

NAWSRC and World of Concrete Meetings An AMAZING Success

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The luxurious Luxor Resort & Casino hosted the 2005 Mid-Year Meeting of the NAWSRC. On Tuesday, January 18, 2005, a Board Meeting and Certification Testing were held at the Las Vegas Convention Center. Finding the testing and meeting rooms was a challenge, and definitely not the most stress-free way to begin either the Board Meeting or the Certification Exams. Later that evening, we gathered at the Luxor for NAWSRC meeting registration and our

Welcome Reception. Over 80 members and guests attended the Welcome Reception, which was co-sponsored by our ever-faithful member, Richtech Industries, and the NAWSRC. The food at the Welcome Reception was fabulous, with carving stations of beef and ham, along with a hot and cold buffet. There was so much food available that there was no reason to go out to dinner after this cocktail party. The NAWSRC

purposefully did not plan any activities or an education program for Wednesday. This day could then be devoted to the World of Concrete Trade Show and WOC Seminars. There is always so much to see at this show and, in the past, there has never been enough time to dedicate to the exhibitors. This year there were so many new products and technologies displayed that many were pleased for this day with nothing else planned. Thursday morning was available for more

Continued on page 2

NAWSRC CERTIFIED SPECIALIST COUNT RISES TO 50

Four candidates successfully made the grade and passed the certification exams which were given on Tuesday, January 18th at the Las Vegas Convention Center. This brings the total number of Certified Specialists to 50. David Frey of Kansas City Master Companies, Inc., Grandview, MO, was approved to be our 9th Certified Structural Repair Specialist.

Jerry Mc Neil of L.R. Bramlett, Roanoke, VA, Andrian Falgian, Trotter Company Doraville, GA, and Kenneth Knowles, also of Trotter Company, Doraville, GA were awarded Certified Waterproofing Specialist for Below Grade Waterproofing. The new specialists were presented to the membership at our dinner on Thursday night by Certification Chair Rickie

Bramlett, CWS and Rafael Rivas, CAWS, Chair of Above Grade Waterproofing. The NAWSRC Certification Program recognizes technicians who demonstrate the experience and skills required to install and maintain quality waterproofing procedures. Each of our new Specialists said that the key to passing their exam was study, study, study.

Trade Show and WOC seminars.

At 2:00 PM over 50 people participated in the panel discussion "What it Takes to Pass The Certification Exams". This discussion was a brief overview of this topic and all that could be covered in our allowed two-hour time period.

The discussion was led by Rickie Bramlett, CWS, Certification Chair and Chair of Waterproofing. Scott Robeson, Chair of Structural Repair, and Rafael Rivas, CAWS, Chair of Above Grade, all spoke on their specialty. As one of the more recent examinees, John Aiple, CWS, CAWS spoke on the OSHA part of the exams. Finally Robin Bryan Culver, CWS, author of the Ethics part of the exams spoke about that topic.

It was suggested that study groups be formed to prepare for the exams. One method of forming a weekly study group for a national

association is an online discussion in a chat room of one of the more popular internet service providers, such as AOL. The Education Committee is exploring how this can be accomplished.

Our farewell dinner was held at Caffe Giorgio in Mandalay Place. Over 70 members and guests were treated to what some have called "the best dinner in NAWSRC history." Our buffet style dinner of Italian specialties was a real treat. And the desserts were scrumptious.

Each place setting had an announcement card and favor announcing the theme and date of our Annual Convention to be held in August.

The winner of our \$225 Early Bird Registration drawing was Past President Alan Chandler.

See attendees comments from the Evaluation Forms on page 11.

NAWSRC Charitable Trust Awards Scholarship

The NAWSRC Charitable Trust has awarded it's first scholarship. Nicholas Carson Ilieff was the recipient of the Cathy Ilieff Scholarship Fund, which was named for his mother. Nicholas attends Indiana University in Bloomington, IN.

Cathy Ilieff was a member of the Board of Directors and the Chair of the Meeting Planning Committee until her death in a car accident. The Scholarship Fund was established in her memory.

Nicholas' application and corresponding documentation was the finest example and went beyond the expectations and requirements of the Scholarship Committee.

Our heartiest congratulations, Nicholas!

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website news

During the Month of January, 2005,

--The average number of unique visitors was 335 per day with a range of 213 to 426 per day.

--The average visitor examined 15 documents before leaving the site.

--The average visit lasted 8.08 minutes.

--Most visitors entered the website through the index page (45%), but the membership list (18%) and tips pages (10%) were common entry points.

--Banners, currently located in the products section, received an average of 24 exposures per day and 2-3 clicks per day (2% of exposures resulted in the visitor going to the sponsored site).

ATTENTION SUPPLIERS--We are moving the Sponsored Banners to the front index page. This move will increase your exposure significantly. Call Linda Jones (410) 931-3332 ext. 106 for website advertising.

Changes?

Please inform NAWSRC Headquarters of any address changes or corrections.

Phone: (800) 245-6292

Fax: (410) 931-2060

Email: nawsrca@managementalliance.com

FOUNDATIONnews

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Note: The opinions expressed by the authors of articles published in this journal are those of the author and not the National Association of Waterproofing and Structural Repair Contractors. The reader is strongly urged to confer with a professional before taking any action as a result of statements made in this publication.

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SAFETY FIRST

Proper Lifting Techniques

Back injuries are extremely painful and they affect every movement you make. Your back is essential to sitting, standing, walking, and running. A back injury could mean severe pain during all of these activities. The risk of back injury increases during lifting. When lifting is done improperly, you become susceptible to hernias, back injuries, strains, sprains, bruises, and broken bones. To reduce the strain on your back, you must develop safe lifting habits.

