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Looks awesome! Ours is going really great! We have had a 30k job convert last week and looks like a 30k job tomorrow and have over 200k worth of quotes out there from it... leads are coming through thick and fast... builders are loving it! My advice would def be to send approx 10 packs out per week so you have a capacity for quality follow up calls and add in your nurturing strategy now so the lumpy mail flows straight into a larger campaign where no one gets lost. Good luck!

I definitely believe in the power of follow up. I sent a letter out with a testimonial on a wrench shape USB to builders Then called them up just after sending the letter out and we had a few builders try us out however they didn't work out as they were totally unorganised so we dropped them. However after 2 years we got talking to another building company that was losing their plumber and they remembered our letter and call and now we are working with them and have gained a lot of work from this high end builder. This year I'll be sending another load of letters and definitely doing the follow up as that is the key, you (well me) can sometimes overthink and procrastinate getting that letter out but when u do get on the phone within a week of sending the letter out.

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Started following up on Lumpy packs sent out over a month ago... great feedback and all but one call. I have organised face to face meeting with 9. Ten calls so far.

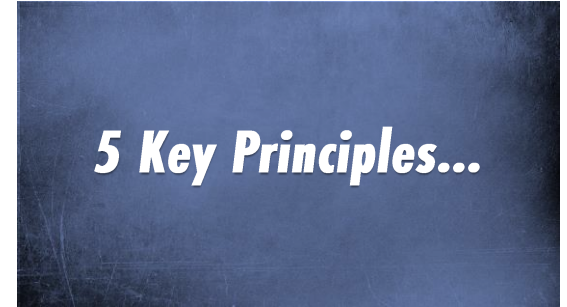
Toby's still late on lumpy mail so far. One follow up call. One set of plans being sent. Heres the kicker. He hasn't actually had a chance to open the courier bag yet!

You, Toby Atkins, Phil Smith and 17 others

Hey team, just a wee note about my attempt at lumpy mail. I sent out 6 packages as per pics below last week to keep tracking/scheduling meetings abit easier! I had been dreading the follow up feeling nervous and uncomfortable about it. Anyone who remembers my stage shock with "client of the quarter" a year or so back knows what I mean 😂 Today I sucked it up and rung all 6 and to my surprise they all were stoked with the packages! Words like "thoughtful" and "refreshing" made me feel better and more comfortable with the conversation. I kept the discussions short and tried to lock in a meeting on the phone but a couple via email as they needed to schedule them at there end. So now I have 6 potential new clients who I am meeting next week. If you haven't taken advantage of lumpy mail dont sit on the idea. Rip it and get meetings setup. If I can do it then all you guys should knock it out of the park.

I just had a super positive meeting with one of our lumpy mail recipients. They will have a few plans to quote before the end of the month. Go team Christchurch.

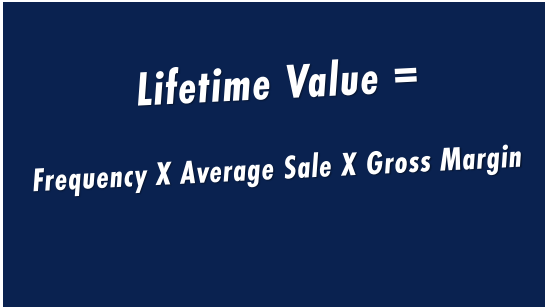
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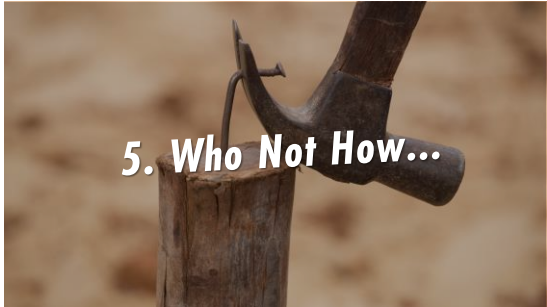
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Personalise → Name, Are you sick of Plumbers who let you down and have a habit of throwing a "spanner in the works!"

Headline → Here's an idea that could mean you put the "loo paper" away for good, never have to clean up the #S@% again and actually save yourself some money and time...

