

(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.)

Dear Contractor,

I understand contractors today are overwhelmed by advertisers competing for your marketing dollars and I want to thank you for allowing me the opportunity to present my company, Preferred Contractors Network (PCN).

Mentioning Yellow Pages to most homeowners evokes some strong negative responses: 1) they don't even keep it, 2) the books are too big, 3) there are too many books, 4) they are difficult to use, etc.

PCN publishes a dramatically different type of directory that provides homeowners a valued and trusted resource for finding qualified contractors in their area. (text box here with homeowners testimony)#1

It will soon be time to plan your marketing budget for 2007. In doing our research, your company stood out as a company with experience, and integrity. 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.

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

**A Quality Directory**

A professionally crafted directory with a shelf life of over a year. Directory lists qualified area contractors, valuable phone numbers and information enticing homeowners to keep it close at hand. Nothing on the market like it.

**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**

Over 50,000 directories have been mailed in the last year to homeowners in the northwest and southwest areas of the Twin Cities. The directory has been an effective tool for over 80% of our members. (text box here with testimony)#2

**Exclusivity**

Listings are limited to 5 contractors under each category.

**Website: [www.pcndirectory.com](http://www.pcndirectory.com)**

Our website is advertised on a monthly basis by the Metro Home Guide, which is delivered to 180,000 mailboxes a month.

**Active Marketing**

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

**More Powerful Than Any Other Advertising**

Puts you in front of *qualified* customers. Positions you as one of the top qualified contractors in your area. Puts you ahead of your competition.

### Affordability

The cost of membership in PCN is **only \$650** a year for one directory or **\$1200 for two**.

### New For Spring 2007 – Two Directories

This spring we will be publishing two directories. One for the northwest and one for the southwest areas with each area having 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.

I will be following-up with you to find out if you've seen this letter and if you wish to schedule a meeting. 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

Testimony #1: "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

Testimony #2: "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

Testimony #3: "70% of my business is from referrals, the other 30% is from the directory." Troy Evenson