Lifting properly starts before you pick up anything! Start by sizing up the load -- estimate the weight and figure out how to get a good grip.

You also need to figure out where and how you will put the load down at its destination. Finally, check the route you'll be taking as you move the load -- look for tripping hazards, steps, ramps, narrow or low openings, and make sure that all of the floors and walkways will support the weight of you and the load.

Pick the load up safely:

- Move as close to the load as you can.*
- Place one foot slightly in front of the other.*
- Bend at the knees, keeping your back straight.*
- Grasp the load.*
- Straighten your legs to lift the load.*
- Hold the load close to your body.*

During lifting, remember to let your legs do the work. Your leg muscles are among the strongest in the body, and they are much stronger than the muscles in your back. Lifting with your legs and keeping your back straight will greatly decrease the strain on your back and will help prevent injuries. Also, if you know your day's work will involve lifting, do a few stretching exercises to warm up your back, arm, and leg muscles. Cold, stiff muscles are more easily injured.

Don't be afraid to ask for help. If an object is too heavy for you to lift, ask a co-worker for help. Know your body's limitations and don't overdo it.

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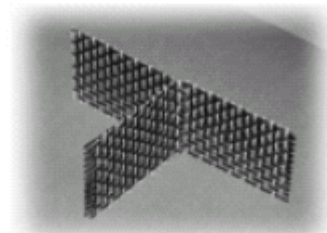
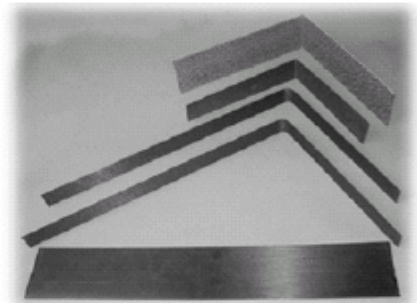
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Adware and Spyware on Your Computer

Adware and spyware are terms that are used pretty much interchangeably to describe hidden programs that settle into your hard drive to collect information on your Internet surfing habits so they can display advertisements in your Web browser.

If you're a Windows user, I can just about guarantee you have some on your machine. They get there usually by piggybacking on some free program or application you downloaded. Then they hide themselves into out-of-the-way places on your hard drive.

The practice is so unscrupulous that Internet security circles now refer to adware and spyware as malware, as in malicious software – a term that used to be relegated strictly to worms and viruses.

That's because slimy advertisers, borrowing the techniques of hackers, have written their come-ons and dubious offers into computer code that is almost impossible for the casual user to detect and is almost as difficult to remove.

This is a problem that is almost totally tied to Microsoft Windows. When your computer begins running noticeably slower and you begin complaining about these "stupid ads" that keep flashing on your screen, it is time to clean off the malware.

The ads this junk typically displays have to be the utmost in brazenness. Most often, they seem to be advertising how to protect your computer against spies and intruders. It's enough to make one wonder if the computer security industry isn't secretly sending out malware so it can sell more of its security products.

So how do you get rid of this stuff?

Don't download free programs from the Internet. A lot of small software developers use adware to make money from a product they give away, cutting deals with advertisers.

Some of those ads do nothing more than flash banner messages to you. A great many others, however, install tracking software that secretly uses your Internet connection to send information about you back to the advertiser. The more of these programs on your computer, the more resources that are gobbled up. Hence, your computer's performance slows and chokes. Much of the spyware comes when your kids play games or download music on-line.

The best free program for removing spyware I've found is Ad-



Aware. It can be downloaded from www.ad-aware.com. Download it to your desktop and install it from there. Another is Spy-bot Search & Destroy. Download from <http://www.safer-networking.org/en/download/index.html>.

The spyware problem is getting worse and, sooner or later, your going to have to deal with it, and regularly keep dealing with it.

Using some of the security features in Windows XP SP2 will also allow you to prevent some of these problems.

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NAWSRC to give Certification Tests in Memphis, TN

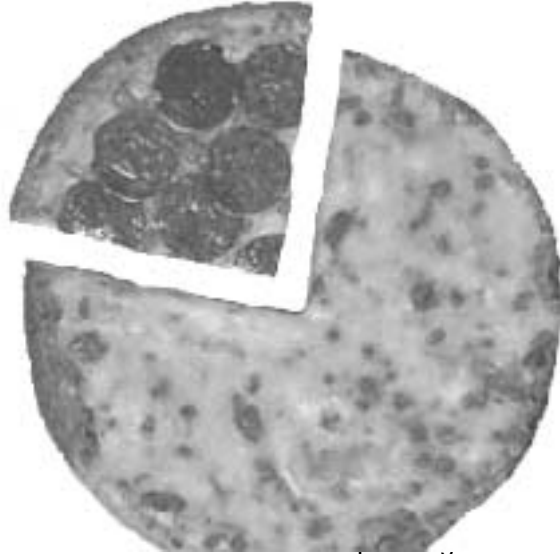
The National Association of Waterproofing and Structural Repair Contractors will offer certification testing in the three specific disciplines of waterproofing on Wednesday, August 3, 2005, at our Annual Meeting in Memphis, TN.

The NAWSRC Certification Program recognizes technicians who demonstrate the experience and skills required to install and maintain quality waterproofing procedures. The program is intended to improve and ensure high performance standards throughout the waterproofing industry and encourages

The NAWSRC Certification Testing will begin at 1:00 PM on Wednesday, August 3, 2005. The exams take about two-hours and are closed-book tests covering basic knowledge with specialty questions relating to each waterproofing field. Questions on OSHA regulations dealing with the particular area of waterproofing and the NAWSRC Code of Ethics are also included on the exams. Pre-registration and application for the test is required and available by calling the NAWSRC at 800/245-6292. To qualify for

ion you must be a of the industry for at ir years and your y must be a member SRC for at least one u must demonstrate ustry standards and on to continuing your onal education. As re certification , you will obtain a ensive library of nd articles which a rich store of e material. uestions about the :C Certification

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Sales: A Double Edged Sword

It Can Cut You a Path to the Top Or Cut the Bottom Right Out from Under You

Tom DiGregorio, CWS

AquaGuard Waterproofing Contractors, Inc.

