

***If you woke up this morning and said:
"I want to up my HVAC sales right away" – then this is for you.***

***"Create A Rushing River Of Qualified
HVAC Leads This Season -
Specifically Aimed At Your Business
With This Auto-Pilot Marketing System..."***

Skeptical? Then throw this letter in the trash right now. Unfortunately, I don't have enough copies to meet demand anyway.

Dear HVAC Contractor,

Does that headline sound like crazy sales talk or what? I hope not – but you be the judge. As a business owner, you'll know right away whether or not it's the real deal - or a lot of "hot air," if you'll pardon the expression.

How Can A Book Cost \$179.00 ???

I know! It's outrageous. An expensive book is \$30! But tell me this: Is that \$30 dollar book going to **make you \$10,000 of pure profit?** Believe me, I understand – it *sounds crazy* but I'm backing this up with an ironclad **GUARANTEE**.

But first...

Stop the MADNESS!

- Finally drop the 5 words found in nearly half of all HVAC advertising that has become an instant turn off! Page xx
- How to close a price shopper for a \$5,000 installation. (Pages 144-151)
- Instantly convert the ho who says, "We just want to get two more estimates." (Page xx)
- Drastically save on Yellow Page expenses while increasing *qualified* leads. (Page xx)
- Almost every HVAC company wastes thousands using this ad strategy – *it doesn't work!* Find out what does on page xx.
- The common ad type that's a proven loser...but ad reps love and recommend it! Steer clear of this costly turn-off that sends prospects running to the competition! Page 32

***DON'T WASTE YOUR TIME READING THIS BOOK!
Put Your Marketing On Steroids In 3 Easy Steps!***

1. Open book to contents page
2. Turn to desired section
3. Problem solved!

This isn't a novel! Sure, it's 282 pages of proven HVAC marketing tips and techniques (336 of

them, to be exact) but none of it takes more than a few minutes to find, read, and apply.

- ✓ Want more clients? Problem solved.
- ✓ Want higher paying clients? Problem solved.
- ✓ Want different clients? Problem solved.
- ✓ Want to expand your business? Problem solved.
- ✓ Want to build your business so you can sell? Problem solved.

Hot Leads Are Calling You - And Your Competitor Doesn't Even Know They Exist!

I'm not going to sit here and tell you a lead gen service is a waste of time. I mean – what could be better than kicking back and having leads just pop up on your computer screen? The only problem is your competitors are scrambling after the exact same leads as you – and you'll have to duke it out when you show up for the estimate. Name of the game, right?

Wrong!

In ***Contractor Marketing Secrets Your Competition Doesn't Want You To Know*** you'll find *hundreds* of ways to create qualified leads that your competition doesn't even *know about!*

The ho or business calls *you* - wants *you* – they are not price shopping – they are checking your availability. Most objections have already been knocked down and you didn't even have to flap your lips! Just show up, clarify a few things, shake hands and have him sign.

That beats your lead gen service any day. And it's so easy and inexpensive to put these proven strategies into play.

- ✓ **Answer 7 questions** and your marketing strategy is ready to go! It starts on page 90.
- ✓ **There are only 3 proven ways to grow your HVAC business** – but I see contractors spend years and thousands of dollars making this way too complicated. See for yourself on page 150.
- ✓ **Doing this one thing costs nothing** but adds \$300,000 in profit. Most anyone in this business can do this, but few actually do. Pages 251-252.
- ✓ **Need a great sales close?** You'll find 14 of them in one entire chapter devoted to this subject. *You simply can't do business without this knowledge!*
- ✓ **An ingenious service product that has an instant tie-in with HVAC...** and can make you up to **\$554 an hour!** Possibly the most under-developed service in the U.S. Page xx
- ✓ **Rev up your website leads** with these 5 unbelievably simple steps to get eager “ready to spend” traffic. Starts on page 61
- ✓ **A tale of two home show displays** – Same show, same town, same product. One generated **6 Times the Results!** Why the difference? Read page 105 to find out.
- ✓ **7 Effective methods to pump “add on” dollars** into every sales and service call. Multiply your total sales or service calls by \$45. This is your “missed” money! Page xx

→ 7 years in the making with the industry's greatest marketing and sales talent

→ 100s of hours of top dollar consultation (some at \$1500 per day!)

→ 30,000 pages of material boiled down to this!

