

(Jim, this letter is going to contractors: 1) that I called on the phone and asked if I could send information about my company 2) I may also want to send this to contractors that I sent info to last summer, but I was not able to “hook” them yet, or I was not able to reach them.)

Comment [JSL1]: This should be a separate letter. A letter such as this one starts with an acknowledgement that you haven't yet won their confidence... extends to address the most common objections, and closes with a specific offer...an offer particular to this group.

Dear Contractor,

I want to thank you for allowing me the opportunity to present my company, Preferred Contractors Network (PCN) and explain how we can boost your income.

Comment [JSL2]: Since this letter follows a phone call, you want this sentence first to tie the two events together.

I understand contractors today are overwhelmed by advertisers competing for your marketing dollars. (Add something here about how this effects them)

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Contractor's have a number of advertising options, among them are costly print ads, door hangers, flyers, radio, and related local media. These options are vast, expensive, and in some cases random in their distribution and retention. A common choice is directory listings such as Yellow Page advertising.

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Mention the Yellow Pages to most homeowners and you'll likely evoke strong negative responses: 1) they aren't kept, 2) the listings are too big and often confusing, 3) there are too many flavors of books, 4) all ads look alike, etc. Overall, Yellow Pages is a great idea to equally list all businesses of all types, shapes, and sizes, but they don't offer exclusivity or clarity on who to trust – both of which result in a greater return on investment of your advertising dollars.

Comment [JSL3]: This sets you up as an advertising expert (knowing what options are available) and readies your offer to compare against Yellow Page ads.

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PCN publishes a dramatically different type of directory that provides homeowners a valued and trusted resource for finding qualified contractors in their area. This makes our listing more valuable and referenced than a generic listing every contractor willing to pay a fee to be included.

“I am a first time homeowner and have already been scammed by 2 contractors. I didn't know where to look to find someone I could trust. I will try the contractors in Your Directory. If they work out I will tell everyone I know about them and your directory.”

Kathy, Brooklyn Park

Comment [JSL4]: A sentence like this makes the previous statement more meaningful.

In doing our research, your company stood out as a company with experience, and integrity.

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These values are what our company is based on. I am writing to invite your company to become a member of our network of professional, reputable contractors.

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Comment [JSL5]: I like this...it's exclusive.

PCN offers a fresh perspective for promoting contractors to homeowners in the Twin Cities:

A Quality Directory

Our directory is professionally crafted, with a shelf life of over a year. We list qualified area contractors, valuable phone numbers and information enticing homeowners to keep it close at hand. There is nothing on the market like it.

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Quarter Page Ad

11 lines of text + your logo + affiliation logo's + a link to your website

Direct Mail To 20,000 Homeowners Per Area

We've mailed over 50,000 directories in the last year to homeowners in the northwest and southwest areas of the Twin Cities. Our directory has been an effective tool for over 80% of our members.

Exclusivity

We limit listings to 5 contractors in each category. This supports our directory being an exclusive and trust resource of top contractors.

"I just signed the largest contract of my career. The customer found my company in the directory that was mailed a year ago."

Paul Kroenig

We Continually Promote Our Directory

Our website is advertised on a monthly basis by the Metro Home Guide, which is delivered to 180,000 mailboxes a month. This means our directory is brought to the attention of thousands of households each month, promoting our directory with the frequency required to continuously increase its readership.

Ongoing Promotions To Build Readership Even Further

We actively promote your company by attending networking events sponsored by the Twin West Chamber of Commerce and other business groups.

Most Powerful Advertising You Can Purchase

We put your business in front of qualified customers and position your business as one of the top qualified contractors in your area. This results is a powerful competitive advantage for your business.

Affordability

It doesn't cost a lot to take advantage of the benefits of our directory. With attractive advertising plans to fit everyone's needs, we offer a high value service at prices everyone can afford. Call us to ask about our current promotions and rates for single and multi-issue listings.

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Comment [JSL6]: If you require a conversation with a client in order to close the sale, don't offer price in the letter.

If the call to action is to talk to you, the you don't want to give enough information for your prospect to make a purchase decision.

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Comment [JSL7]: If you don't mention price, you want to make sure price isn't on this card.

New For Spring 2007 – Two Directories

This spring we will publish two directories - one for the northwest and one for the southwest areas. Each directory will have a unique target audience, **TO BE DETERMINED BY THE MEMBERS!** Members will have an opportunity to choose the target market that best fits their criteria.

It will soon be time to plan your marketing budget for 2007. I know you have a lot of advertising options and face the tough decision to spend your limited advertising budget on activities and programs in hopes of getting the greatest return. For the reasons I've shared in this letter, I believe we offer the greatest return on your advertising dollars and would love the opportunity to earn your business. Please call me to discuss how our directory can open new opportunities for your business. I may be reached directly at xxx-xxx-xxxx.

If I don't speak with you prior, I will be following-up with you in a couple days to make sure you've seen this letter and see if there are any questions I can answer about our directory, its readership, and the opportunities for your business to be including in our 2007 listings. You may also fill out the enclosed response card and drop it in the mail at your convenience.

Thank you for your time. I look forward to speaking to you.

Sincerely,

Joyce Hawkins