

The Personality P R e s c r i p t i o n

X For Contractors

**The Explosive,
High-Converting
Lead Generation and
Technician Recruitment System
NO COMPETITOR CAN COPY**

By Chuck McKay

Chapter 1 at a Glance

- There will never be enough Increased volume to make up for a price reduction in home services contracting.
- *Price Sensitive Homeowners* are shopping for the best deal.
- *Value Conscious Homeowners* look for an expert they can trust not to take advantage of them.
- *Urgent Homeowners* will never call until they experience a triggering event.
- Contracting success depends on choosing the customers we want and giving up the others.
- Advertising controls which customer we attract.
- Familiarity lowers the perception of risk in hiring any contractor.

Chapter 2 at a Glance

- Divide the increase in sales following your ad campaign by the number of dollars you spent advertising to calculate your Return on Advertising Investment.
- With online advertising, we're told we only pay for results. When our objective is sales, how do we figure what else constitutes a result?
- We all offer the same services. Most homeowners think contractors are interchangeable.
- Price Conscious Homeowners will be drawn to such terms as "Cheapest install," "Bargain," "Discount," "Sale," "Budget," "Economical," "Cost-Effective," "Thrifty," "Low-Cost," "Reduced," "Affordable," "Inexpensive," "Slashed," or "Competitive."
- To capture the attention of the Value Conscious Homeowner use "Trust," "Over 100 5-Star reviews," "Quality," "Guaranteed," "Dependable," "Truth," "Benefit," "Excellence," "Caliber," "Superior," "Good," "Safe," "Code," "Ethics," "Standards," or "Principles."
- Urgent Homeowners react well to "Emergency Service," "Ready 24/7," "Same Day," "Tonight," "Disaster," "Accident," or "Problem," "Quick," "Fast," "Flash," or "Pronto."
- Regardless of the homeowner group we target, always include a call to action. "Call day or nite." "Don't overpay, call 789-555-1212." "Call us for guaranteed satisfaction."
- Pay-Per-Click is priced by our bid multiplied by our "quality score," which Google calculates based on our ability to provide answers to the queries of Google searchers.
- We lose local page ranking (free organic listings) to aggregators who outbid us. And then sell industry specific keyword searches back to us.
- Mass media campaigns work better the longer we use them. They make the difference between people who can't remember us, and those who can't forget.
- Mass media ads make our pay per click ads work better, too.

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Chapter 3 at a Glance

- If every business got its fair share, people would choose contractors by their locations.
- Without advertising contractors would rely on one-to-one referral, or word of mouth. Each of these is less than optimal.
- Referral works, but the odds are stacked against someone saying, "Hey, I know someone who can help" at the exact moment a customer is looking for a contractor who offers our services.
- Three of the biggest mistakes in advertising are including everything we sell in each ad, spreading those ads out to make them last, and saying the same things our competitors say.
- The U.S.P. formula, be unique in a way no one can copy, can not work for local businesses. At the same time, without uniqueness advertising will be expensive and disappointing.

Chapter 4 at a Glance

- Company Culture is alignment of values, attitudes, goals, and practices that characterize the company.
- When very little thought is given to company culture early on, it will evolve without direction to fit the day-to-day needs of the company.
- Our childhood heroes shape our adult values which become our business values.
- Prospective customers will choose one firm over all competitors because the customer senses that company values the same things the customer does. They will become members of that “tribe.”
- A solid reputation can be built in mere months through consistent advertising. That advertising can simultaneously solicit business.
- Without a tangible expression of values in action, the words provoke only vague impressions. The best way to make those values observable is through the use of **We Believe** statements.
- There's no better way to attract a loyal customer base than to say, *“The values you use as guiding principles are those we're guided by, too.”*
- When the boss is spread so thin he (or she) can't work even one more hour the company stagnates at that level. The solution is delegation. Without established company culture there's no one to whom the boss can delegate.
- Employees need to share stories of company culture in action so other employees can picture themselves delivering exemplary service in unusual circumstances.