Sub Headline → Like blah from blah blah

At this point you're probably wondering why someone would be **stupid enough to send you a bill with some loo paper**

Well, you're right! I may have sniffed too much of the solvent we use for gluing pipes together, but that wasn't the only reason (there are three):

Problem / Agitate →

- 1 I realise you've extremely busy running your building business, so I had to MAKE SURE this letter got your undivided attention.
- 2 Waiting for unreliable sabbies can throw a "spanner in the works" on your building projects. We want to make sure that you have the most reliable and proactive team of contractors so you can keep your project on schedule.
- 3 The team at XYZ Plumbers want to save you time and money rather than leaving you with a "mess" to clean up.

Testimonial here → **Social Proof**

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Problem/Agitate → So who are you, and what's this all about?

Hi, my name is **Sam**... my mates call me "**Nicknam**". I'm the owner/operator of **XYZ Plumbers**.

We just did a survey of 11 builders around the area and asked them about their plumbers. The results are bloody interesting... I've jotted down some of the main gripes:

- * Plumbers don't turn up on time and don't stay on the job. They are always disappearing from site or don't stay to finish my job.
- * My plumber takes forever to send through a quote which makes us look really bad to the client and they are just as bad at sending their invoice.
- * If I use a larger company I get a different tradesman each time which wastes my time bringing them up to speed.
- * Plumbers don't listen, cut holes in studs or top plates without any consideration for the code or for its waterproofing considerations as per E2 NZBC.
- * My plumber leaves a mess and doesn't clean up which creates more work for me.
- * Our plumber looks scruffy, and lacks the customer relations skills to explain suitable options to our clients or me.

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Ok, So why are you writing a letter to me....?

I understand that running a business is a massive task. Marketing, demanding clients, suppliers, the weather, getting paid and all the health and safety BS!!! **The last thing you need is hassles with your subbies.**

So here's the thing. **If you want to work with a plumber who does an ok job but doesn't show any initiative then stop reading now!!**

If, however, you want someone who thinks "outside the box" then read on. Why is thinking outside the box important? Simple! It will **save you time, money and stress.** And here's how.

At **XYZ Plumbers** we are **always on time and do a great job** as you would expect. What makes us different is that we are always looking for ways to improve our service to you and the solutions you give your clients. We save you time, money and hassle by being smarter.

We have identified your Building business as someone who is **keen to grow your profits and create a stress free building process** for both your clients and your staff. I would like to have the opportunity to work with you on your next project so you can see how reliable and professional we really are (and what you could be missing out on from your current Plumber!)

Personalisation / Reciprocity

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Here's a whole bunch of reasons why XYZ Plumbers will save you time, stress and money . . .

- 1) Your site will be left secure, tidy and safe so you can carry on without any hassles or delays. If you are unhappy on any way about the condition of the site we will remedy the problem that day - guaranteed!
- 2) You will be kept posted about any problems, issues or unforeseen circumstances that arise during the work. We understand that sometimes things don't go to plan and we are 100% committed to great communication and providing you with solutions rather than excuses... or worse still silence!
- 3) All your plumbing needs will be supplied by one company that is big enough to be flexible but small enough to still have the personal touch of an owner operator. YOU save TDS!! and MONEY by having a single supplier of your Plumbing services.
- 4) All your cutting and invoice details will be delivered in a timely manner so you can keep track of the budget.
- 5) We provide your peace of mind with our 730 day extended maintenance guarantee where we will fix any problem that arises due to our work free of charge because we stand behind the work we do.
- 6) **We assign one foreman to your job.** We know how frustrating it can be when new tradesmen show up to your site each day... you have to waste your time explaining things all over again. Our tradesmen all have extensive experience in projects ranging from New House construction, Renovation work and Commercial and Industrial construction. We choose the right guys for your job so the job will **done!**

Let our be there! We save you time and money by being proactive, forward looking and just plain smarter!

Copy Doodles

Benefits/ Guarantee

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But don't take my word for it...Here's what other Builders Say.
Add Testimonials here

I understand there's a risk in trying a new Plumber.
So I've decided to give you a **free gift of \$500.00** that allows you to sample our services in a risk free manner and give us a chance to show you the benefits of working with **XYZ Plumbers.**

This offer is limited to the first 2 Builders to respond to this letter.

The reason we are limiting it to 2 Builders is simple.

We know that a plumber becomes a vital part of your team. Your plumber should take the time to fully understand your procedures. There is nothing worse than having your guys waiting around on site for the subbies to arrive only to get a call saying they can't make it for another two days!!

Not only does that hold up your project... now you have to work evenings and weekends to get the project done on time - or have to explain to the owners that you're going to run over your timeline....

That's why at **XYZ Plumbers** we always take the time to understand the project timeline and we turn up when we say we will.