Whatever business you are in, "Sales" is a necessary practice to drive your company. Selling more means generating more revenue and growing your company. However, increased sales do not ensure positive, sustainable growth and ethical selling practices are essential to your long-term profitability.

How you sell is actually more important than what you sell, and what you don't say can be more powerful than what you do say. Unfortunately, some companies and their salespersons focus on the demerits of their competitors instead of the merits of their own company. This approach is not generally well received by potential customers. Unlike healthy competition, which can be used to raise the bar in an industry, negative selling tactics not only hurt the company that practices them, but blackens the eye of the industry as well.

A reality of residential contacting is that many areas lack licensing, regulation, or certification requirements to be a "contractor", so anyone with a pick-up truck and a telephone can be in business. The legitimate company must rely on sales and marketing tactics to differentiate itself from the crowd and create a perceived level of professionalism and a positive reputation in the community. Marketing strategies can be as simple as an ad in the local Yellow Pages or as elaborate as radio and television campaigns. Whether \$10,000 or a million dollars is spent on advertising, a perceived level of professionalism and business

integrity is created in the customer's mind. However, if the perception created exceeds the actual quality, character, and integrity of the company, then this inequity will ultimately backfire.

Short-term decisions, made in an effort to secure the sale, can and will have long-term affects on the reputation of the company. Anyone who has been in business for a significant amount of time knows the power of the referral and the repeat customer and the lasting effect that power has on the bottom line. No matter how long you have been around, you can always "buy" a new lead with advertising, but what does it really cost you? When you factor in the cost, or lack thereof, of a referral or repeat customer into your overall bottom line you will find that it can make the difference between doing business and making money.

The art of Sales can be used in many ways and is more of an attitude than aptitude. Selling is one of the few jobs in which your ability is offered up for public inspection daily. Great selling involves a high level of personal responsibility and integrity as a company's reputation and image is in the hands of its Sales personnel. If the focus of your company is purely on volume and sales, then you may be giving your Sales staff a license to drive your business into the ground. Some salespersons whose income is commission-based can and will combine that philosophy with their own personal pressure to earn a living, developing a real formula for disaster.

Sales, unfortunately, has tended to acquire a bad reputation as a result of certain unethical practices, including bashing other companies and the use of negative sales tactics. Although some customers are not as sensitive to these approaches, most customers are unimpressed by these tactics and would opt not to do business with companies that engage in negative and unethical selling practices. As members of the NAWSRC, we are bound by a Canon Code of Ethics created to raise the standards of integrity in an industry where the dreaded "pick-up truck mentality" contractor exists. These codes, written and established for the betterment of our industry, are worthless unless business owners commit to what they say and stand for, and ensure that we lead by example.

As with any rules, practices, or principles, the NAWSRC canon codes can be viewed by some as subjective and open to interpretation. Success of an owner or Sales department breeds confidence and that confidence can turn to arrogance and complacency, causing what was once black and white to fade to gray. The rigidity of ethical practice softens and selling practices skew away from the positive in a push for more, all the while, the company is slowly committing reputation suicide.

The best way to safeguard and enhance your reputation is to take a very positive approach to all aspects of the Sales process. Taking some of the negative aspects of the job and approaching them with a positive attitude will

certainly make the sometimes-difficult job of Sales easier. We often assume that doing things exactly as we always have will ensure continued success. If you really analyze your Sales process, you may realize that aspects of it have become habits, but not necessarily effective ones. To be successful, we have to look at the situation creatively and find new ways of approaching Sales. New products, technology, and marketing methods may be cause for new Sales approaches. Accepting and adapting to the changes is imperative to your company's continued growth and success. Applying the same basic positive philosophies to your evolving Sales strategies and reminding yourself and your Sales personnel of these truths while

responding to new opportunities will help you sell your way to success.

Commitment to your company and belief in its products are the most essential ingredients for successful Sales. Powers of persuasion can be rendered useless without the total conviction of the salesperson. Without this commitment, you will not have the enthusiasm to overcome negative selling tactics directed at your company by others. When enthusiasm replaces pressure when dealing with a customer, you will feel good about making the sale and the customer will feel good about making a purchase.

Believing in yourself, your products, your systems, and your company is the key component to consistently winning. As owners and salespersons, we must take responsibility by searching out

knowledge and the understanding of all the training and information available to achieve the most effective and successful Sales approach. By learning and implementing these ideas, you will be able to respond to your customers with pride and professionalism, rather than coercion and pressure with negative Sales tactics. We owe it to ourselves, our customers, and our industry to take the "high road."

Tom DiGregorio, CWS, AquaGuard Waterproofing Contractors, Inc, Marietta GA, was awarded five Continuing Professional Education credits for writing this article.

If you are interested in writing an article for the Foundation News, please contact the editor at 410 344-1121 or H2Oproofing@aol.com

Here's What YOU had to SAY...

From the 2005 Mid-Year Meeting Evaluation Forms

Forty-one evaluation forms were received. The following is what those participants in the 2005 Mid-Year Meeting had to say.