Chapter 5 at a Glance

- No one else will speak for the company with the same conviction as the owner. No one else completely understands his company, his customers, his competitors.
- A celebrity could speak for the company. Or you could gather testimonials from happy customers, hire actors to dramatize scenes from real life in which we solve problems, create characters to represent us,
- Your local ad is going to be sandwiched between ads for McDonalds and Chevrolet. They spent half a million each just on the production. You're at an image disadvantage as viewers compare the high quality national ad with your low budget local one.
- Contractors intending to turn the firm over to a son, daughter, nephew, grandson, or other next generation family member could make the heir apparent the logical proxy spokesperson for your company.
- But you are still the first choice as company spokesperson.

Chapter 6 at a Glance

- Damaged reputations never quite recover. The first rule for spokespersons must be: **Protect the Company's Image and Reputation.**
- From the minute you became the official extension of your company you do not have the privilege of being completely yourself in public. You are "on stage" every time you leave your house.
- Volunteer to help not-for-profit organizations and their very public fundraisers. Get good photos of your participation at the event. Post those pictures on your website.

Chapter Seven at a Glance

- The reputation that makes you attractive to your customers will draw better techs, too!
- Your industry may be short of technicians, but there's no reason your company must be.
- As your company's reputation grows, as more homeowners are saying, "I really like these guys," prospective employees are affected in much the same way. It shouldn't surprise us that workers in your industry want to find their own tribe, as well.
- Let there be a real courtship between you and experienced technicians as you explore the possibilities of a future together. Properly cultivated, these individuals will be waiting in the wings, ready to fill upcoming vacancies.
- Respect your applicants. Decide immediately whether you wish to schedule an interview, and inform the applicant either way. Good news or bad, don't leave people hanging.
- Before you post your opening on Monster, or Craig's List, Facebook, or your local newspaper, decide what your goal for that ad will be. Then choose the medium to carry your posting.
- Recently discharged veterans of our military services are team players, mature, disciplined, focused, have strong work ethics, proven leadership abilities, and possess highly desirable technical qualifications which translate directly into the contracting skills you need.
- There are possible tax advantages to hiring our veterans.
- Retired technicians may consider working part-time for a few months at a time during your peak seasons.
- Consider focusing less on technical training and hire for attitude, aptitude, ethics, and coach-ability instead. Candidates with these characteristics seldom knock on your door. You'll need to proactively look for those people.

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- Send your younger successful technicians to local high schools to talk about opportunities in the industry, and specifically with your company.
 - Look into local trade schools. Ask about Competency Based Education.
 - See if your trade offers apprenticeship programs. If not, consider starting your own.
 - Your company culture and reputation attracts the very people you need. They reinforce your company culture as your reputation grows.

About the Author

About Chuck McKay



Chuck McKay is a marketing consultant. He finds people to buy more of what you sell. It's not uncommon for his clients to show year-over-year sales growth well into double digits.

But he could have been a great many other things.

He would have made a great scientist. His natural curiosity about the way things work would have translated into scientific discoveries in multiple disciplines.

He would have made a great lawyer. He will win over his audience. Watch him as he drills down to a point, crafts a position, and persuades those listening. (I suspect he could intimidate witnesses, too, though that would be out of character.)

I'd say Chuck would have been a great teacher, but he thinks he already is. He crafts his lessons so that complex topics become simple. Easy to understand. His examples are vivid, memorable, and fun.

Luckily for us, Chuck chose marketing.

His natural curiosity arouses every time he observes a pattern in human behavior. He researches and conducts tests until he can demonstrate the motivations leading to that pattern of actions.

I've watched him for the better part of two decades: writing books, speaking in public, creating articles for national publications. I've also watched listeners and readers say "I get it!" when they understand topics that seemed complicated... until Chuck broke them down.

He draws from all of those things he would have been great at, and does them even greater.

This book is a prime example.

Michael Keesee
Chuck's Partner since 2004

