

SEND
Jim

The 5-Step Local Domination Framework

A proven system to capture and convert more customers in your local market.

Step 1: Capture High-Intent Searchers

Target Active Shoppers in Your Area

The Strategy: Send a postcard monthly for three months to everyone who searches specific keywords in your zip codes ("floor coating, roofing, etc"). These are intent-based results - people who are actively shopping and comparing options.

Why It Works: Multiple touchpoints build familiarity and trust. By the third card, you're no longer a stranger - you're the local expert they've been seeing consistently.

01

Month 1

First postcard card sent

02

Month 2

Second touchpoint

03

Month 3

Final card in sequence

Step 2: Retarget Website Visitors

(Even if they don't leave their contact info)

Every visitor to your website represents interest—but many never fill out a form to capture their information. This step ensures you stay connected with everyone who shows initial interest, including past customers who return to your site or visitors who don't fill out a contact form.

The Strategy: Send the same three-month postcard sequence to anyone who lands on your website. Target by zip code only to maintain local focus.

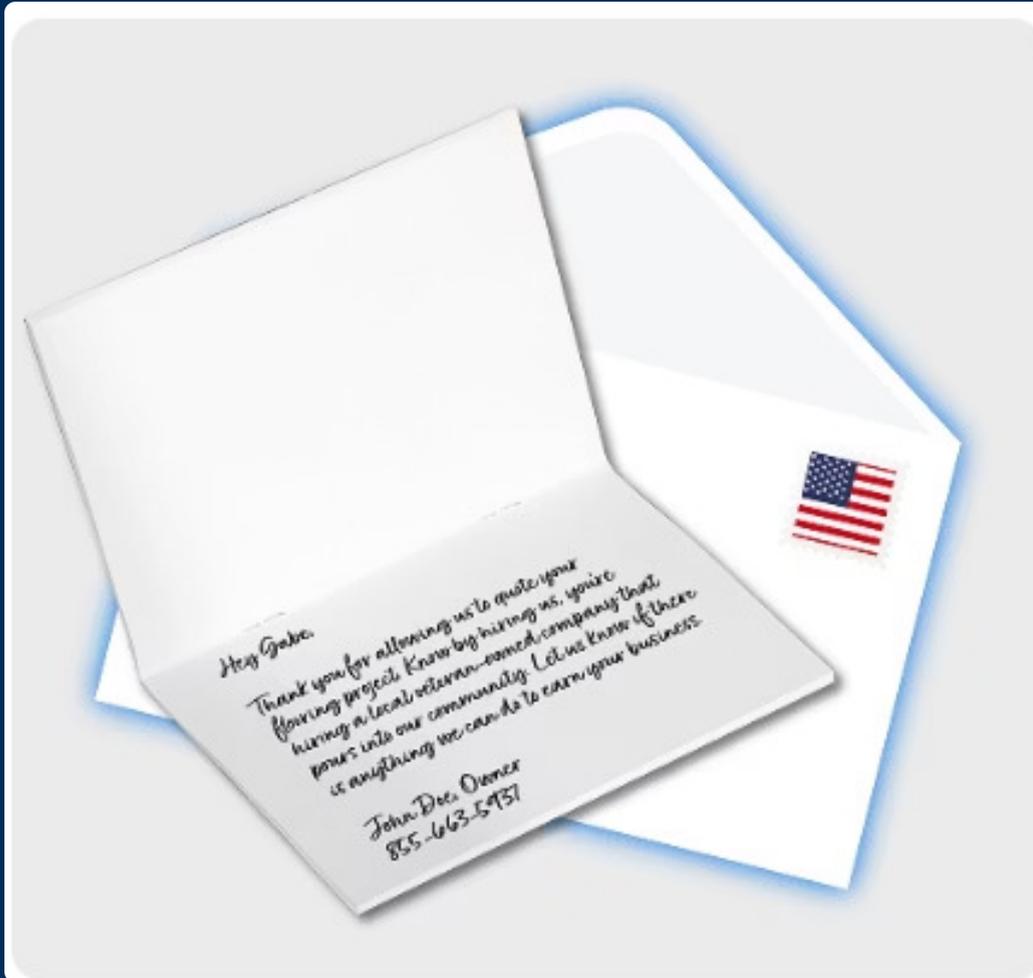
 **Monthly Example:** 53 website visitors were added to the postcard sequence, creating 53 ongoing touchpoint opportunities.

Step 3: High-Value Quote Follow-Up

Stand Out with Personal Touch

The Approach: Send a handwritten card immediately after providing a high-value quote. This personal touch shows you value their business and aren't just another faceless contractor.

Psychology at Work: In a digital world, handwritten correspondence feels rare and valuable. It signals that you're willing to invest time and care into the relationship—before they've even become a customer.



