

Email #1

Email Subject Line: **Help — we need a contractor**

<Name>, if you can handle a few more contracting jobs...

You're in luck!

At this very moment there are scores of homeowners in YOUR AREA searching for a contractor on Remodeleze.com.

They're looking to remodel a kitchen, bathroom, lay a new roof, install a pool, deck or patio, rewire a house, fix the plumbing, landscape a backyard, finish a basement ... the list goes on and on.

All I know for certain is they're on Remodeleze.com because they need a contractor.

THEY NEED YOUR HELP — **and they're willing to pay for it!**

(If you've never heard of remodeleze.com—all the more reason to go there and check us out.)

Bottom Line: Go to Remodeleze.com if you're looking to take on a few extra jobs.

We simply have more homeowners looking for contractors than we have contractors!

Thanks for your help,

Name

President Remodeleze.com

P.S. If you're totally booked up and can't handle any more jobs, maybe you know a contractor who can use some more work. Do him a favor: send him to Remodeleze.com

Email #2

Email Subject Line: **<Name>, we want to remodel our house**

"We want to remodel our house"

Dear <Name>,

We're hearing that a lot lately – especially in YOUR AREA!

We're also hearing about all the things homeowners need fixing — plumbing, electricity, roofs ... you name it.

We hear it because homeowners in your area are coming to our website — Remodeleze.com – because that's WHERE HOMEOWNERS GO TO FIND CONTRACTORS.

RIGHT NOW homeowners in YOUR AREA are posting jobs and leaving messages for contractors, requesting estimates and bids — right on Remodeleze.com.

Go there yourself — PICK UP A FEW JOBS, PLEASE! There are more homeowners visiting Remodeleze.com than are contractors. WE NEED YOUR HELP — HOMEWONER'S NEED YOUR HELP.

Of course, if you're all booked up — forward this email to a contractor you know who can handle some more work.

I'd appreciate it, and so will they!

Thanks,

Name

President Remodeleze.com

P.S. Go to Remodeleze.com and post all your company information for **FREE!**

Email #3

Email Subject Line: **<Name>, do NOT buy contracting leads**

Let homeowners chase after YOU!

Dear <Name>,

Isn't easier when jobs find you – instead of you going out and finding them?

Sure, the economy is in the toilet!

That's why hundreds of contractors in your area are buying leads – **the same leads every other contractor is buying!**

And that's just plain dumb! Why chase after the same homeowners every other contractor is chasing?

At Remodeleze.com homeowners come looking for YOU!

Let other contractors bust their butts looking for jobs.

Every day we have tons of homeowners in YOUR AREA coming to our website — homeowners who want to remodel or repair their homes — *and want a qualified contractor to do it!*

Be that contractor!

Right now – post your contact info on Remodeleze.com!

So check us out — you'll be impressed by how much work there really is looking for you — *right in your back yard!*

Thanks for your time,

Name

President Remodeleze.com

**Remodeleze.com ... where homeowners go to find
contractors**

Expose Yourself to Local Homeowners!

We'll Help You!

- We'll display all your "before and after" pictures from your past jobs!
- We'll publish all your glowing testimonials from your satisfied customers – *and your fellow contractors!*
- We'll even help you post your business info on Facebook and Twitter!

Headline #2:

Homeowners Visiting Remodeleze.com Want to Hire You!

Let other contractors complain the economy is in the crapper ... that homeowners aren't spending the BIG BUCKS like they used to.

Remodelze.com helps you find the remodeling and repair money right IN YOUR OWN BACKYARD!

Headline #3:

These Homeowners... Living in YOUR Neighborhood... Want YOU to Remodel Their Home!

[Insert as starburst]
Join Remodeleze for FREE!
Details below

Dear Contractor,

Listen to me ... I'm not a letter writer, I'm a real estate developer. So I'm sure you'll understand what I'm about to say...

YOUR BIGGEST PROBLEM should be how to fit another contracting job into your calendar – *not how to find one!*

Of course the economy is in the crapper! And homeowners aren't spending the BIG BUCKS like they used to.

So what are you going to do — give up the ghost, throw in the towel — go out of business? ARE YOU NUTS!

IN YOUR AREA there's enough remodeling or repair jobs TO KEEP YOU BUSY FOR YEARS!

And you can start lining up these jobs IN LESS THAN ONE HOUR FROM NOW – for **FREE!**

Or, you can wait a month or two. And by then, yeah, you COULD be out of business ... or at least \$10,000 or \$20,000 lighter in the pants.

Here's How You can Land MORE Contracting Jobs Starting TODAY!

