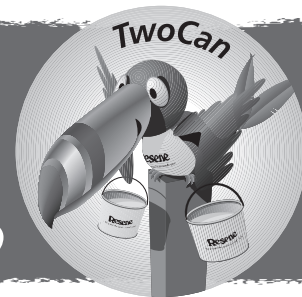


“ While painting is a serious business, we also all know that things can and do go wrong and often those things are hilarious – when you look back a few days later once the mess is cleaned up! We’re on the hunt for your funny decorating stories and your handy tips. Your funniest decorating story could win you \$1000 cash. We also know you’re an inventive bunch, often coming up with clever ways to make painting easier. Share your best tips with us and be in with a chance to win \$1000 for the best tip... ”



## How to differentiate your business

It can be difficult for tradespeople to market their skills and differentiate themselves from competitors in a saturated market. Painters, builders and other trades who own and operate their own businesses often face fierce competition, so take a look at these tips to help make your company stand out from the rest.

### Signage

Never underestimate the power of simple advertising, especially when you’re on the jobsite. Paint your business name and contact number on your vehicle to advertise yourself even when you’re not working, and erect signs around properties when you’re undergoing a project. This alerts neighbours and those passing by to your company. Keep signs simple, with your company name, phone number and website details printed in a clear font.

### Partner up

Businesses that offer limited goods or services can build up a better overall customer relationship by bundling their offerings with those from other businesses. For example, a carpenter who does kitchen fit outs could team up with an interior designer to maximise coverage and target more customers.

Building relationships with businesses in related fields can be profitable for both parties, as you can recommend each other to customers during or after your part of the project has been completed.

## Letterbox drop

A classic letterbox drop may seem outdated, but if you do it right it can be an extremely effective way to target a new market. The key component to a letterbox marketing campaign is a strong call to action that gives customers a genuine reason to contact you or visit your website. Things like giveaways, discounts or free online quotes can all encourage people to get in touch.

Include an attractive magnet with your details for potential customers to put on their fridge. Even if they don’t require your services immediately, they will be faced with your contact details on a daily basis and you are more likely to be front of mind when they do need work done.

### Follow up

Try to keep in touch with every customer, even those who have only hired you for small one-off jobs. An email after the project has been completed to check on their satisfaction levels can be a great way to keep your business fresh in their memory. You could also send them a thank you card to show your appreciation for their business, and offer them a discount on their next job or when they refer your services to a friend or family member.

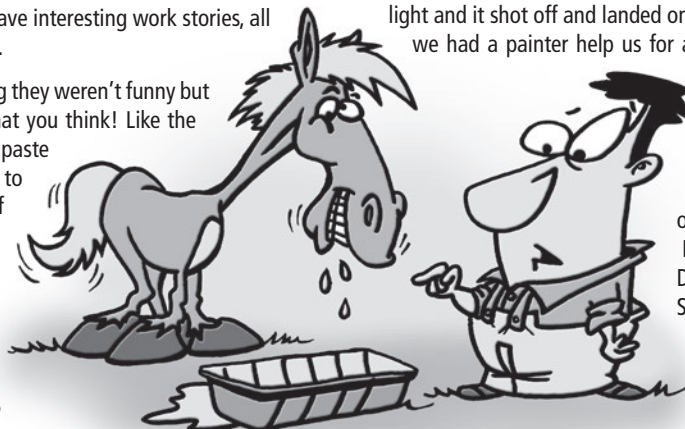
### Get digital

The online realm is becoming more and more important for consumers looking for tradespeople. Telephone books are almost obsolete, and instead people are turning to internet search engines to find tradespeople to hire. That makes it vital to have a functional website detailing your services. >>

## Never a dull moment

You don’t need to join the police to have interesting work stories, all you need to do is become a painter...

“At the time of these things happening they weren’t funny but looking back at them now... see what you think! Like the time I was mixing up some wallpaper paste and left it outside near a field, only to find it was empty when I returned half an hour later... a horse had eaten it. Or the time I was rolling a ceiling when a cat shot out from nowhere straight through the paint tray and ran round the house leaving white pawprints everywhere or the time a co-worker threw half a cup of coffee



out the van window after smoko and soaked a motorcycle cop who was riding past at the same time. Or the time when we thought we tied the wallpaper to the roof rack, only to find it wasn’t when we stopped at a red light and it shot off and landed on the boot of the car in front or the time we had a painter help us for a while only to catch him thinning the paint with lemonade...!!

Top tip – sometimes stay in bed in the morning.”

If you have funny decorating stores or handy tips to share like the Stone Brothers, make sure you enter our Decorating Tips and stories competition. See over the page for entry details!

>> Consider hiring a professional to design your website for you, in order to maximise traffic. Make sure your website has plenty of photographic examples of your work, so customers can see the kind of things you can offer them. If you have customer testimonials or feedback, include a few of these on your home page so visitors are immediately greeted with glowing praise when they visit your site.

### Build trust

Offering a money back guarantee is a great way to ensure customers trust your business. As a tradesperson, you'll want to do the best work possible to ensure customers spread positive word of mouth feedback about you. Discounts or refunds if customers are unsatisfied can help keep them onside and ensure they go away with a positive opinion of you.



### Give us your best decorating stories and advice and be in to win!!

Enter the Resene great professional decorating story and tip competition and make the most of your chance to enjoy fame and fortune just for sending us in your best painting/decorating tip or funny story. We've got thousands of dollars of prizes to give to commercial customers with a worthy decorating story or tip to share.

Get your decorating tip or funny story into your local Resene ColorShop, post to Resene Marketing, PO Box 38242, Wellington Mail Centre, Lower Hutt 5045, New Zealand or email to [update@resene.co.nz](mailto:update@resene.co.nz) with subject header – Tips Comp by 31 July 2014. The best tip and story will each win \$1000, the rest will score prizes, the ones who don't enter will miss out completely!

Everything we get in will be subject to being printed somewhere, so if you don't want your name attached to the story or tip, make sure you let us know! On the other hand, it could be great advertising so if you are happy for us to use your business name we can give you a free plug!

### Chilled out paint

Now the weather is heading towards the chillier end of the thermometer, remember the Resene Wintergrade paint range, including Resene Wintergrade Lumbersider, Resene Wintergrade Sonyx 101, Resene Wintergrade Hi-Glo, Resene Wintergrade X-200, Resene Wintergrade Quick Dry, Resene Wintergrade Roof Primer (MTO) and Resene Wintergrade Summit Roof (MTO), is there to help you keep painting through the winter.



## Enter your great decorating tip or story here!

Your name:

Your business name:

Your address:

Your phone number:

Your Resene rep/main Resene contact person:

Your decorating story/tip: (if longer than this space continue on another page or attach to this page)



Catch you next month!

TwoCan, Editor.