Step 4: Post-Job Completion Campaign



Target Criteria

Owner-occupied properties
Household income \$100k+/year
Completed job successfully



Personalized Outreach

6x11 card sent monthly for three months
Variable data shows client's actual street address
Reinforces local presence



Referral Engine

Happy customers become advocates
Neighbors see your work showcased
Builds neighborhood saturation

After completing a job, you have a perfect case study right in the neighborhood. This step targets affluent, owner-occupied homes with personalized postcards featuring the customer's own street address. It positions your completed work as a neighborhood showcase while encouraging referrals from satisfied customers.

Step 5: Quarterly "No" Quote Revival

Re-Engage Lost Opportunities

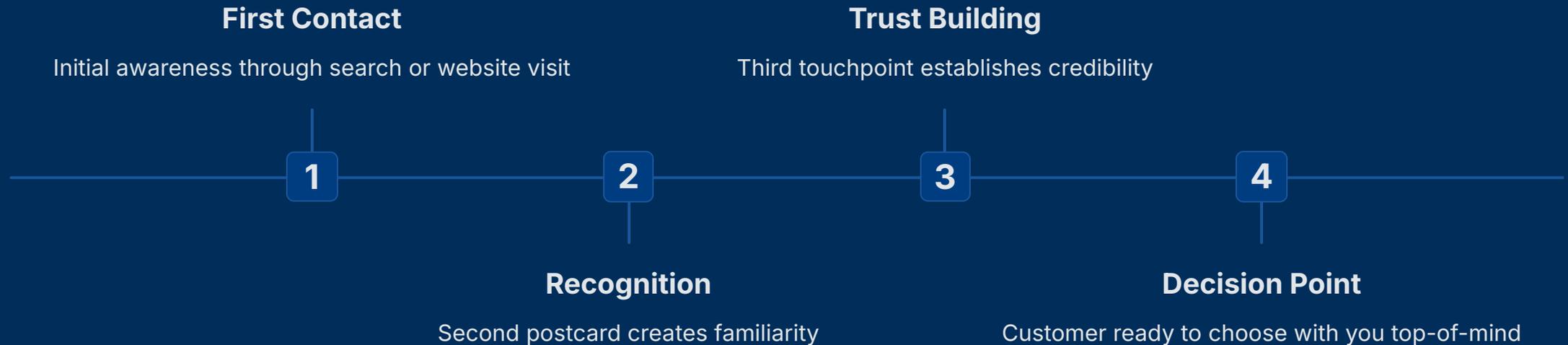
Not every "no" is permanent. Circumstances change—budgets free up, priorities shift, or the urgency becomes greater. This step gives you a low-pressure way to reconnect with prospects who previously declined.

The Tactic: Every quarter, send a simple text message to everyone who received a quote but didn't move forward. Keep it conversational and non-pushy: "Still interested in getting this work done?"

Why Quarterly? It's frequent enough to stay relevant but infrequent enough to avoid being annoying. Many homeowners need time to save, plan, or get approval from a spouse. Your text arrives right when they might be ready to revisit the project.

 **Pro Tip:** The wording matters of the text matters - keep it short and helpful sounding.

The Power of Sequential Touchpoints



Marketing research shows that buyers need multiple touchpoints before making a purchase decision. This framework systematically creates those touchpoints through strategic timing and multiple channels—postcards, handwritten notes, and text messages.

Each step builds on the previous one, creating a compound effect. By the time a prospect is ready to buy, you've already established yourself as the local authority through consistent, professional presence.

Investment vs. Returns

Cost Breakdown Per Customer Journey

- **Search Intent Sequence:** ~\$3-5 (three postcards over 3 months)
- **Website Visitor Sequence:** \$3-5 per visitor (same three postcards)
- **High-Value Quote:** \$5-7 per handwritten card
- **Post-Job Sequence:** ~\$3-5 (three postcards with variable data)
- **Quarterly Text:** Minimal cost per message

Total Investment: \$14-22 to take a prospect through the full journey, depending on which touch points they receive.

The ROI Reality

If your average job ranges from \$3,000 to \$15,000 and this system converts just ONE additional customer per month, you generate \$36,000 to \$180,000 in annual revenue.

All from a systematic \$14-22 per-prospect investment.

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Your Next Steps

Start Dominating Your Local Market Today

This framework works because it's based on persistence, personalization, and perfect timing. You're not chasing customers—you're building a system that positions you as the obvious choice when they're ready to buy.

1

This Week

Get a demo at www.SendJim.com.

2

This Month

Launch your first postcard sequence and track responses.

3

This Quarter

Roll out all five steps and measure your increased conversion rate.

The contractors who dominate their markets aren't necessarily the best service—they're the ones who stay top-of-mind through strategic, systematic marketing. Start building your local domination system today.