→ We've written over 600 contractor ads – winning us several national lead gen awards

Sure, you can try this and try that when it comes to marketing your business. No doubt you've already figured out a whole ton of things that worked or not. But at what cost?

Why are you wasting your time and money with all this trial and error? If I could tell you one thing that would make you \$200 extra on your next job would you pay me \$179.00?

Of course you would. But there isn't one thing in ***Contractor Marketing Secrets Your Competition Doesn't Want You To Know*** that will make you money – there are hundreds.

Is \$179.00 Worth Early Retirement?

**You can BOOK THE FAT CATS this season
and make more \$\$\$ while working *less*
by doing just one of the 336 things in this book!**

▶ DIRECT MAIL ◀

- ✓ **Direct mail savvy.** What to send, what to spend, and most importantly – who should get it. See the “crazy” letter that has rocked sales coast to coast.
- ✓ **Increase your direct mail response by 288%** with one, easy technique every HVAC company has, but almost no one uses. Pages 41-44.
- ✓ **4 words to use that guarantee an increase in response.** Page xx
- ✓ **Boost your direct mail's open rate by a staggering 54%!** Page 45
- ✓ **What to write to make your prospect call you before he even finishes your letter.** See page xx

STAY ON TOP WITH AN ENTIRE ARSENAL OF LEAD GENERATORS

This is what I love about this book. If your competition starts copying your advertising (and he will if he wants to keep putting food on the table) – no matter. He zigs while you zag with yet another handful of easy to implement and effective strategies you'll find only in ***Contractor Marketing Secrets Your Competition Doesn't Want You To Know*** to win contract after contract.

But how can I guarantee you a \$10,000 profit? There's really only one way to do this. It has to be your call. If you don't think it's worth \$10,000 in pure profit then send it back within 30 days and I'll give you a no questions asked full refund.

But wait..

KEEP THESE BONUSES EVEN IF YOU GET A FULL REFUND!

BONUS #1

A second book, *Great Moments in Advertising* to give you a comprehensive understanding of the breakthroughs in copywriting that today's best writers still use to create huge successes – both

online and off.

A \$xxx value – yours to keep no matter what!

BONUS #2

7 Characteristics of All Great Sales Copy – the transcript of a one-hour interview in which Clayton (Makepeace?) reveals still more of his best secrets for creating bigger winners, more often.

A \$xxx value – yours to keep no matter what!

BONUS #3

New Recipes for Maximum Response – Clayton’s most controversial revelations ever on two one-hour audio CDs!

A \$xxx value – yours to keep no matter what!

BONUS #4 - LIMITED SUPPLY BONUS DVD (my apologies)

Sorry, I only have two dozen of these so order right away by calling **1-800-738-4808** if you want one. It’s a fast-paced 2-hour video, featuring a \$1,000 a day HVAC consultant at his best! Use it at sale meetings, training, and more.

A \$xxx value – yours to keep no matter what!

That’s \$xxx of Bonuses! – Yours to keep even if you get a full refund.

It’s like quicksand in your competition’s path

Consider this: Do you think your competitors are going to jump at this offer? Most of them won’t because they feel stupid for buying a book that’s \$179.00.

Unfortunately, that’s what happens to when price blinds us to the actual value of a thing. No doubt, you’ve tried to point this out to some of your clients. Hey, there’s only so much you can do!

The thing is, their loss is your gain. The select few HVAC business professionals who use this book will profit handsomely *because* it’s \$179.00.

But remember, for just a few months, broken down per day - it’s far less than the cost of your morning cup of coffee.

100% Risk Free Guarantee
Return within 30 days for any reason for a full refund.
No questions asked!
(signature)

Like I said, **the DVDs are in short supply** (I wish I could just burn more but I’m not allowed).

Order right now by calling **1-800-738-4808** to make sure you get one. Or fax your order to **334-264-2698**. Like all the other bonuses, the DVD yours to keep no matter what. Hey – *that’s getting something for nothing!*

All the best this season,

(owner)

P.S. Is this too good to be true? Why not have a risk-free look at it for 30 days and judge for yourself...but keep the all bonuses (including the DVD) if you change your mind. A \$xxx value - yours free!

P.S. *Nothing beats an investment like this:* How many contracts does **Contractor Marketing Secrets Your Competition Doesn't Want You To Know** have to generate to make your purchase profitable? One! Book two contracts from the strategies you'll find in this indispensable book and your ROI will be off the scale.