Hotel

- Didn't stay there
- Quality of decor was amazing
- Liked the Rio better
- Excellent / Very good
- Too far from convention center

Registration

- Website unclear on registration
- Easy to understand

Welcome Reception

- Always great
- Best food that we have had
- More people attended than ever
- Great networking tool

Certification Panel Discussion

- Need more roundtables
- Workshops that cover all books and topics for certification
- Workshops
- Good leadership
- Gets people involved
- More mold remediation techniques needed

Dinner

- Food A+++
- Getting better
- First class
- Awesome food and drink
- Wait staff was lacking
- No coffee
- Very nice event

World of Concrete Trade Show

- Hard to find meeting rooms
- Always a top notch set up
- Good job

What did you like best about the convention and why?

- Time for World of Concrete
- Everything
- Efflorescence class was great
- Vegas / Size / Location
- Demonstration / Classes
- The people / The layout
- Hotel shuttles / Seminars
- Education
- Earning new business
- Networking / Passing exam
- Meeting others in the business
- Leadership of NAWSRC
- Good food

What did you like least about the convention and why?

- Leaving Las Vegas
- The commute / Too far
- Couldn't find meeting rooms
- Nothing / Travel time
- Not enough time
- Bus arrangement
- Lack of NAWSRC seminars
- The Luxor / LVCC restrooms
- Mold and mildew seminar
- Not enough residential construction input

What can the association do to improve the convention?

- More roundtable discussions
- Move to Las Vegas
- New location
- More technical seminars
- More info geared to what we do

When is the best time for you to attend a meeting?

- January 19, February 7, July 6, August 12, Any 7

Where?

- Las Vegas 8, Major City 10, Florida 11, Other 12

CELLING YOUR SOUL



Claim: A directory of cell phone numbers will soon be published.

Status:

◆ A consortium of wireless providers is planning to create a 411 (directory assistance) service for cell phone numbers: TRUE

◆ You must register your cell phone with the national "Do Not Call" directory before 1 January 2005 to prevent your number from being provided to telemarketers: FALSE

Example (collected on the Internet, 2004):

"A directory of cell phone numbers will soon be published for all consumers to have access to. This will open the doors for solicitors to call you on your cell phones, using up the precious minutes that we pay lots of money for. The Federal Trade Commission has set up a "do not call" list. It is called a cell phone registry. To be included on the "do not call" list, you must call from the number you wish to register. The number is 1-888-382-1222 or you can go to their website at www.donotcall.gov."

"Starting January 1, 2005, all cell phone number will be made public to telemarketing firms. So this means as of Jan. 1, your cell phone may start ringing off the hook with telemarketers, but unlike your home phone, most plans pay for your incoming calls. These telemarketers will eat up your free minutes and end up costing money. According to the National Do Not Call List, you have until December

15, 2004, to get on the national "Do Not Call List" for cell phones. You can either call 1-888-382-1222 from the cell phone you wish to register or you can do it online at www.donotcall.gov. Registering only takes a minute and is in effect for five years. All of you will need to register before Dec. 15. You may also want to do your own personal cell phones."

Origins: As the use of cellular telephone technology has grown tremendously in the last several years, many consumers have given up maintaining traditional land-line phone service entirely. They prefer the convenient portability of cell phones, as well as the privacy: So far, cell phone numbers have generally been excluded from printed phone directories and directory assistance services, and protections have been put in place to restrict telemarketing calls to cell phones.

Soon, however, some of the privacy that cell phones provide may be eroded. Six national wireless companies (AllTel, AT&T Wireless, Cingular, Nextel, Sprint PCS, and T-Mobile) have banded together and hired Qsent, Inc. to produce a Wireless 411 service. Their goal is to pool their listings to create a comprehensive directory of cell phone customer names and phone numbers that would be available to directory assistance providers. (In most places, telephone users can call directory assistance at 411 [for local numbers] or by dialing an area code plus 555-1212 [for out-of-area-numbers] and, by providing enough

information to identify an individual phone customer [usually a full name and city of residence], obtain that customer's phone number.

Many cell phone customers are opposed to the proposed Wireless 411 service for a number of reasons:

- They prefer the privacy of knowing that their cell phone numbers are available only to those to whom they provide them. They don't want other people being able to obtain their cell phone number without their consent or knowledge.
- They are concerned that their cell phone numbers will be sold to telemarketers (or other groups that might make undesirable use of those numbers).
- They see one of the goals of the Wireless 411 service as a ploy to spread cell phone numbers to a wider circle of friends and acquaintances, who will then place calls to cell phones and thereby force cell customers to pay for additional wireless minutes.

The wireless companies behind the proposed Wireless 411 service contend that their service will be beneficial to cellular customers and that they have addressed those customers major concerns:

- The service would save money for the estimated five million customers who

use only cellular phones and currently pay to have their cell phone numbers listed in directories.

- The Wireless 411 service would be strictly “opt-in” – that is, wireless customers will be included in the directory only if they specifically request to be added. The phone numbers of wireless customers who do nothing will not be included, those who choose to be listed can have their numbers removed from the directory if they change their minds, and there is no charge for requesting to be included or choosing not to be included.
- The Wireless 411 information will not be in printed phone directories, distributed in other printed form, made available via the Internet, or sold to telemarketers. It will be made available only to operator service centers performing the 411 directory assistance service.

Nonetheless, many consumers don't trust the Wireless 411 consortium to uphold their promises, and although Qsent and its clients plan to make the Wireless 411 service available sometime in 2005, its implementation in that time frame is far from certain, as the wireless companies are still fighting proposed legislation which seeks to regulate wireless phone directories.

So, although the gist of the message quoted at the head of this article is correct in alerting consumers to a proposed directory of cell phone numbers, it is misleading in stating that such a directory will “soon be published” (the word “published” implies making a printed directory available, which the wireless consortium maintain they will not

do) and in directing readers to sign up with The National Do Not Call Registry. The latter step will not keep wireless customer listings out of the proposed Wireless 411 database – it will only add their phone numbers to a list of numbers off-limits to most telemarketers, a step which is premature (because the Wireless 411 directory has not yet been implemented) and largely unnecessary (because the Wireless 411 directory information is not supposed to be supplied to telemarketers, and because FCC regulations already in place block the bulk of telemarketing calls to cell phones).

