the arrival of spring. If the day was sunny, winter would persist; if it was cloudy, spring was on the way.

When German settlers arrived in Pennsylvania in the 18th century, they brought with them their own tradition known as Grundsaudaag, or Groundhog Day. They believed that if a hibernating animal -- like a groundhog -- emerged from its burrow on February 2 and saw its shadow, winter would

Customer of the Month!



Wanda & Bernie

We have enjoyed getting to know Wanda & Bernie over the past few years. Just last month, we completed the interior painting of their home. Thanks guys!!!

THANKS FOR THE REFERRALS!



Valentine's Day in Other Cultures is Just as Sweet!



Japan's celebration of Valentine's Day has a unique twist. On February 14, only women give gifts of chocolate to men. Some of these gifts, known as giri "obligation" chocolates, are given to bosses, male coworkers, and male classmates and friends. Women give special chocolate, called honmei chocolate, to their sweethearts.

Men reciprocate on White Day, March 14. On this day, many men give women chocolates in white boxes. If the recipient is a girlfriend, sometimes a gift of flowers or white lingerie is substituted or added.

We ♥ Our Customers

Paul Michael, Virginia Beach; Wanda & Bernie Iliff, Virginia Beach; Jeffrey Meister, Chesapeake; Cam Fulrath, Virginia Beach; Maggie Trader, Chesapeake; John Wait, Smithfield; Myrl Lemburg, Virginia Beach; Bill Conoscenti, Virginia Beach; John Murrell, Virginia Beach; Charlyne Murphy, Chesapeake; Cory Everette, Chesapeake; Kathy Stelman, Virginia Beach; Bevin Shellenberger, Virginia Beach; Caroline Wilcox & Dan Einwechter, Virginia Beach.

Vicky Sands writes, "Always responded to inquiries and great communication. Completely satisfied."

February

BONUS... If You Want It



The Unique 5-Factor Combination That Unlocks Success!

- 1** Expert Business Diagnostic
- 2** Done-for-You Systems & Tools
- 3** Optimized Sequencing
- 4** KPI Dashboard
- 5** Custom Implementation Options



Factor #1: Expert Business Diagnostic



Factor #2:
Done-for-You
Business
Systems & Tools



Factor #3: Optimized Sequencing



About the Optimized, Phased Approach

- There Are 8 Total Phases
- A New Phase Releases Every 45 Days
- It Takes One Year to Fully Deploy
- You Do Not Have to Complete Each Step In Each Phase
- Proceed At Your Own, Personal Pace



PHASE 1: Stabilization & Owner Income Growth

Operations I: Double-Your-Money Project Profits System

The Perfect Week Plan (Time Management)

Routines & Rituals

Production, Pay & Charge Rates

2-Minute Job Costing

Marketing I: Customer Reactivation & List-Income Calculation

List-Income Calculation Tool

Customer Reactivation

Sales I: PowerPaint Presentation Process

Pre-Positioning, Presenting, Post-Positioning & Follow-Up

Scripts, Presentations, Collateral, Out-Bound-Templates



PHASE 2: Management, Momentum & Macro-Metrics

Operations II: “From Your Desk” Project Management System

**Ultimate Crew Leader Packet
Project Management & Scheduling**

Marketing II: Client Retention: At Home Monthly Newsletter

**Mailed Delivery
Emailed Delivery**

Financials I: Cash, KPI's & Marketing

Cash-Flow Projection Sheet



PHASE 3: Incentivizing & Managing Crew Members

Marketing III: Operational Marketing & Sales System

40 Door Steady Work Campaign

Gathering Online Reviews & Testimonials

Crew Leader Upselling Program

Operations III: Crew Meetings & Incentive Pay

Crew Meeting Blueprint

Saved Labor Bonus Program & Pay-Band Structure



PHASE 4: Recruiting & Hiring Crew Members

Recruitment & Hiring I: Assembling Your A-Team

30 Painters in 30 Days - Foundational Tools

Latino Recruitment

Recruitment Referral Program

Technical Skills Assessment

Non-Technical Skills Assessment



PHASE 5: Expanding Your A-Team Safety & Financing

Marketing IV: B2B Referral Marketing

**List-Building & Leveraging Newsletters for B2B Referrals
Referral Routes**

**Recruitment & Hiring II: Freeing Up Time for High ROI Work
Administrative Assistants**

**Operations IV: Protecting Your Assets
Safety Program**



PHASE 6: Advanced Sales, KPI's & Marketing Analytics

Sales II: Upselling & Financing

Estimator Program
Offering Financing

Financials II: KPI's & Marketing Accountability

Key Performance Indicators
Tracking & Measuring Your Marketing Dollars



PHASE 7: Commercial Repaint Acquisition & Retention

Marketing V: Commercial Repaints

Commercial Repaints Lead Generation Machine

Commercial Prospecting Points Program

Commercial Repaints Networking & Digital Leads

Shock & Awe Marketing



PHASE 8: Event Marketing & Expanding Your A-Team

Marketing VI: Event Marketing

\$100,000 Trade Show Marketing Toolkit
Food Truck Campaign

Recruitment & Hiring III: Expanding Your A-Team

Operations Managers (Coming Soon)
Estimators/Sales Reps (Coming Soon)