Whether you're trying to build a contracting empire ... or keep life simple with a small crew ... or even if you're just starting out... HERE'S WHAT YOU MUST DO FIRST!

And anyone who tells you otherwise is out for their friggin' mind and never owned a contracting business that made a dime.

AND IT'S SIMPLY THIS: You gotta put your face in front of customers!

You gotta get your foot in the front door and shake the homeowner's hand!

Sure, no BIG surprise there. But...

THE PROBLEM IS ... WHERE AND HOW do you find the doors, the faces and the hands to shake — so YOU CAN COLLECT THE BIG CHECKS?

Look, if you haven't realized it yet ... YOU are no different than General Electric, Apple Computer or Home Depot or any other company on this planet. Why?

Because, just like these multi-million dollar bad boys, you're selling a service, a product — AND YOU WANT CUSTOMERS!

Now there's only one way on God's green earth you'll ever get enough customers to fatten your bank account, keep the beer flowing, your woman cooing – or in other words, keep you happier than a pig in ... slop (betcha' thought I was gonna say shit).

YOU HAVE TO MARKET YOURSELF!

Now don't make a face like I'm feeding you poison. Man-up and face the music.

Every successful contracting company markets itself. Read my lips: You CANNOT name a successful contracting company that does not market itself in some shape or form!

NOW Here's the GOOD NEWS!

There are 2 ways to market yourself.

There's the smart, easy and painless way.

Or the stupid, humiliating and expensive way.

Now who the hell in their right mind...

...Wants to spend their days chasing down leads? Do you?

C'mon, do you really ENJOY driving all over the place every damn day of the week trying to convince strangers who don't know you from Adam — who couldn't care less if they never hear your name again — that they should let you into their home to mess with their walls and wiring, and then write you a check?

Give me a break! IS THAT WHY you became a contractor? To grovel for work?

I DON'T THINK SO! If you're half the contractor I hope you are, YOU DON'T WANT TO CHASE DOWN BUSINESS AT ALL! — much less spend money buying leads (DO NOT get me started on lead companies) or making those god-awful dialing-for-dollars cold calls.

You Want to Close Leads – Not Chase Leads!

And I'm going to show you how to do exactly that – CLOSE LEADS – AND DO IT IN RECORD TIME!

Leave the chasing to the amateurs.

Listen to me, no contractor ever got rich running after homeowners.

All successful, big name contracting outfits rake in the money BECAUSE MONEY CHASES THEM!

They don't make phone calls to homeowners – THEY RECEIVE PHONE CALLS!

C'mon, wouldn't you prefer it if homeowners ran after YOU – instead of you running after them?

Wouldn't you prefer that THEY CALL YOU ... asking you, ever so nicely, if you'd please, please give them a quote? NOW ISN'T THAT A BETTER IDEA?

And when they come to you – it's so much easier to close the deal – on your terms!

AND HERE'S THE BONUS PART: when jobs run after you ... you get the pick of the litter!

You can weed out all the nightmare jobs and clients — because you can afford to! YOU'VE GOT A STEADY STREAM OF WORK COMING IN!

And all you have to do is decide which job to take!

You Think I'm Blowing Smoke Up Your Ass?

My name is **Name** "no smoke up your ass" **Name** and my crew and I created Remodelenze.com expressly to help contractors like YOU meet their ideal customers — in your local area — AND for these ideal customers to then hire YOU!

There is nothing you can find — *anywhere* — that's even remotely like Remodeleze.com. We are a horse of another color.

WE DO NOT SELL LEADS
WE DO NOT BUILD WEBSITES
WE ARE NOT A MARKETING OR PR FIRM
WE ARE NOT A YELLOW-PAGES DIRECTORY

We Expose You!

- **To HOMEOWNERS who are looking to REMODEL or REPAIR their homes!**
- **To HOMEOWNERS who will ask you to come to their home and GIVE THEM AN ESTIMATE!**
- **To HOMEOWNERS who are ready and willing to put their *John Hancock* ON A CHECK!**

How do we do this...?

What Facebook and Twitter are to friends and contacts meeting and interacting online ... Remodeleze.com is to HOMEOWNERS LOOKING TO REMODEL – AND CONTRACTORS READY TO TAKE ON THE JOB.

Call us a matchmaker if you want (a contractor and homeowner's eHarmony.com). A 24/7 online meet and greet tradeshow!

Hell, let's just call it like it is: Remodleze.com is where HOMEOWNERS COME TO MEET YOU!

Now isn't that a better idea than buying leads?

OKAY, since you asked, here's why I think buying leads is...

A Pitiful Waste of MONEY!

