

Platitude Elimination Guidebook

PLATITUDES



Eliminate Platitudes From ALL Marketing

Worry Free	Customers Love Us	We Love Customers
Convenience	Go The Extra Mile	Taking On New Patients
Free Offer	Bend Over Backwards	Open For Business
Highest Quality	Trustworthy	Board Certified
Affordable	Free Estimates	Commercial
Interest Free Financing	Call Now	Residential
Warranty	Better Prices	Local
Award-Winning	Winning Smile	Long Distance
Customer Service	Fast Service	Family Owned & Operated
Professional	35 Years Experience	Lowest Price

✓	Platitude	✓	Platitude	✓	Platitude	✓	Platitude
	Better Communication		Faster Results		Lower Maintenance		Better Communication
	Better Service		Friendlier		Lower Prices		Better Service
	Better Warranty		Guaranteed Results		Lower Risk To Try		Better Warranty
	Easier Payment Terms		Higher Quality		Makes More Money		Easier Payment Terms
	Easier To Use		Higher Standards		More Accurate Quotes		Easier To Use
	Educates The Customer		Largest Inventory		More Advice & Assistance		Educates The Customer
	Experts In...		Lasts Longer		More For The Money		Experts In...
	Faster Delivery		Less Hassles		More Honest		Faster Delivery

The following language will help you create platitude-free marketing...

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WORRY FREE

Potential Headlines:

I Shut Down The Jobsite In Disgust, Ripped Out The Entire Floor, And Started Over Again From Scratch. Me And "Not Done Exactly Right" Don't Get Along Very Well.

Our Last BBB Complaint Was NEVER. 18 Years In Business. 650 + Bathrooms Remodeled. ZERO BBB Complaints.

Want A Kitchen Remodeling Contractor You Can Trust?

I Was Shocked And Embarrassed When I Found Out Remodeling Was America's #1 Most Complained About Industry.

Who Says We're The Best Kitchen Remodeling Contractor? 450 + Of Our Past Customers, That's Who. Call Any Of Them And Ask For Yourself.

"If you're thinking about adding a sunroom to your home, one of the problems people have is that it's STRESS INDUCING: The cost comes in TOO high, it takes too long to find a contractor, people don't show up, all these problems that could go wrong."

"At Smith Sunrooms we make every step completely WORRY FREE! First, we give you a GUARANTEED price in writing for your sunroom... and if we run into additional costs during the installation, those costs are on us. Second, we complete the entire project from start to finish in just 10 days or less. We don't want your life disrupted for months on end like other contractors can do. And finally, we're the only sunroom company that offers a 100% no tricks, no BS, no fine print, no gotcha's, full lifetime warranty on every sunroom we install. And our guarantee is good for as long as your house is standing.

I even give my cell phone number to every one of my customers just in case. But you know what... that phone never rings because we do everything right the first time so that it's WORRY FREE to you!"



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LESS THAN 10 DAYS (fast, speedy service)

Potential Headline:

If You Want An Average Remodeling Job That Looks Just Like Your Neighbor's... Call Another Contractor. If You Want A Drop-Dead Gorgeous Home That Your Friends Will Rave About And Have It In Just 10 Days Or Less... Call Custom Design Remodelers.

"Ever thought you'd like to install a Sunroom? From the time we start until we complete your project takes us 10 days or less. Some guys will take up to four weeks! WHO has the time or patience for that? If you don't mind living in squalor for a month or more... call those other guys. If you want it worry free within 10 days... call us!"

COMPELLING OFFER (Sunroom Science Book)

Potential Headlines:

Looking For A Truly Unique Remodeling Project? Let Us Send You A FREE Design Portfolio With Ideas And Photos Of 44 Of Our Most Innovative Projects.

"Thinking about adding a sunroom? I've created a book I call the Sunroom Science book. Why? Because there's a SCIENCE to doing it right! You have to take into account the humidity in your area... the size of each room and the current layout of your electrical and plumbing. Did you know the size of your finished sunroom dictates what you can place within it? There are 24 critical components your contractor MUST know and take into account to insure a "worry-free" project.

This science book will also show you the latest in world-class design ideas so you can enjoy your sunroom for years to come. ANYTHING you can imagine—it's in this book! Request it today and learn how we make your sunroom renovation completely WORRY FREE!"



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Potential Headlines:

Your Dream Remodeling Project Is More Affordable Than You Think. Now You Can Have That Dream Kitchen For Just \$197 Per Month... And That INCLUDES All The Bells And Whistles!

"Have you been dreaming about getting a new sunroom but it's just too much money and you simply can't afford it right now? Did you know that you could get that BRAND NEW sunroom addition for as little as \$199 per month? We've got programs that make that dream addition affordable right now—so don't put this off another second! If you have decent credit, own your own home and have a steady job... then we can make this happen for you today. Whether you want to entertain friends and family in style... or simply fulfill your long-standing dream of having access to the great outdoors year around... now you can make this happen for very little money. Interest rates have hit rock bottom—and if you act now we can throw in a 20% discount on top of everything else!"

