

Leveraging *Hiring a Contractor* to Land Clients

Most customers have only three questions:

- *How much will it cost?*
- *When can you do the job?*
- *How long will the job take?*

Any contractor—good or bad, can easily answer those questions. As a good contractor, this can be very discouraging; you know there is more to it than just those three questions. That is where *Hiring a Contractor* can help you! This workbook was put together to help good contractors, like you, educate potential clients about how to select the right contractor for their job.

In this e-packet, I will answer these questions:

- *Why was this workbook created?*
- *As a residential construction company, how can I use this book to get clients?*
- *Can I customize the workbook to display my brand?*



A Moment on Marketing and Client Experience

“Money can help create name recognition, but money can't build a brand. A company must consistently deliver, and preferably over-delivers, on its promises to build a brand.”

*Steve Rennekamp,
Energy Swing Windows*

The average construction company spends between \$1 and \$5 per lead and the costs per client are usually double or triple that. Marketing and advertising are not cheap. Even with moving into more of a social sphere of communication, these efforts will still cost time and/or money.

The best way to reduce that cost is to build a solid brand with a solid reputation in your marketplace. To increase the potential for word of mouth marketing, actions will always speak louder than words or advertising efforts.

As a company, *it is your responsibility to give your prospects and clients a reason to remember you for the reasons you want to be remembered for.* This means meeting their expectations consistently, and over delivering when appropriate.

Re-thinking marketing and advertising. Marketing and advertising efforts are more than just tactics to executing a strategy. All marketing and advertising, create an expectation in the prospect's mind—the expectation of what it *will be like* to do business with you. This expectation is created from a variety of sources like what your brand image and ad look like, the message, how the need for your service arose (was it an emergency or a planned need), or other information they have heard about your company or perhaps one of your employees.

As you can see, no matter how much you try, outside forces you have no control over will always influence your prospects' expectation of doing business with you. That being said, elements you do have control over can also influence that perception. That is where *Hiring a Contractor* can help you! Using *Hiring a Contractor* can help you build trust and establish a rapport with your prospects.

Why was this workbook created?

In working with construction companies, I hear a common frustration: prospects choose a contractor based on the wrong criteria or that customers don't know about "this" or "that." As I come across people who have hired contractors, I usually hear horror stories, often with threads in common.

I started to see this gap between prospects and customers that don't know what they don't know and construction companies suffering the results. To add to the mix, construction companies are so fluent in their world, their lingo, laws and requirements that they often forget that their prospects don't know the same information to the same level.

This workbook is meant to be a tool to bridge that gap. It educates prospects on the vital information they need to know and why it is important for them to consider while making a decision. As a good contractor, it helps you build confidence in the minds of your prospects, because you will have provided them with the workbook, and you know and will be able to prove that you can live up to the high standards that are set within.

As a residential construction company, how can I use *Hiring a Contractor* to get clients?

“Your workbook is way above and beyond normal protocol. You have every damn state in there—nice bit of research there. This is really good information. It is a good simple read and can be finished in an afternoon.”

Bob Gross, construction inspector

Building trust! As a company, in an industry where the odds are stacked against you for prospects having trust, this tool can help you build the trust to help you close the deal.

As you will see, the workbook is very thorough. It covers everything from gut instincts to legal requirements to relationships. The workbook also provides a solid step-by-step process to help your prospective clients identify the information they need to learn to make the right decision.

Here are a few suggestions to get you started on including *Hiring a Contractor* into your marketing and sales processes. If you come up with any unique ideas, let me know and I will feature your company on my blog at

www.ContractorsDoingItRight.com.

Company Resume

At the end of this document, I have included a sample resume that you can model to give to your clients. This resume will cover all of the information that is requested in the workbook. Once this is put together, it can be emailed to prospects before an in-person meeting or physically handed to them. Saving them time and establishing credibility early on.

Lead Generating

Website. Post an image of the workbook on your website and offer to mail it (for free) to anyone interested...

Social Media. Increase your follower/fan/like count on social media by starting a campaign along the lines of: for the next 100 fans/followers we get we will give you a free workbook to help you hire the right contractor. Or you could set up a weekly drawing. Give one book away per week to a fan/follower that comments on your post or retweets your message.

Prospective Client Meetings. Offer each prospective client the workbook as a leave behind accompanied by your resume.

Home Shows/Community Events. Hand out the workbooks to the people you speak with. This will work best if you have the cover personalized.

Company Events. Many companies offer free seminars or networking functions at their office, giving this book to attendees is a great way for them to remember you and to build credibility.

“When we decided to brand our company a number of years ago we were pleasantly surprised at the results, not only with the impact of reaching our desired client, but also how our whole company has had to align itself with that brand.”

Dan Stebnitz, Stebnitz Builders

Sales Process

Incorporating the workbook into your sales process will help you refine how your sales team sells and communicates with prospects. Over time, your team will learn to communicate in a way that is important to and educates the prospect, building trust and solidifying a relationship.