When You Do the **Right Things** In
the **Right Order**, It Drives Up
Income, Pushes Down Stress &
Creates Early-Wins + ***Momentum!***



Factor #4: Key Performance Indicator Dashboard



Factor #5: Personalized Implementation Options



I Love Physical Fitness!
It's a Lifestyle Choice That
Started at Age 13.



There Are 3 Basic Pathways to Getting In Shape...



Self-Guided: Study, Plan & Workout On Your Own

- 1 Study Ethic
- 2 Work Ethic
- 3 Highly Self-Motivated
- 4 Endurance for Follow-Through



Group Classes

- 1** Select Classes
- 2** Discipline to “Show Up”
- 3** Follow Instructor's Lead
- 4** Group Accountability
- 5** Compare Peer Performance



Personal Training

1 Have the Discipline to “Show Up”

2 1-on1 Instruction & Accountability

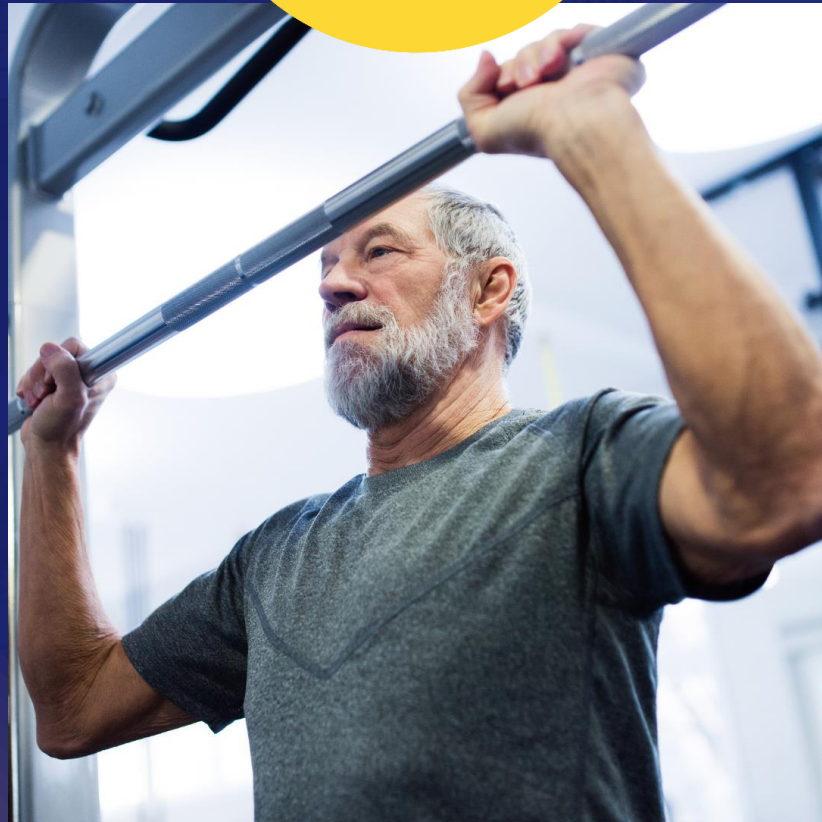
3 Expert Guidance

4 Written Plan

5 Goals & Measurements



What Works for Brandon



What Works for Kristin



**“To Know Thyself Is the
Beginning of Wisdom”
- *Socrates***



APPC's Three Paths Fit Any Painter

1. Gold Membership
2. Peer Groups – *New!*
3. Platinum Membership



A Coach That Suits Your Situation & Personality



Brandon's Strengths

1. Upgrading & Installing Fundamental Business Systems
2. Commercial Repaints Account Acquisition
3. Marketing & Sales Projects
4. Improving Your Personal Income
5. Challenging You Personally



Tara's Strengths

1. **Advanced Business Planning**
2. **Management & Leadership of Staff**
3. **Scaling Strategies for Next-Level Growth**
4. **Finding Your “Biggest Levers” to Boost Income**
5. **Adaptive Coaching Style**



THREE ROADS TO TRAVEL

AFTER PCA EXPO



Path #1

Do Nothing



Path #2

Do It Yourself



Path #3

Let Others Help You

(Why I'm 100% Certain This Is Your Best Option)



hey! I GOT
A QUESTION



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