Sure ... you might get lucky once in a blue moon calling some too-busy-to-talk-to-you housewife. But most of the "**HOT**" leads you pay an arm and a leg for are pure unadulterated horse-shit — excuse my French.

If you recently purchased a bunch of leads...

How many of the people you asked to speak with had either MOVED ... were DEAD ... or were RENTERS?

Or, if they want to remodel — how many WANT TO REMODEL RIGHT NOW? Yeah, exactly, not even one in ten, if you're lucky.

Are these really the main problems with leads? I would think so – at least for poor quality lists. You can always confirm with contractors who buy leads – and if it's not a common problem, then the section can easily be deleted.

Leads require you to do all the WORK! You have to sell them, convince them and persuade them.

Isn't it EASIER and MORE PROFITABLE to talk to Homeowners who contact YOU?

When homeowners find you on Remodelize.com —almost everything you need to tell them, share with them, is there — IN FRONT OF THEIR BULGING EYES!

- **MOST of the questions they have — are already answered!**
- **MOST of the doubts they have — are already overcome!**
- **MOST of the selling, convincing, persuading — is already done!**
- **WHEN THEY COME TO YOU — they already know you're the right man for the job!**

Can buying leads do that for you? NOT ON YOUR LIFE!

According to Google ... Over 6,000,000 Homeowners are Searching for Contractors EVERY MONTH!

So now I have another question for you...

How many homeowners come to YOUR WEBSITE, if you have one?

Unless you're doing an absolute bang-up job of SEARCH-ENGINE MARKETING ... running PAY-PER-CLICK or PAY-PER-ACTION campaigns ... doing JOINT VENTURES and CO-REGISTRATIONS ... and your website is

SEARCH-ENGINE OPTIMIZED — so GOOGLE, YAHOO and other search engines can present you to the world WITH JUST ONE CLICK...

Your website, if you have one, is just pissin' in the wind!

NOW HERE'S THE GOOD NEWS: when you show off your company on Remodeleze.com you don't deal with all that online, cyber-space hocus-pocus.

I've got a bunch of computer-nerds closeted in the "back room" who handle all that for you.

And their only job — and the only way they earn their keep — is to plaster YOUR FACE on computer screens of REMODELING HOMEOWNERS IN YOUR AREA!

**Remodeleze.com is a Business and Social Network
—an Online Gathering Place for Contractors and
Homeowners to Meet and Do Business!**

Everything you wish to share in pictures, video and in words about yourself, your company, your specialties, the projects you've completed, the testimonials and recommendations you've received — EVERYTHING THAT WILL IMPRESS HOMEOWNERS — so you can LINE UP JOBS...

You can do on Remodeleze.com ... plus, much, Much, MUCH MORE!

It's called SOCIAL MARKETING — if you're not up on the lingo, it's a way to market yourself *without making it feel or look like marketing!*

Basically, all you gotta do is SHOW UP at the party! Pretty damn INGENIOUS if you ask me.

The BIG difference of course between us and Facebook and other social and business networking sites is that REMODELEZE.COM IS ONLY FOR CONTRACTORS AND HOMEOWNERS...

Contractors who want to make themselves look IRRESISTABLE TO HOMEOWNER'S...

And HOMEOWNER'S who are ready, willing and able to remodel or repair their homes!

And if you're not aware of it...

Here's What Homeowners REALLY Look for in a Contractor!

Obviously, THEY WANT YOU TO HAVE ALL THE TOOLS, skills and experience to do the job at hand — to remodel a kitchen or bathroom, lay a new roof, install a pool, deck or patio, rewire a house, fix the plumbing, landscape a backyard, finish a basement — whatever!

But, beyond that...

- **They want you to be fast!**
- **They want you to stick to your estimate!**
- **They want you to keep them informed!**
- **They want you to be polite and understanding!**
- **They want you to clean up after yourself (and shower regularly)!**
- **And they want you to make them the envy of their friends and neighbors!**

And at Remodelize.com we give you the place, the space and the opportunity TO PROVE TO HOMEOWNERS that you are EXACTLY that type of contractor — THE CONTRACTOR THEY SHOULD HIRE!

And just like you'd be less than useless without YOUR tool box — we give you an online "MARKETING TOOL BOX" packed with all kinds of nifty tools that'll help you LAND JOBS IN YOUR AREA!

NOW STOP – **I KNOW WHAT YOU'RE THINKING! And NO**, you don't need to be a computer nerd with a PhD and a modem for a brain and a hard drive for a heart to master all these marketing tools.

If you can write and send an email — you'll feel right at home marketing yourself on Remodelize.com!