**12 MONTHS
INTEREST
FREE**

HIGHEST QUALITY

Potential Headlines:

Persnickety? Demanding? Hard To Please? Picky? The We're The Right Remodeler For You.

Most Remodelers Hate Dealing With High-Maintenance Customers Who Complain About Wanting Every Little Thing A Certain Way. Those Are The ONLY Kind I Get Along With.

If You Pay \$43,000 For A New Kitchen And Aren't 1000% Thrilled With The Results ... Don't Come Crying To Me. Because There's A ZERO PERCENT Chance That I Did The Job.

Are you a persnickety, demanding hard-to-please person? Are you the kind of person that sends your dinner back to the kitchen three times if it's not exactly right? Well you know what... I'm exactly the same way. This is John Smith with Smith Construction, and I'm here to tell you that you'll never meet anyone more persnickety or demanding or more hard to please than I am. And you know what, when it comes to remodeling your house, basement, sunroom, kitchen or whatever, that will serve you well. I deal well, very well, with people who hate things that aren't exactly perfect. We only use the highest quality materials. We only use craftsmen and lead installation to insure you get a time proof, worry proof regret proof final product. If that sounds like the kind of person you are, give me a call. If you don't really care... if "almost" is good enough, call somebody else. But if you want that , call me... John Smith.

HIGHEST QUALITY (Take 2)

Hey, this is John Smith with Smith Construction. There are hundreds of remodeling contractors out there. Most of them do a pretty good job. Some of them - not so much. But you know what? You only remodel your home what... every 10 to 15 years. Why on earth then would you settle for anything less than exactly what you want? I know I sure as heck wouldn't.

That's why I LOVE the customers other remodelers HATE. The fussy, persnickety, demanding, hard-to-please ones because I understand what it means to you to get everything absolutely perfect. That means we slow down a little bit... we take our time. We make sure everything is done EXACTLY right the first time... from the initial consultation to the design and estimate... to construction and completion... you'll see that we don't just SAY we're a different kind of construction company... we really ARE a different kind of construction company.

We're not the cheapest... we're not the fastest... but according to our customers... we're the best. If that sounds like the kind of contractor you're looking for, give us a call.

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SUPERIOR WARRANTY

Potential Headlines:

Our Basement Waterproofing System Is Guaranteed For Life. So Are My Competitor's. So What's The Difference? They BURY The Fact That Their Warranty Is Actually Worthless In The Fine Print.

How To Get EXACTLY What You Want, NOTHING You Don't Want, And Make Absolutely Sure It's RIGHT ON BUDGET.

3 MEASLEY References? For A Remodeling Job That Might Cost \$15,000 to \$40,000? We'll Give You Names And Phone Numbers Of Every Single Job We've Ever Completed... And An Iron-Clad Warranty That Protects The Quality Of Your Remodel For Life!

Hey, this is John Smith with Smith Construction. Have you ever made a major purchase only to have something go wrong with it just a few months or years down the road? You then dig around and find your warranty only to discover one of the following... the person you bought it from is no longer around... or if they are, they place you last on their to-do list and MAY get around to you in the next couple of months... or the most common one... there was something in the fine print you missed and they "gotcha."

At Smith Construction, you will NEVER have that problem with ANY of our projects. We're the only company that offers a 100% no tricks, no BS, no fine print, no gotcha's, 100% full lifetime warranty on every sunroom we install... for as long as your home is standing.

We can offer this bold, brazen guarantee because we absolutely refuse to compromise on quality... including the materials we use, the unmatched and unequalled expertise of our installers... and the integrity of our business practices where we mandate that our customers are never wrong.



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Potential Headlines:

Want A Kitchen Remodeling Contractor You Can Trust?

There's A Reason Remodeling Contractors Can't Be Trusted.

I Was Shocked And Embarrassed When I Found Out Remodeling Was America's #1 Most Complained About Industry.

Who Says We're The Best Kitchen Remodeling Contractor? 450 + Of Our Past Customers, That's Who. Call Any Of Them And Ask For Yourself.

Have you been dreaming about getting a new sunroom but you don't know what contractor to hire or who you can really trust to give you the most bang for your remodeling buck. I can't say I blame you. As a contractor, I was shocked and embarrassed to when I found out that remodeling was America's number one MOST complained about industry.

Let's face the brutal facts. Contractors are notorious for over-promising and under-delivering... which shows up in cost overruns, projects that drag on for weeks on end and surprise change orders that destroy your budget. Why does this happen so often? Because the remodeling industry is completely unregulated... and unscrupulous contractors pretty much do as they please.