Some versions of the exhortation to cell phone users to add their names to the Do Not Call Registry erroneously state that there is a 15 December 2004 deadline for getting listed. Says Lois Greisman, the Federal Trade Commission official who oversees the anti-telemarketing registry: “There is no deadline; there has never been a deadline to register.”

However, belief that there might be such a cut-off coupled with the e-mailed alerts themselves have served to multiply many times over the number of registrations. Since the initial wave of sign-ups following the 2003 launch of the list, registrations have come in at the rate of 200,000 new numbers a week. Yet in the final week of November 2004, nearly 1 million new subscribers were added, and in the first week of December 2004, that figure jumped to 2 million. At this point in time, 69 million phone numbers are contained in the registry.

Adding one's cell phone number to the National Do Not Call Registry (even if currently unnecessary) won't likely have an adverse effect, but customers should be aware of what that action will or will not accomplish.

Captive Insurance Feasibility Study

We are pleased to announce that the association will be engaging in a feasibility study for the implementation of a national multiline property and casualty captive program for all members of the NAWSRC. A core leadership group has recently contributed the funds to pay for the study which is expected to last approximately 6 months. We will be following the successful implementation of the Concrete Sawing and Drilling Association program over the last 5 years.

The captive program will be a part of the 40 year trend of over 4,000 other large private and public sector buyers including Fortune 500, Governments, Religious Denominations and Associations who comprise the 150 billion dollar alternative market in the US.

At this stage, until a feasibility study is complete, we would expect that no one would be committed to joining. We would ask, however, that all of you participate in the study so that we can both define our historical risks and exposures and develop a strong option to the traditional insurance buying mechanism.

All information in the study will be coded to keep your information confidential. The study will be conducted by a Chicago consultant who is independent of the association and has been specializing in the development of alternative market programs since 1975.

A packet of material explaining the concept will be sent to you in early February for your review and participation. Our own research to date has found that, when properly structured this option will substantially reduce costs, stabilize and simplify your insurance efforts, and provide significant management control over your risk management needs.

Making the Most Of The

Yellow Pages

Make your Yellow Pages ad pay you for a change

OK let's say you just put huge bucks into an investment, an investment that you couldn't touch for a year. Furthermore, let's say that much of your income at the end of that year depended on the success of this one investment.

You'd be really serious about choosing that investment, wouldn't you?

But that's pretty much what happens with Yellow Pages advertising. Many of you easily invest half of your entire marketing budget on Yellow Pages, only to wonder whether it's worth the money it cost.

Considering the amount of money and the length of time, plus the fact you're seen next to every competitor you have in the same Yellow Pages, your ad must stand out.

We've put together a phony Yellow Pages ad to accompany this article, which may make more mistakes than most. Nor is it all bad. It does raise good points that end up buried in clutter. Bottom line—it just doesn't stand out.

Let's start where everyone starts - the headline.

A headline is worth 80 percent of your ad's ability to pull leads. Your headline is the most valuable real estate on the ad, and this one has no customer benefits.

The big reason customers go to the Yellow Pages is to get waterproofing work done quickly, period.

Your company name is not a headline. "Since 1986" isn't either. Nor is "Waterproofing" especially since we can assume your literate public found the right page. (I mean, why waste expensive space telling him again?) You've got to launch into "reasons why" a customer is looking at the ad in the first place. And that's done with a clear,

concise statement of meaningful benefits to the customer.

Next, I'd like you to just look at the ad and tell what its message is.

Where is the reader supposed to go with this ad? Everywhere at once?

Or to the next ad? Don't give readers that option, so consider this tip:

Grid your message. What I mean is simply draw a tic-tac-toe board through your ad. Number spaces 1-3 across then all the way to 9 in the bottom right. Spaces 1-3 are the most valuable by far (they include that all-important headline).

Eye pattern studies show the viewer's eyes goes quickly on the diagonal back through the ad, (3, 5, 7) and, I hope, stop at something interesting. Then, their eyes land at 9, which is surprisingly next in value to the headline space. So the best thing about this ad is the phone number in space 9.

This is also known as "Z-pattern" advertising. Your ad should look like a small magazine article with "pods" of interest that entertain instead of confuse. How?

What we call "benefit blocks" help. Put customer benefits in an easy-to-find line up, not scattered all over like a broken dish. Remember, don't tell me what it is; tell me what it does. That's the only way customers attach value. You tell them what it is and you invite comparative shopping. Tell them what it does and you solve problems.

Also, mentally "fix" the problem they have and you'll be light years—and leads—ahead of all the ads that say, "Sump Pumps. Drain tile. Downspout Drains. Installation. Service." Instead, how about something straight to the point: "Do you need a dry basement?"

On our ad, I really like the "No Extra Charge" part, but prospects

won't know if this means others do charge for it, or if this company is making a big deal out of nothing. In a bullet point, you could say: "No extra charge for weekends or holidays—unlike others, Bush Waterproofing doesn't make you pay extra to get extras."

I'd also separate the "Travel time charge" into another benefit bullet. The more the better. You want to "stack" value.

Finally, no bragging allowed. This is really, really tough advice for most advertisers to understand. The natural tendency is to say all sorts of great things about yourself so people will be more inclined to call. That's why 90 percent of the ads start off with "We" and "Our" or "ABC Waterproofing does XYZ right."

