



29-Minute Lessons:

What You Get As A Member Of The Excellence Club

**DESCRIPTIONS OF EACH 29-MINUTE
LESSON**

29-Minute Lessons:

#1

29-Minute Lesson: What You Must Do To Make A Great First Impression

So, the Phone Rings with a new prospect. What do you do?

Your first conversation with a homeowner is important. I mean really important. You need to start setting an expectation of what doing business with *you* is going to be like. And start explaining how you are different than other remodelers. We cover 3 main things in this lesson:

1. A System for taking this first call – it's called our 'Project Discovery Sheet'
2. A way to start differentiating us from other remodelers – with a document titled, 'What To Expect At Our First Meeting'
3. A website contact form that you can add to your site to better qualify your website leads.

#2

29-Minute Lesson: Are You Neglecting This Critical Group When Marketing Your Remodeling Business?

What's the most critical group to market to? Your Previous Clients!

I'm absolutely shocked and surprised by the number of Remodeling businesses that do NOT maintain some type of client and prospect list. Unless someone buys from them, they never bother collecting and keeping critical contact information from the prospects that call and request quotes. THIS IS A HUGE, MONUMENTAL & EXPENSIVE MISTAKE. If you don't have some type of list to keep and record the names of every client and prospect you come across, get one NOW!

In this lesson we discuss the your most valuable marketing asset (your client/prospect list), offer you a 'Client Letter' template to get you started quickly as well as other turnkey resources.

#3

29-Minute Lesson: How To Avoid The Trap Of Being All Things To All People

How do you avoid being jack or all trades and master of none? Narrow Your Focus!

In this lesson we discuss and offer resources and guidelines on how to uncover exactly who is your Ideal Client. Our goal in this lesson is to set-up your strategy so that you attract more Ideal Clients and appeal to them as someone who specializes in their unique remodeling needs.

#4

29-Minute Lesson: Do You Look The Same, Talk The Same, & Act The Same?

If you look the same, talk the same and act the same as all of your competitors...

As a homeowner – how will I choose between you and your competition?

The answer? I will be left to choose on PRICE. This lesson is full of resources and tools to help you DIFFERENTIATE your remodeling business from your competition.

#5

29-Minute Lesson: Is What You're Saying, What I'm Seeing?

You talk about the cleanliness your job site, yet your truck is dirty? You say your clients love you, but you don't have any testimonials from them? You say you're one of the best remodelers in the area, but your logo is old and outdated? You tell me about the quality and creative design of your work, but don't have up-to-date photos to show me? You say my remodel will be done on time, yet you showed up 30 minutes late for this meeting? Etc...

In this lesson, we offer you our 'Image Audit' - we take a look at everything that goes into the image that homeowners have of you to ensure that every little thing is supporting your image and not disrupting it. Simple exercise, yet extremely important to the success of your remodeling business.

#6

29-Minute Lesson: You Have To 'Date' Before You Can Get 'Married!'

Now, don't be confused by the title of this lesson. As a consultant I have several remodeling clients who are husband/wife teams – and sometimes I play the role of Marriage Counselor! But that's not what we're talking about in this lesson...

What we're talking about today is creating a free report, or how-to video – offering a Home Energy Audit or Homeowner Seminar – giving away a Free Book or a Kitchen Planning Guide. This is a proven marketing strategy and one that you should have deployed in your remodeling business.

#7

29-Minute Lesson: And The Survey Says?

Why are you not surveying your clients? Is it because of Lack of Time? Lack of a System?

After listening to this lesson and TAKING ACTION on the resources/tools/templates that are included you will be armed with 4 different survey's to have in your marketing 'toolbox.' A Post Job Survey, Job In Progress Survey, Pre Construction Survey, Lost Job Survey

Great lesson that allows you to quickly fix this often neglected part of your remodeling business.

#8

29-Minute Lesson: 5 Surefire Ways To Attract More Referrals

“Hi Kyle, my name is ____ and I was referred to you by one of your happy clients!” Does it get any better than this? Isn’t that sweet music to our ears?

In this lesson we are going to talk about being more proactive (vs. reactive) when generating referrals. We’ll do this by taking a more systematic approach to generating referrals. Quickly and easily put to use the templates and tools that are provided in this lesson, including the ‘Perfect Introduction’ and a professionally written letter you can send to people who refer you.

#9

29-Minute Lesson: They Are Sold! Now What?

When you sell a new project, what happens? With your Marketing & Sales efforts we have set an expectation of what it's going to be like having a relationship with your remodeling company... The worst thing you can do is not meet that expectation!

In this lesson you'll receive a great 4-page tool called a 'New Client Kit' and a 'Family of Clients' letter/postcard template that you can quickly customize and send out to your new clients.

#10

29-Minute Lesson: What’s YOUR Story?

