

Your Company Logo Here

HVAC Newsletter

Newsletter Date

Volume 1, Issue 1

Organization Name

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HVAC Company

Services:

- ◆ Propane, Electric, Wood Furnaces & Fireplaces
- ◆ Central & Ductless Air Conditioners
- ◆ Geothermal Heat Pumps
- ◆ Cold Weather Air Source Heat Pumps
- ◆ Automatic Standby Generators
- ◆ 24 Hour Service

Newsletters Put You In Front of Customers



Large or small clients are attracted to you when you build a relationship with them. Newsletters connect.

Five Ways Newsletters Build a Profitable HVAC Business

1. Newsletters build trust.

When you build a relationship with your clients they come to trust you. Give them a seasonal newsletter with useful information and expert advice. It delights readers and boosts your credibility. You want readers to get to know you and your company. That familiarity increases loyalty.

2. Newsletters educate customers.

You want your customers to be able to make informed decisions. Successful newsletters usu-

ally 'tell' more than they 'sell'. Because they give good information and educate customers on both time-tested and innovative heating and cooling, customers feel smart and informed. They appreciate your gift and look to you when it's time to buy.

3. Newsletters promote your offering.

Help readers understand your seasonal promotions. Give them a chance to save with you. Promote your newest HVAC system or your high quality maintenance program. The newsletter brings your product directly to their mailbox as you describe the benefits of your product to them.

4. Newsletters maintain awareness.

Keep in touch with your customers with newsletters. You increase their exposure to your brand. Newsletters keep you in the front of their mind. It boosts awareness and advertising recognition. They have your contact information handy.

5. Newsletters build community.

Use newsletters and mailing lists to broaden your reach. Find new customers and clients as you send your newsletters to your ideal future clients. Choose neighbourhoods to mail to. Encourage your customers to share your special deals with friends. Have great articles your clients will want to share—which builds your credibility, expertise, and revenue.

Your Promotional Item of the Season

This is where you'd put information about a special sale or promotion.

Even though not all your customers will be interested in this item, for some, this will come at exactly the right time.

And for others, they will remember your product and pricing.

When it comes time for them to need a new HVAC unit or generator they will remember you and your pricing. It will be a foundation for any

comparison shopping.

You can also promote services like your maintenance plan here. Explain and teach your customers so they understand why you are the best and the go-to company.

Your Articles are Always Fresh, Always Regional

Every Article is Original to the HVAC Newsletter Service

One benefit of using this marketing system for your newsletter is that you are guaranteed fresh content.

You'll never get stale, old article snagged from the internet. Every article is written specifically for your heating and cooling customers.

Strictly Local

The articles have a regional focus and slant. Readers

want to know that you understand them.

When you have articles that take into account your types weather, And your local events (you may provide this info.), readers feel more comfortable and trusting.

Useful and Timely

Your goal in distributing a newsletter may be to build recognition and loyalty to your company. But readers will love you more when you send them useful content.

Seasonal newsletters bring

information about heating and air condition products and services exactly when customers need them.

Additionally, fun articles on home care, holidays, and tips for living make you seem concerned and caring for your customers.

Then they listen when you explain to them why they should upgrade their systems or how they can go green and save energy costs.

Use your own content, or our fresh articles.



Use newsletter articles to help customers stay comfortable and save energy.



Promote Another Business and Earn Income

Non-Competing Businesses Want Your Client Base

We help you pay for the newsletter service with articles that promote other businesses.

Your customers will thank you for the referrals and the brand new knowledge you

give them of these other products.

The company owner will reward you with cash for every referral who purchases.

You ALL Win

Your "informational article" that educated your customers on this new

product benefits everyone! Your customers love you for caring enough about them to share.

The other company gets new business. You get compensated.

Newsletters add value to your bottom line.

Use Your Pictures to Personalize the Newsletter

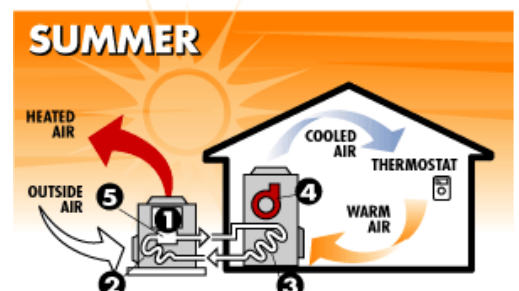
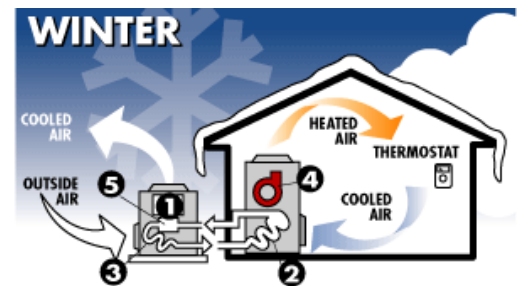
Customers love it when they feel connected to others. When you show pictures of your company, your employees, the owners, and the technicians, you build loyalty and trust.

