

GOOD BUSINESS WRITING AND YOUR BUSINESS

A REAL WORLD EXAMPLE

Pretty brochures are nice but using the right words in a logical flow helps potential buyers more fully understand the benefits they can get from buying your product. Good copy is truly “salesmanship in print” and getting it right is critical!

Here is an actual makeover of a window tinting brochure from a client. The differences are obvious!

BEFORE

NEW HOME WINDOW TINTING PROGRAM

A **\$3 per sq. ft. profit margin!** Window tinting at a discounted price of \$4.50 sq. ft. Unbelievable! This is what we are offering you on new homes as they roll off your assembly line. The suggested retail price is \$7.50 sq. ft. Typical homes have between 150 and 400 sq. ft. of windows. This can add up to \$1,200 per unit profit to your bottom line. Interested?

Here is how it works:

700 sq. ft. minimum order on finished homes on your lot, we would install the window tinting of your choice on all windows.

All we require is 50% of the invoice paid upon order and the balance on completion of the installation. To facilitate payment, we accept credit cards. There would be no tax with a valid AZ resale number.

The numbers would look like this:

\$5250 Window Tint (700 sq. ft x \$7.50 per sq. ft.)
- 3150 to CWG (700 sq. ft. x \$4.50 per sq. ft.)
\$2100 added to your bottom line or 67% ROI

Tinted Windows are an upgrade that benefits both the builder and the end user by enhancing a homes appearance and beauty as well as energy savings on cooling costs (up to 79 % of solar energy is rejected). This is a great selling point!

Solargard film is used manufactured by Bekaert Specialty Films. It comes with a **lifetime warranty** against peeling, fading cracking and delaminating. It is an **excellent product**.

Why go with us? We have a **great price**, a **great product** and a **great idea!** Give us a call for some **great numbers!**

AFTER

MORE PROFITS FOR YOUR SALES

**Offer your buyers tinted windows with a 5 year guarantee!
...and make an additional \$3 per square foot profit doing it!**

Here's what we can offer you—

- **Top quality grade window tinting at a \$3 per sf discount**
- **Tinting professionally applied by our staff—we do it all**
- **We back you up with a full guarantee to the homeowner**
- **The potential of \$1,200 or more in profit for each home sale**

Tinted windows are an upgrade that benefits the buyer by enhancing the home's appearance and comfort as well as providing major energy savings (up to 79 % of solar energy is rejected). These are great selling points!

We use only Solargard film manufactured by Bekaert Specialty Films, a huge \$2 billion international company in San Diego. The film comes with a **lifetime warranty** against peeling, fading cracking and delaminating. It is quite simply an **excellent product you can be proud to offer**.

Here's how a minimal 700 square foot installation makes you money:

\$5,250 - Your charge to buyer (at \$7.50 per sf)
\$3,150 - Your discounted cost (at \$4.50 per sf)
\$2,100 - added to your bottom line !!

Working with us is **EASY...**

- Houses must be finished and ready for final cleaning
- Our crew will measure, install and clean up
- Minimum order is 700 sf on finished homes
- A deposit of 50% is required with the order
- Balance is due upon completion and your acceptance
- Warranty paperwork provided with final payment
- Major credit cards accepted.

We have a **great price**, a **great product** and **great service!**

Now...Give us a call for some **great numbers to add to your bottom line!**

Call us today! (520) xxx-xxxx

For Professional Copywriting That's Fast, Reliable And Gets Results Call or Email Today!

**James Bailey
Professional Business Copywriter**

760-729-3215 or jcb@jcbwrites.com

“My job is to make your company look good and to help you sell more product through the artful use of the written word.”