But people don't care about that. People only care how your qualifications serve them. Therefore, the subject line becomes "You" or "Your." Rather than "We have _____," it's "You get _____." Solution Time

You're paying a fortune for your Yellow Pages ad. It is supposed to produce leads, not showcase your vans, silly graphics, or spout innumerable sentence fragments.

What if you could double your lead count and do it for less money? Would that impact your business? Is this even possible? Your marketing is an investment. If it doesn't pay, either yank it or change it. Get creative and use the techniques we described. Make your Yellow Pages ad pay you for a change!

Adam Hudson is president of Hudson, Ink, a creative marketing firm for contractors, and author of 12 books on marketing. You can also get his free newsletter called Sales&Marketing Insider by calling 800/489-9099

Good start, but this could be made much stronger.

Terrible use of valuable space.

We Don't Charge Extra For Holidays, Weekends, or Travel Time

BUSH WATERPROOFING
"The Waterproofing Experts"

Since 1986

RESIDENTIAL
COMMERCIAL • INDUSTRIAL
RADIO DISPATCHED
24 HOUR EMERGENCY SERVICE

Sump Pumps • Drain Tile
Downspout Drains
Bowed or Cracked Walls
Repaired
Foundations Stabilized

ALL WORK IS OWNER SUPERVISED
FREE ESTIMATES
Sensible Solutions / Great Service

800-123-4567

What does this mean to your customer and why should they care?

Make this area the most important benefit! A total waste unless it benefits customers.

All photos should have captions, but unless you're selling vans, they don't care what your trucks look like, use this space better.

Is this braggable?

"Free" is great, but "estimates" is a bad word choice. "Waterproofing Survey" is better.

Great benefit; why hide it?

This is a value-less menu listing; tell customers how you solve their problems.

These mean nothing to your customer.



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- **Nationally Registered Trademarks & Logos**
- **Instant Business Start-up**

- **Our Dealer Network is Growing Rapidly...**

Call Now for your Exclusive Territory



1-800- BUSY DOG • www.basementtechnologies.com

WHEN IT'S ALL IN THE FAMILY HOW DO YOU SURVIVE, AVOID COMING TO BLOWS, AND EVEN PROSPER?

Making Family Business Work: Tips From the Experts

Get marriage counseling before you even go into business with your spouse. A family business puts a lot of stress on a marriage, so it's best to take care of any issues before they're compounded by working together. This is particularly important for couples that don't communicate well.

Get everyone on board. Company leaders should develop corporate values and establish minimum expectations, then share them with employees. When everyone knows what's expected of him or her, it makes it easier to let an employee go, even if it's a family member.

Follow a plan. Once you develop



making those changes, and lessen the chance that corrective actions will deteriorate into personal attacks.

Form a board of directors to hold management accountable for financial performance. Report to the board just as you would to thousands of shareholders across the country. It's often easier for family members to take suggestions from business experts outside the family.

While it's OK to employ young, hardworking family members, the line has to stop somewhere. If the relative is still teething, it's probably not a good idea to bring him or her

to work. An infant screaming or crying is completely unprofessional. Family members need to understand that even though they're running a family business, it's still a business. That's not to say you can't introduce your children to the business when they're young.

Treat all employees, including family members, equally. That means don't expect more of your children because they're flesh and blood. At the same time, don't show favoritism. Pay according to value to the company, not relationship in the family. If you want to provide an opportunity for a family member to earn more, tie it to bonuses based on overall company performance and individual or department performance.

If a family member isn't performing up to standards, and can't turn things around, let him or her go. Even if it's your son or daughter. It's especially important to confront this issue directly. An under-performing family member affects the morale of your company, may model poor behavior that can lead to problems with other employees, and can potentially affect the financial well being of other family members and employees. You have a financial obligation to other employees and company owner's to address poor performance.

Focus on the task. Concentrate on your tasks, instead of each other. Do what is necessary to get the job done.

Divide and conquer. The secret is departmentalizing areas of responsibility and not interfering with each other's area of expertise.

Keep the money flowing year-round to ease the financial pressure of a marriage and family that relies on the same source of income. One way to do this is by selling maintenance agreements to help build a loyal base of clients. Then service these customers during slow times to stay busy year-round and prevent a money crunch for family members.

Work together—not against each other. If you work together during hard times, the rough times will smooth out. When you work together, you can do anything, but when you don't it can really hurt you.

The best way to ensure the success of a business and marriage is to manage it well—even when you're away. Do that by putting the right system and people in place. Remember, many marriages end because of financial pressures at home. What happens if you face financial pressures in business and at home?

If the business is threatened because of a potential breakup in a marriage, get immediate marriage counseling. If that doesn't work and divorce is inevitable, one spouse can stop working at the business, but remain an owner and share the dividends. If one partner wants to buy the other partner out, they should put the business up for sale to determine what a buyer is willing to pay for the company. Then the partners can negotiate a buyout with a more realistic value of the company.

Fit or Rich?

Make 2005 the year to be rich in health and wealth

"This is going to be the best holiday ever. Finally, I can buy my wife a Jaguar. She has always wanted one. And my kids are going to flip when they see the new 'media room' with the six foot projection screen. I even ordered a popcorn popping cart!"

I wished I could get enthusiastic about my new friend's gift list. I had just met this fellow. I learned that he has done a great job creating sales and profits in a plumbing/HVAC company, growing to \$4 million in sales with double-percent net profits. No small task in our world.

It took him nearly 30 years to achieve this business success. His first 26 years in business were spent in the financial miasma that's typical of our industry. Four years ago he decided to quit being stubborn and approach his business in a fresh new way. He finally implemented the lessons he had learned after years of association membership. He found a mentor and met with him monthly. He got to a Known Financial Position and made decisions based on the financial and marketing data. He got rich.