When you use the newsletter service, be sure to send many pictures. We can store those pictures and put them into the newsletter in a rotating basis.

Let customers see the front of the store. Show them your work trucks. Highlight the repairmen and installers who will be coming to your customer's homes.

Let Them See You

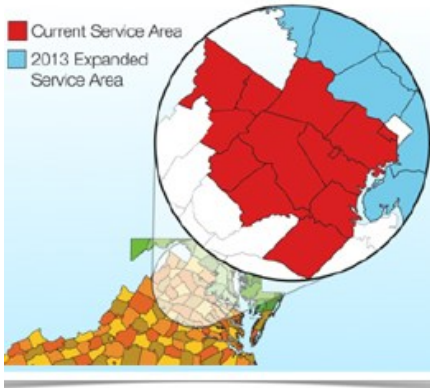
When your customers see your pictures, and then see you in person when you come to their door, you grow their trust and confidence in you. They are happy to see you.



Your personalized “Expert’s Corner” Increases Trust

Each seasonal HVAC Newsletter gives you a chance to **add your own content**. While 80% or so will have informational content that is identical in all newsletters, the Expert’s Corner is your place to shine.

- ◆ **Training.** Use this spot to tell your readers about training your technicians have done. When readers understand the depth of training, they will be more willing to pay premium prices.
- ◆ **Give them advice** on any particular heating or cooling need. You may want to tell them about things to look for when choosing an unit. Or discuss the value of a specific kind of thermostat you recommend.
- ◆ **Talk about the value of going green.** Everyone wants to save on energy costs. Show them the savings down the road, and they will be more willing to put down more money up front.
- ◆ **Share success stories.** Help readers recognize your skills as you tell about a difficult or challenging task job you performed well.
- ◆ **Highlight your employee of the month** with his or her photo. When your customers see this person next time, they’ll remember how valuable he or she is and feel confident they are getting the best service.



Offer Employee Profiles So Customers KNOW You

When someone comes to your door in this day and age, people are cautious.

Make Your Technicians Welcome

Turn your technicians from suspicious strangers into trusted friends.

When your readers see the

photos of your employees you give them a way to quickly recognize your trusted workers.

Show pictures of them working or tell about their awards, and now you have increased your customers confidence in their work and

their recommendations.

Easier Sales with Trusted Recommendations.

Now when your estimator quotes an install, or the technician recommends a change out, your customers want to believe them. The sale is much easier.

TO CATCH THE
READERS
ATTENTION
PLACE AN
INTERESTING
QUOTE HERE.



Use photos, graphs, charts, and logos to educate and persuade readers.

Share Testimonials and Great Stories

Every day you do amazing work. Your loyal customers know and love you and turn to you for every need.

Share the stories of these great customers. “Social proof” is more compelling than any sales pitch. When your customers tell others what a great job you do, it convinces!

Get Customers Recommending You

After a great job, customers want to say good things about you. Give them a chance. Then ask if you can share their comments with your readers.

A great story of an unusual success can impact readers from all locations into greater trust for your industry.

Organization Name

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Mobile: 555-555-5555
Fax: 555-555-5555
Email: someone@microsoft.com

PUT YOUR BUSINESS LOGO OR PHOTO HERE

Place Stamp Here

This would be a good place to insert a short paragraph about you and your organization. It might include information about the services you offer, how long you've worked in the Heating and Air Conditioning industry, or the area that cover.

You might have a graphic of all the product brands you offer.

Or you could offer a short informational article here.

24/7 EMERGENCY SERVICE

Give your readers all the information necessary for them to turn to you with all their heating and air conditioning needs.

Place High Impact Special Offers Here

Catch Readers Attention FAST!

If your newsletter is folded and mailed, this story will appear on the back. Put breaking news here.

Question & Answer Format

Consider a question and answer format that catches the reader's eye. When they find something interesting here, the stop and read the whole newsletter.

So, it's a good idea to make it easy to read at a glance.

Ask readers to send you the questions they have... and you can tell how effective your newsletter is.

Contests

Again, if you want to gage how many readers are looking at your newsletter, find a way to invite them to connect back with you.

Contests bring them into your store or have them calling you.

Coupons

Coupons are another excellent way to find out who is reading the newsletter. Get them to come back to you with an irresistible offer.

Even if they don't need your services today, when you have a coupon, they'll clip it and bring it to you when the savings matter to them.

This is an excellent place to put a reminder of sales or discounts inside the newsletter. You can also use it for breaking news.