At Smith Construction, we wanted our customers to trust our work and know for a fact they were getting a job not just done right... but done flawlessly. We created a Contractor's Standards Guide that will show you 21 pieces of evidence that you should DEMAND to see from ANY contractor you consider hiring. Whether you hire us or not, use this valuable tool so you know you're hiring the best.



PEACE OF MIND

Potential Headlines:

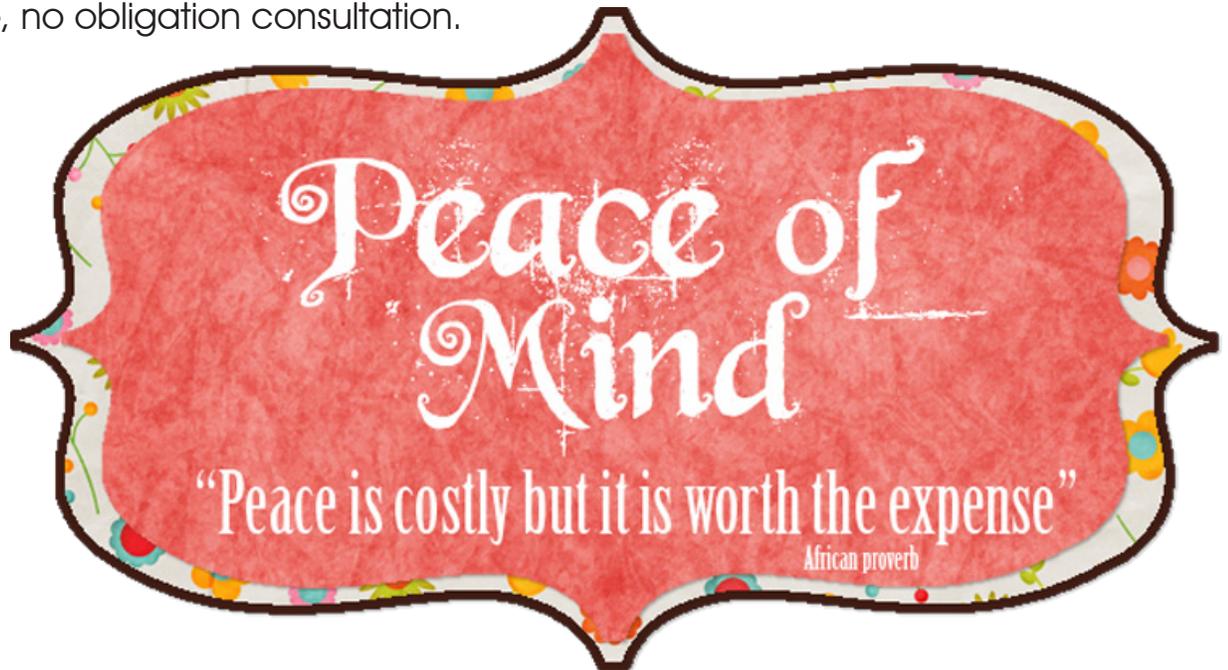
Introducing The Ultimate In Remodeling Peace Of Mind. If You're Not Thrilled With Your Kitchen Or Bathroom Remodeling Project... We'll Refund Your Money And Restore Your Kitchen To Its Original Condition.

Do You Really Want The Cheapest Bidder Remodeling Your Kitchen? The Truth Is, You Don't want The Second Lowest Bidder Either.

Who Cares If Your Remodeler Carries Liability Insurance? YOU'D BETTER.

Have you been dreaming about getting a new sunroom but you've heard all the horror stories about unscrupulous contractor that take your money and you never see them again. Or they say they'll "stand behind their work" which typically means they'll give you their cell phone number that always goes to their voicemail. So is there really any way you can know for sure who will do what they say and give you back your peace of mind?

At Smith Construction, we're different. A LOT different. You NEVER assume any risk with us because we guarantee everything about your project in writing. We guarantee the price... we guarantee the completion time... we even guarantee that if it's not perfect, we'll not only refund every cent you pay us... but we'll even return your home to its original condition. We want you to know from the day we start that will always have your back. Call us today to schedule your free, no obligation consultation.



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EXTRAORDINARY

Potential Headlines:

If You Want The Usual, Conservative Kitchen Remodeling Job... DO NOT Call Us. We Only Do "Unbelievable."

Ordinary, Everyday, Tame, Tired, Mundane, Same-Old-Same-Old Kitchens BORE US TO TEARS. WE SPECIALIZE IN PIZZAZZ.

There Are 500 Willing And Able Contractors On Standby... Ready For Your Standard-Issue Kitchen Remodel. WE'RE NOT ONE OF THEM.