AND... We keep our vans stocked up with the right materials too. So when we arrive on site we arrive ready for action!

Social Proof

Risk Free Offer.

Scarcity.

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Offer. So let's put the too paper away, toss the spanner back in the tool box and get started!

As I mentioned we are offering the **Free Gift of \$500.00** to the first 2 Builders who take up the offer. We would love that to be you. My phone number is **Number**

You're welcome to use the free gift to for any upcoming project...no strings attached!!

Credibility.

Name	Pic of yourself	Big logo
XYZ Plumbers		Master Plumbers logo
Signature		

P.S. Make sure you don't lose the Free Gift of \$500.00 (attached on the next page.)

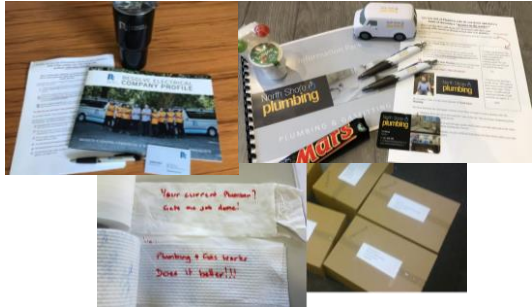
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LUMPY MAIL CHECKLIST

- List.
- Sales Letter.
- Lump.
- Courier bag.
- Follow Up Email.
- Follow Up Phone Script.
- Prospect Nurture System.
- Company Profile (optional).
- Guarantee (optional)
- Gifts (optional)

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Hi John

[me] from XYZ Plumbing / Electrical here.

I sent you through a package the other day (with the attention grabber). Did you get it?

Make, if you're after a plumber / electrician who specialises in (Dressing, property managers etc) and your current guy is shagging or just directed then we can help.

In my package I said we are looking for two reputable (building companies, property managers etc) to work with.

We blasted out the package to 37 builders throughout the [Region] with an offer of \$500 FREE SERVICES to the first 2 builders who responded (to give you a chance to experience the XYZ plumbing difference on us).

We had 4 builders ring us but I felt 3 of were more interested in how cheap we go rather than working on a longer term basis. So we're still keen to talk with another builder.

If you've been flick me an email or give me a bell on [insert number] to talk about how we can help each other out.

Talk soon.

Cheers

[Name] (Phone Number)

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Please hold to follow up from Sales Letter

Good morning / afternoon to that the overworked and unpaid [job?]

Hi [Name] - [My Name / Business]

Hey I'm [Name] from [Company Name]. How you doing?

Good

Good [Name] I'm happy to hear that. [Name], we want to do a package with the [plumbing/electrical] in the past the other day. Did you get it?

Yes / No / I'll return

How are you going? How's business? What projects do you have on? [insert] [A] offer and support building?

Thanks [Name]

Good. Good but as I said in the letter the reason for calling [Name] is we are looking to secure two good long term clients like yourselves. We specialise in working with building and construction companies. As part of the offer, we are offering you a free \$500 trial of our services to see how we will save you time and money. We'll get you and I'll see the opportunity to service your build again.

Thanks [Name] [Name] [Name] [Name] and others appreciate!

[Name] is keen to pick up and get a team for what you are looking for from your office. It seems a good time for us to get together. - [Name] [Name] [Name] - will be working on the afternoon work better for you? Or, the weekend is OK?

Good. What's your address again and your email so I can send you a confirmation?

Good [Name]... I look forward to meeting you then.

If any interested... We wanted [Name]. Thanks for your time. I've got a regular schedule that I deal with with the developments in construction and electrical products. Would you like me to include you on that?

What is the best email address?

Good thanks [Name], have a great day.

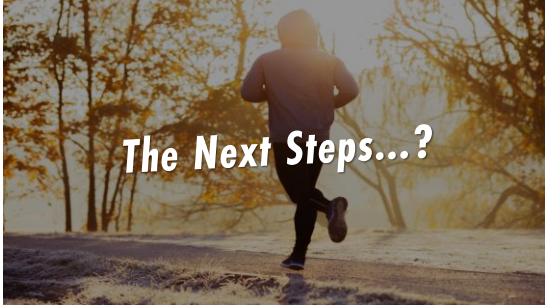
We already have an electrician / plumber

Hey that's great to hear. What we are doing is offering to have \$500 trial - it's a free gift to you to get to keep \$500 in your pocket. Look that thing up then we'll have a good go. That's no problem. Did I get you caught out or held up you know you've got a whole back up. Are you ok if we stay in touch?

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