Remodelize.com makes marketing your business ... not only easy ... but AUTOMATIC!

Hell, why believe me...

Let Me Prove to You How Easy Remodeler.com is to Use!

First off, we give you your very own web-portal – think of it as your company's online business office – your executive web-suite, yeah, that's the ticket!

And right on the front door of your executive web-suite you can post your contact information ... what jobs you specialize in ... your licenses and insurance and/or bonding info ... the languages you speak ... what credit cards (if any) you accept ... whether you provide 24 hour emergency service ... a link to your company website (if you have one) ... years in business, yada, yada. You get the point — all the normal stuff.

AND ... now this is the REALLY COOL PART...

- **You can ADD AS MANY WEBPAGES – think of them as meeting rooms – where you can DISPLAY PICTURES OF EACH OF YOUR COMPLETED JOBS — so you can SHOW OFF YOUR WORK TO VISITING HOMEOWNERS!**
- **AND ... not only can you upload (yes, we show you how) PICTURES and VIDEOS (before and after are extremely effective) of YOUR jobs ... you have as much space as you need to describe each job in as much detail as you like! I MEAN YOU CAN REALLY PILE IT ON!**
- **There's even an interactive Google map that visiting homeowners can click on to see the locations of your jobs!**
- **You can list the cost of each individual job ... the time it took to complete ... the materials or brands used ... whatever you want to include to EXCITE AND IMPRESS VISITING HOMEOWNERS!**
- **You can also display right alongside your pictures or videos, YOUR CUSTOMER'S GLOWING TESTIMONIALS — announcing to other homeowners what a fantastic job you did and how you're such a wonderful, considerate, fast, professional, utterly charming and handsome fellow!**
- **AND ... we even have a handy-dandy, one-click tool that AUTOMATICALLY ASKS YOUR CUSTOMERS for their testimonials and recommendations!**

- **AND ... there's even a button on each of your project pages for viewers to click and instantly tell a friend about your work — and you know what that means: REFERRALS! REFERRALS! REFERRALS!**
- **Visitors can also leave comments on how impressed they are with your work — and you know what that means: REFERRALS! REFERRALS! REFERRALS!**
- **AND ... every time you add a new job or project page ... or a recommendation or testimonial is posted ... or a visitor asks you a question (yes, they can do that on each of your pages) ... or you answer a question ... Remodeleze.com AUTOMATICALLY posts it on your Facebook or Twitter page (if you have one) — and you know what that means: REFERRALS! REFERRALS! REFERRALS!**
- **You can even link your Remodeleze.com executive web-suite to your company website — so every time you add a project to one, the other is AUTOMATICALLY updated, too! HOW EASY IS THAT!**

But wait, that's still not all you can do on Remodeleze.com...

Remodeleze.com AUTOMATICALLY Sends Out Personalized Emails and Newsletters to Your Contact List!

Import your email contacts (yes, we show you how) from your Gmail, Yahoo, Hotmail or Outlook email accounts to your Remodelez.com account, or just add them individually, and...

AT LEAST ONCE A MONTH ... we'll send to all the names on YOUR contact list ... email updates ... and a Remodeleze.com newsletter ... FILLED with articles and all sorts of interesting info about home maintenance and remodeling. And THE BEST PART — all these emails and newsletters look like they all came directly from YOU! Which makes you look like a consummate customer care, class act professional!

And that gives you INSTANT CREDIBILITY in the eyes of homeowners!

AND ALL OF A SUDDEN you're looking like a MAJOR PLAYER — A HOT SHOT, BIG SHOT professional home remodeling or repair company (even if it's just you, yourself and your dog)!

EVEN MORE IMPORTANT — it keeps YOUR FACE in front of your customers and prospects — which gets you MORE JOBS MORE OFTEN and — *you guessed it* — REFERRALS! REFERRALS! REFERRALS!

And that's still not all!

GET RECOGNIZED!
Print UNLIMITED FULL COLOR Brochures!

Remodelize.com makes it EASY to plaster the town with your face and the projects you've completed!

With just a few mouse clicks you can...

- **Print as many different brochures as you'd like — highlighting as many different projects—as you want!**
- **Then leave them with prospective clients after you meet with them — that way they'll be sure to remember you and be IMPRESSED with you!**
- **And you can always and easily print up new ones with new photos — even advertise one-time special discounts or other promotions!**
- **You can even create different brochures for different types of jobs — it'll make you look like a specialist for every job you bid on!**
- **And BEST OF ALL — you'll SAVE MONEY on printing and design costs — because it's all FREE! It's part of your Remodelize.com toolkit!**

That's right! With just a few clicks of your mouse — your home or office printer does it all — **FREE!** Okay, so you pay for the ink and paper — BIG FREAKIN' DEAL!