And, he got fat. This fellow is more than 100 pounds overweight. I applaud this guy's hard work and devotion to his business. There were days, weeks and months on end when he barely left the office. He ate on the run, lots of fast food. And time out to go to the gym? Fuggedaboutit.

Oh, and he smokes. I know, I know. The stress. I get all that. But, this fellow is on borrowed time. Meeting him reminded me of something I heard a young widow say, referring to her recently deceased husband, "He spent 50 years sacrificing his health for our wealth. Then, over the last two

years, we spent our wealth trying to recover his health."

One or the other. Is that just the way it goes? Must you give up your health when you choose to create a fortune? Is it necessary to leave your blood, sweat and tears on the shop floor? Could you be successful and not have the scars to show for it?

Can you

be fit AND rich?

Of course you can!

Dear reader, my gift to you is encouragement to commit to your health and fitness. And, I am going to share some terrific ideas for fitness and freedom. Ideas for getting fit in a lot less time than you imagine it takes. And freedom from the 12-hour work days that are not improving your productivity.

Less Is More

You know what would be really cool? Let's declare 2005 as the year we will work less and get more - more health and wealth in less time with less effort.

Not only is it possible, it is essential that we shed our beliefs that hard work is required to make a fortune or develop fitness. Too much hard work is going to get us a shorter life sentence. It's time for you to quit being stubborn (and

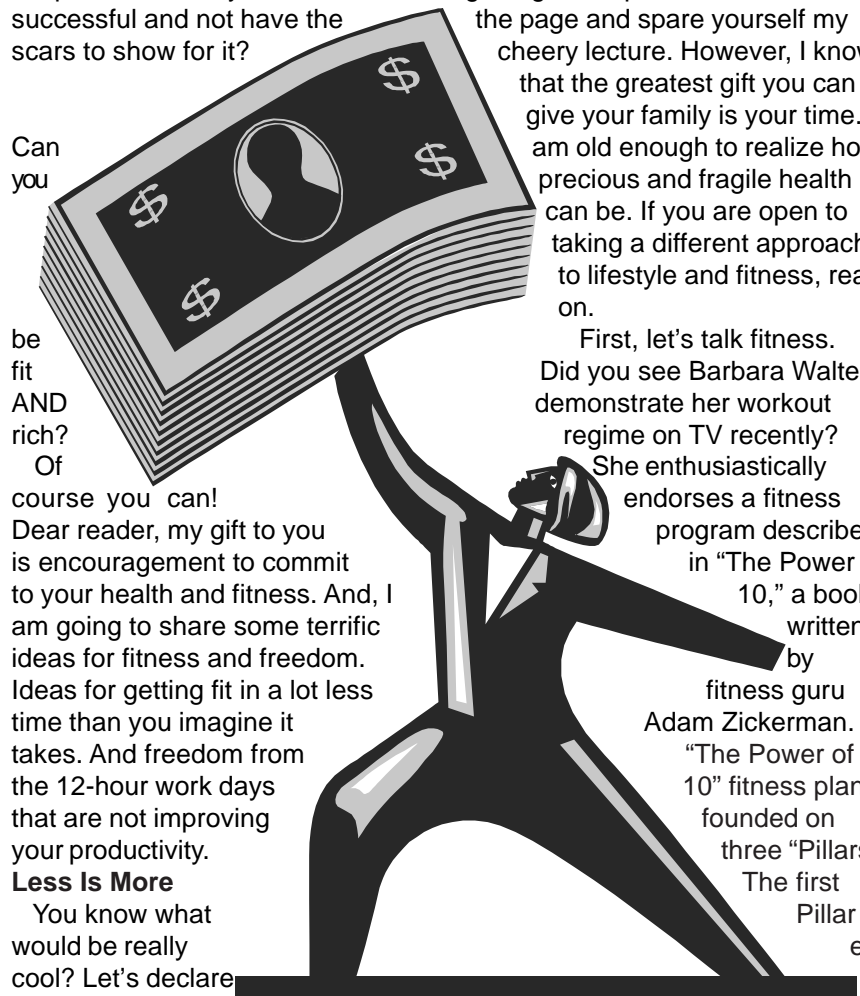
overweight and overworked) and take a fresh approach to health and wealth.

Have you struggled with food addiction and weight challenges for a long time? I mean no disrespect by my flip, yes-you-can approach to getting in shape. Feel free to turn the page and spare yourself my cheery lecture. However, I know that the greatest gift you can give your family is your time. I am old enough to realize how precious and fragile health can be. If you are open to taking a different approach to lifestyle and fitness, read on.

First, let's talk fitness. Did you see Barbara Walters demonstrate her workout regime on TV recently?

She enthusiastically endorses a fitness program described in "The Power of 10," a book written by fitness guru Adam Zickerman.

"The Power of 10" fitness plan is founded on three "Pillars." The first Pillar is ex-



ercise. Adam maintains that most of the effort of traditional exercise - aerobics, weightlifting, calisthenics - is wasted. Too many repetitions of ineffective exercises cause fatigue, injury and burnout.

Adam teaches super slow motion weightlifting techniques designed to get your muscles to "failure" in the shortest time possible. "Failure"

means you can't lift the weight any more. Lifting slowly - 10 seconds up, 10 seconds down and holding for 10 seconds when you can't lift anymore - causes the muscles to max out in short order.

This is an intense approach to exercise. The intensity means you can work out a lot less than four to six times a week required by other exercise programs. You can get a serious, body-shaping workout in 20 minutes - once a week. "The Power of 10" technique makes every second count so you don't have to spend a lot of time working out.

The second Pillar is, you guessed it, nutrition. You won't find any surprises in Adam's suggestions. Eat more wholesome food and less junk food.