Company Culture

When a company completely stands behind a branding effort, internal changes can occur. Improving communication with customers requires that communications with employees must also improve. Remember to be open and honest with your employees and consider training them on how certain questions are to be answered and what to do if they don't know the answer to a question. For more information please see [CONTRACTORS: Doing it Right Not Just Getting it Done.](#)

Can I customize the workbook to display my brand?

Yes! I encourage it. The workbook is available to the general public with a photo-style cover. As a company, you will place a bulk order and get the books at a steep discount. When you place your order, there are two standard cover options. Custom covers are available for free when you order 1,000 copies or more at a time. Detailed information is listed on the last page.

“You build your inside reality and your outside perception by delivering consistent win/win/win scenarios. The client has to win, the employees have to win and the company has to win. If one of these three consistently loses, they will disappear, leaving the other two helpless.”

Steve Rennekamp, Energy Swing Windows

Sample Company Resume

	Legal Company Name: HP Remodeling Inc.	
	Street Address: 123 Hogwarts Lane, City, St Zip	
	Mailing Address: Same	
	Main Office Phone: 425-555-1212	Fax: 425-555-1313
Website: www.hpRemodeling.com	Social Media: Facebook Twitter YouTube Quibbler Blog	
Contractor's License: hpRemCity15467	Click here to Verify our License	
Liability Insurance: \$1,000,000 coverage with Wand Insurance. Neville Longbottom is our agent and can be reached at 425-555-7891.		
Bond Coverage: If applicable, we will obtain it.		
Permits: If applicable, we will obtain it in our name.		
<p>Company History: HP Remodeling is home remodeling and handyman company located in City, St. Founder Harry Potter started the company in 1996 and currently we are a team of 17 full time employees. We have been focused on providing home owners with meticulous craftsmanship and personalized service for over ten years. Our 'work-hard, play-hard' approach has won the hearts of our customers which has allowed us to receive half of our business from referrals and repeat customers. We strive to set the standards while maintaining the highest business ethics.</p>		
Our Specialties: Roofing, Bathrooms, Kitchens, Additions, Replacement Doors & Windows, General Handyman Services		
Awards: Contractor of the Year, A+ rating by the Better Business Bureau, Best Places to Work in City		
Organizations We Belong To: Remodelers Advantage, City Better Business Bureau, National Association of the Remodeling Industry (NARI)		
Subcontractors: On occasion we do use subcontractors. If subs are used on your job, YES we will provide you with a written lien waiver.		
Construction-Related Litigation: Never	Warranty: Yes. See attached document.	
References & Suppliers: Yes! We encourage you to contact them. See the attached sheet that has a list of past clients with similar job requests and a few of our suppliers. If you have a problem getting ahold of them, please let us know and we will happily give you others to contact.		

* Yes this is a fictional company with fictional characters inspired by the Harry Potter® Series.

Contractor Series Bulk Order Form

Individual copies of *CONTRACTORS: Doing it Right Not Just Getting it Done* and *Hiring a Contractor* can be ordered on Amazon.

Bulk Orders:

- Fill out the form and email it to mel@omicle.com. Mel will call you within 24 hours to confirm receiving the form and to finalize the details.



— or —

- Call Mel at 425.877.1109 to place your order.

Company Information

Name: [Company Name]	Point of Contact/Title: [Name/Title]
Street Address: [Street Address]	City, State, Zip: [City, State, Zip]
Phone: [555-555-5555]	Email: [name@domain.com]
Website: [www.ContractorsDoingItRight.com]	Best Time to Contact You: [Day, Time PST, phone]
How would you like to pay: [Check or Paypal] Checks should be written out to “Brand or Culture” and mailed to 17019 123 rd PL NE Unit T203, Bothell, WA 98011. Paypal invoices will come from Brand or Culture, mel@omicle.com .	

Bulk Order Hiring a Contractor

How many books would you like order:							
<input type="checkbox"/>	250	<input type="checkbox"/>	500	<input type="checkbox"/>	1000 + custom cover design	<input type="checkbox"/>	Other: [number]
Which cover would you like:							
<input type="checkbox"/>		Primary Cover This will be the cover if no option is specified. This tends to appeal to an older audience.	<input type="checkbox"/>		Yellow Cover This cover appeals to a younger audience.	<input type="checkbox"/>	Custom Cover \$300/Free if 1,000 or more books are ordered. You will supply a high-resolution photo (300 dpi +) of work you have done, your job sign, or your team. It is preferred that the photo was taken by a professional.

Bulk Order Contractors: Doing it Right Not Just Getting it Done

How many books would you like order:							
<input type="checkbox"/>	50	<input type="checkbox"/>	100	<input type="checkbox"/>	250	<input type="checkbox"/>	Other: [number]

* Prices will be confirmed with the printer before a final quote is given to ensure accuracy.