Have you been dreaming about remodeling your home but want something that will stand out from the crowd... have the neighbors talking... illicit the envy of your friends and family... and be truly unique? Then pick up the phone right now and call us at Smith Remodeling. Listen, I won't play games with you. If you want an average remodeling job that looks just like your neighbors, then call another contractor. But if you want a drop-dead gorgeous home that everyone will rave about, call Smith Remodeling.

You see, we won't just re-do your kitchen, bathroom, bedroom or living areas... instead, we'll resurrect your home with a custom-designed remodeling project. We specialize in unique designs that will "wow" your guests and make you feel like you're living in something special every day of the year.

To get an idea of the range of creativity you can expect from us, we've prepared a free Design Portfolio that we'd be happy to send you. It showcases some of our latest projects and will give you many unique and innovative ideas for remodeling your home. To get your copy, give us a call or go online.

Extraordinary!

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HIGHER PRICING

Potential Headlines:

Are You Anxious To Get The Job Done... Or Are You Anxious To Get The Job Done Right?

We're Not The Fastest. We're Not The Cheapest. We Are, However, According To Our Customers, The Best.

I Could Honestly Care Less If You Have A List Of 3 Remodelers Who Are Cheaper Than Me. We Take A Little Longer. We Cost A Little More. But Wait Until You See The Final Product.

Hey, this is John Smith with Smith Remodeling. Are you considering remodeling your kitchen? Do you really want the lowest bidder remodeling the one room where you spend the vast majority of your time at home? In fact, the truth is this... you don't want the second lowest bidder either!

Did you know that the lowest price bidder for remodeling jobs are chosen only 15% of the time. That's right - most people are savvy enough to know that you "get what you pay for." But what you might not realize is that some contractors - including many who bid "in the middle" - might be pulling a fast one on you. That's because they're actually bidding the scope of the job incorrectly. Sometimes it's intentional, but more frequently, it's simply due to a lack of experience from the estimator who doesn't understand the full scope of requirements for a given job. The result is you might hire a "middle of the pack" bid price, but actually be getting a really bad deal.

To avoid this, it's imperative that the job be properly assessed. Only the top one-third of professional remodelers are qualified to make the proper estimation... so be careful. Listen... we can help. We've been remodeling kitchens and baths for 18 years now, and we're on standby to help you with your project. We have the expertise to accurately assess your project to ensure the job gets done right - without any unpleasant surprises. No - our price won't be the lowest one you receive, but we guarantee you it will be the best value in the entire remodeling industry... bar none. Give us a call for a no-obligation consultation or to request our Contractor Standards Guide.

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Potential Headlines:

We've Won EVERY Remodeling Award That Matters... Because Style, Energy, Flair, Verve, Panache MATTER.

Company Loses \$8,200 On Botched Door Project...

Owner Says "I'd Do It Again In A Heartbeat."

How Many Companies Would Be Willing To Take An \$8,200 Loss On A Job... When The Problem Wasn't Their Fault?

Sure... we've all had situations where things went wrong... such as the occasional bad restaurant experience where our meal was overcooked and we sent it back to the kitchen and received a complimentary dessert for our inconvenience. But what happens when the stakes are REALLY high and \$8,200 is at risk?

Energy Swing Windows faced this exact dilemma when a door supplier failed on multiple occasions to send the right-sized door to the homeowner which created havoc and massive inconvenience for them. Energy Swing ordered the proper size door, and then received 3 doors on 3 separate occasions that were nowhere near the proper size they ordered.

Long story short... Energy Swing did everything right. It was the manufacturer that continues to botch the project. Unfortunately, it was the customer that paid the real price. They were obviously upset and frustrated with the continual delays and incomplete project.

So what happened?

Energy Swing did the RIGHT thing. Even though this wasn't their fault, they said "the heck with this. Although this technically is NOT our fault, our contract is with our customer, and it's imperative we do the right thing. That's just the way I was brought up" said John Smith, owner of Energy Swing Windows. "When we say we're going to do the job right, then that's exactly what we do."

The truth is this... it's almost impossible to find this level of integrity with any company these days. But consider the fact that the home remodeling industry has perhaps the worst reputation when it comes to ethical behavior and this makes this company a true standout in both ethics and integrity.

"I was raised by my parents to always do the right thing" said John Smith. "My dad once told me that "what squeezes out between the cracks of extreme pressure is called character. I have lived my life based on that wisdom and therefore modeled my company to match. We believe the way a company acts in the face of diversity shows their true measure of character. So always doing the right thing is mandatory with us."

It was this unmatched level of ethics, integrity and customer commitment that led Energy Swing to win the Better Business Bureau Torch Award for Most Ethical Business not once... BUT TWICE! This award is specifically designed to recognize companies that have shown unparalleled commitment to doing things right in the face of a crisis, extreme hardship and immense sacrifice to the company.

Although the Torch Award is handed out every year... NO company has ever won it twice. But when it comes to the way Energy Swing treats their customers, their selection as the first two-time winner was undisputed and unquestioned.

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