The third Pillar is rest. Adam maintains that we can break down our health and even negate our workout efforts by neglecting to rest. We can positively impact our fitness by indulging in an "Hour of Power" every day. Suggested Hour of Power activities include napping, reading, meditating, yoga and taking a walk. Doesn't it make sense that those recharging activities are really good for you?

"The Power of 10" is written in a fun, breezy style. Adam doesn't try to make a mountain out of a bicep curl. This program is easy. Adam has cut out all the fluff and figured out how to get and stay fit without wasting time and energy. That's why this program is so popular with busy people like Barbara Walters.

So, what do you think? What have you got to lose? Go ahead, adopt a fitness program that involves only 20 minutes a week in the gym, encourages you to rest for an hour every day, and confirms that you already know all you need to know about good nutrition. Why not give it a go? It's all about working less and achieving more: health and lifestyle.

WARNING!

This next piece of advice is best ignored. However, I am going to give it anyway.

Stay away from doctors. Yes, I know all the early detection lectures. But it seems to me that most doctors are all about illness and not much about health. You know that you should eat better and exercise. You know that you feel better when you get a good night's sleep. You know that you are doing yourself no favors when you down six or seven martinis in an evening.

Go with what you know and start making better choices. Do everything you can to stay out of the hospital. If you find yourself in a hospital, do everything you can to get out. If it is "elective," elect not to have it. Only listen to doctors who appear to be healthy.

That's my advice for fitness. Now, let's address the fortune.

Go to www.strategiccoach.com and meet Dan Sullivan. Dan is an executive coach who helps entrepreneurs be more productive. Simply put, Dan's No. 1 suggestion for effective time management is: take more days off.

Check out Dan's audio program called "The Time Breakthrough." In it, he describes the increasing demands on our time and the increasing speed at which we are required to make decisions. No wonder you are stressed! He suggests you organize your days into three categories: Buffer, Focus and Free days.

Buffer days are errand days. Buffer days help you "set up" for Focus days and Free days. Focus days are days when you commit to spend 80 percent of your working time in focused, productive activity.

Free days are just that: FREE. Whatever you want to do. Wherever the wind takes you. Free days are free from e-mail and voicemail checking. No work. If work comes to mind, move it on out. Dan maintains that the recharging value of Free days pays off on the Focus days. How nice to hear what we really want to hear:

More Free days make us wildly more productive.

Recall the last time you spent 12 hours straight at the office. Now, be frank. How many of those 12 hours were spent in highly productive, focused activity? Perhaps none? How much of your last day off was spent doing work-related activities? Our half-hearted attempts lack energy and intent, causing us to waste so much time.

"The Time Breakthrough" program requires that you streamline your time and activities. When we work too hard, we shoot our productivity in the foot. Have you ever struggled to remember someone's name or been stumped by a troubleshooting challenge? Out of fatigue or frustration, you finally decide to just let it go. Then, later, perhaps while you are asleep and dreaming, the answer suddenly comes to you. Consider the divine organizing power of the universe, all orchestrated without our conscious cooperation. When we alternate between focused activity and letting go, we allow our subconscious, indeed the whole of the universe, to support our intentions.

So, take more Free days. Do less, accomplish more.

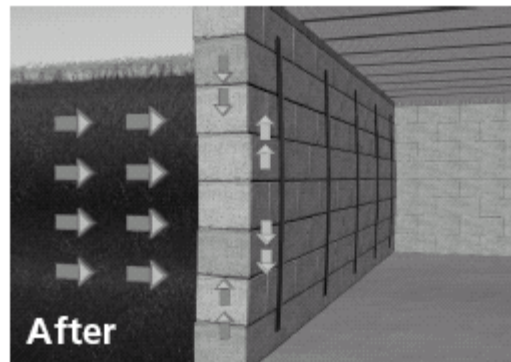
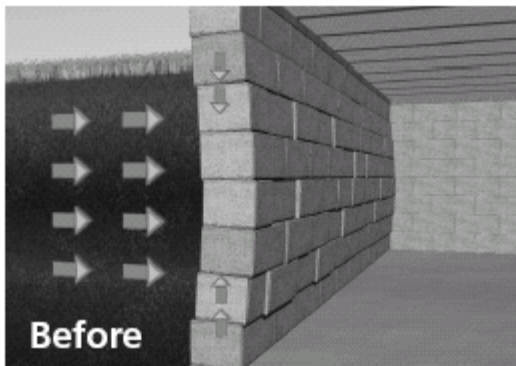
The Gift Of Time

I am sure that the Jag and the TV are going to be smashingly well-received gifts. Perhaps my new friend's family will give "The Power of 10" and "The Time Breakthrough" as gifts to him. I hope he lives long and well, and enjoys his success with his family for many years to come.

Ellen Rohr - Visit Ellen at www.barebonesbiz.com and find easy "down-load-able" systems for getting focused and organized, making money and having fun in your business. Ellen and her team are passionate about transforming bright ideas into winning businesses.

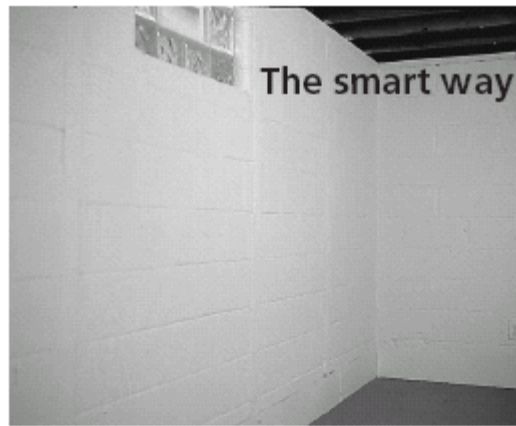


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