Many companies have interesting or even gut-wrenching histories. Tell your story in an open, honest and entertaining way, and you will win prospects hearts as well as their heads.

The ability to connect by way of personal stories is one of the greatest advantages you have as a small business. In this lesson - receive clear direction on how to write/create YOUR Story and review 'Story' samples from other remodelers just like you. When you have completed this lesson - you'll have created a very valuable marketing tool that you'll use on your website, during your sales calls and numerous other places.

#11

29-Minute Lesson: Harness The Web – Part 1, Your Website

In Part 1 of Harness The Web we discuss your website.

You are provided you with a 'Website Checklist' that contains all of the content and features you need to include in your website. We also discuss options for you to consider regarding building/upgrading your website as well as other valuable tips and ideas.

#12

29-Minute Lesson: Harness The Web – Part 2, SEO, PPC & Local Search

In Part 2 of Harness The Web we dig into the topics of Search Engine Optimization (SEO), Pay Per Click, and Local Search (Google Profiles.)

You'll love the Remodeling Keyword Analysis tool (\$500 value) that is included as part of this lesson. It provides you with the top 150+ keywords that homeowners are typing in when searching for your services.

#13

29-Minute Lesson: Harness The Web – Part 3, Social Media & Reviews

In Part 3 of Harness The Web you are given step-by-step instructions on how to set-up your Social Media Profiles (Facebook, LinkedIn, etc.) along with time saving best practices to get you the most value from Social Media without investing you entire day in it!

You also receive access to the best ways to secure Google Reviews for your remodeling business and why they are so important.

#14

29-Minute Lesson: Harness The Web – Part 4, Email Marketing

You know you need to stay-in-touch with your clients and prospects. In this lesson we show you how to get your email marketing system up and running.

How often should you send out email? Who are the best providers? What type of content should I send out? In this lesson you'll have the opportunity to review sample email marketing pieces from other successful remodelers as well as learn from the PDF resource titled: '82 Questions: How to Train Your Mind to be an Exceptional Stay-In-Touch/Follow-Up Marketer'

#15

29-Minute Lesson: Publish or Perish

If we aren't creating any content... Putting educational/informative information out there for

homeowners to see – we are giving up opportunity to build know, like and trust. The focus of this lesson is on giving you resources to make creating content quick and easy.

Enjoy Kyle's 'Remodeling Swipe File of Ideas' as well as a document containing dozens of Social Media and Blog posts to get you started with customizing and publishing new content for your remodeling business.

#16

29-Minute Lesson: Feeling Stuck With Prospects? Try These!

How many homeowners do you have in your 'Given proposal to, but haven't signed' bucket? This is a very important (and valuable!) group of prospects. After you call them a few times and don't hear back, do you give up? After all, you don't want to be pushy...

In this lesson you are given several templates that you can customize and implement that will help you get 'Unstuck' with prospects that are dragging their feet or not returning your call. Proven emails and mailings to move your prospects forward – enjoy and put to use!

#17

29-Minute Lesson: The Importance of Consistent Jobsite Marketing

Are you consistently marketing to the neighbors around your current jobsites? If not, why not?

In this lesson – enjoy proven strategies that generate goodwill, interest and leads from the neighborhood you are working in. Put these ideas and resources to use and generate leads for your remodeling business!

#18

29-Minute Lesson: Where's Your Proof? Part 1

Do you have compelling testimonials from your clients? Do you have 3-4 testimonials to overcome each of the common objections you hear from prospects? In this lesson we review 10 Testimonial Tips that will give you perfect clarity on why you need to put effort into getting testimonials and step-by-step instructions and resources on how to get them.

#19

29-Minute Lesson: Where's Your Proof? Part 2

Lots of written copy and resources for you in this lesson that gives you direct help with how to properly capture Case Studies (Success Stories), How to make Guarantees your prospects will

respond to, and how to use your Years In Business, Affiliations, Certifications, Positive Articles to help attract and convert ideal remodeling clients.

#20

29-Minute Lesson: 5 Powerful Words When Talking With A Remodeling Prospect

The 5 Powerful words are: “This is How We Work.” Do you have a written remodeling process? If you don’t, you should! Your prospects want to see it and it can certainly help differentiate you.

In this lesson, you’ll receive dozens of sample remodeling processes and resources to help you creatively and easily put together your Remodeling Process.

#21

29-Minute Lesson: An exact step-by-step process to creating lead generating Educational Homeowner Seminars for your remodeling business

How would you like to have homeowners sitting down in front of you for two hours while you educate them on them on remodeling, answer their questions, and become (right before their eyes!) their remodeling expert? Educational Homeowner Seminars are a great way for you to build know, like and trust... AND your sales pipeline.

In this lesson you’ll receive already done-for-you Homeowner Seminar Powerpoint presentations, flyers, emails, press releases, checklists... Everything you’ll need to get your first Homeowner Seminar implemented and done.