YOU also get AUTOMATIC JOB NOTIFICATIONS!

We automatically send you an email...

- **Anytime one of our homeowners puts a job up for bids!**

- **Anytime ANY new job in your area is put up for bids!**
- **Anytime someone writes you a review, recommendation or asks you a question!**

Okay, did I or did I not tell you we are a horse of another color? And I still haven't listed ALL THE OTHER THINGS Remodeleze.com does for you!

BOTTOM LINE: Remodeleze.com is...

- **Where you can always MEET AND INTERACT WITH HOMEOWNERS who are actively looking to remodel or repair their homes IN YOUR AREA!**
- **Where you can always ADD PROJECT PAGES TO YOUR PERSONALIZED Executive web-suite — to show homeowners in your area HOW GOOD AND IMPRESSIVE YOU REALLY ARE!**
- **Where you can always MARKET AND ADVERTISE YOUR COMPANY AUTOMATICALLY in your area!**
- **Where you are always AUTOMATICALLY INFORMED OF NEW JOB OPPORTUNITIES in your area!**
- **Where you can always receive — you guessed it again — REFERRALS! REFERRALS! REFERRALS!**

So What's it Gonna Cost You?

You better sit down before you fall down and hurt yourself!

It's going to cost you nothing! Nothing! NOTHING! It ain't gonna cost you a freakin' dime for six months! **If...**

What? Of course there's a catch!

How am I supposed to run a business without making any money? Get real!

This is an Introductory STRICTLY TIME-LIMITED Offer!

And I'm giving you 3 choices – so you can start lining up jobs as soon as today!

BEST MONEY SAVING CHOICE #1: Get 6 months FREE!

Grab a full 1-year membership and your first six months are on me!

Join Remodeleze.com before the **<Day>th of <Month>** – and sign up for a 1-year membership – and get the first 6 months for nada ... not a thing! ZIPPO! NOTHING – **FREE!**

A 1-year Remodeleze.com membership would otherwise cost you \$358 – but if you join Remodeleze.com before the **<Day>th of <Month>**, you get it all, and all you fork over is a paltry, measly \$174.

I'm splitting the cost with you right down the middle – and basically PAYING YOU \$174 to help you MAKE MONEY!

And, after your 1-year membership expires, you pay only \$29.95 a month to maintain your full, unrestricted membership, and you can cancel anytime without any penalty, paddling or spanking.

Can't ask for a better deal than that, now can you? Well, actually, you can...

SUPER BEST MONEY SAVING CHOICE #2: Get 6 months FREE – Plus...

If you sign up before **<Day>th of <Month>** (that means you've only got two weeks, possibly less by the time you read this, to click the submit button)...

You get a 1-year membership for half price – **SIX MONTHS FREE...** (exactly like best money saving choice #1 above)

PLUS ... you get a GUARANTEED LIFE-TIME HALF-PRICED monthly membership fee!

Instead of paying \$29.95 a month after your 1-year membership expires, you get dinged only \$14.95 a month, and you can still cancel anytime without any penalty, paddling or spanking.

And then there's deal number 3...

THE TIRE-KICKER SPECIAL: Pay as you go!

If you're the untrusting, I've been burned too many times before, tire-kicker type ... this is the perfect choice for you!

Sign up for a month-to-month, full, and un-restricted Remodeleze.com membership for \$29.95, and cancel anytime you want. And that's it.

You obviously don't save any money ... but, you get to take life one month at a time ... and you still get all the full benefits and privileges everyone who signs up for choice #1 or #2 receives!

No shame or dishonor there.

So What the Hell are You Waiting for?

Start landing jobs, and work with...

- **HOMEOWNERS who are looking to REMODEL or REPAIR their homes TODAY!**
- **HOMEOWNERS who are ready to ask you to come to their home and GIVE THEM AN ESTIMATE!**
- **HOMEOWNERS who are ready and willing to put their *John Hancock* ON A CHECK!**

Just fill out the form below, pick the membership option you want ... and as soon as your membership is approved ... you'll immediately get an email from my team showing you exactly how to **plaster your face all over the internet** – and even more importantly – how to **put your name and company in front of every homeowner in your neighborhood who comes to remodleze.com looking for a contractor!**

Okay, see you on the other side – the easy money side!

<Signature>

Name

President, Remodeleze.com

P.S. Remember, you can only get a **6-month free membership**, and a **guaranteed half-price lifetime membership**, if you sign-up before **<Day>th of <Month>!**

So don't wait! Signup NOW!