

## Building Science Training Center

# Energy Auditor Marketing

# Newsletter

## Engaging with Millennial Homeowners

Last year, Millennial buyers made up almost fifty percent of all B2B purchasing decision makers. As a result, Millennials are increasingly driving the B2B market, making it vital for your marketing speak and pitch to be able to speak their language and values. The best advice when dealing with Millennial homeowners is to be transparent, sharing, energetic, and enthusiastic when it comes to everything that you do.

Nearly forty percent of B2B buyers purchase products and services via mobile devices, and that number rises to over fifty percent for Millennials. This makes it absolutely vital for your website to be mobile friendly, ensure that it is simple to navigate, and that potential clients are able to find contact information and details of your service and products with great ease.

Seventy percent of B2B buyers conducting research do so with the use of video, so it is time to cease any procrastination on the subject of video marketing and start creating videos filled with tips and FAQs. Demo videos and homeowner testimonials are also good content ideas.

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## Three Quick Tactics for Career Enhancement

Enhance your knowledge with these quick development tips:

- **Network with colleagues.** Ask someone from another department to explain his or her job to you. This will increase your overall knowledge of how your organization works.
- **Go to lunch with your boss/employees.** Don't talk about yourself—ask questions about how he or she sets priorities, solves problems, and handles the pressures of the job.
- **Build a portfolio.** Highlight your successful audit projects and key accomplishments. Use this as a tool for showing what you can do on the job.

Hello! We are pleased to send you this monthly issue of *Energy Auditor Marketing*. It is our way of saying that you are important to us and we truly value your business. Enjoy!

## Monthly Joke



### Calling in Sick

Salary negotiations between a union and a big organization weren't going well. The main issue was that management believed workers were abusing the sick leave policy.

During one tense meeting, a manager hurled that morning's newspaper onto the conference table.

"Look at this! This employee called in sick yesterday!"

The union negotiator looked and saw a picture of the employee holding up a trophy for winning second prize in a golf tournament.

"What do you say to that?" the manager demanded.

"Wow," the union official said. "If he hadn't been sick, he might have won!"

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## Monthly Quote

*"We can judge our progress by the courage of our questions and the depth of our answers, our willingness to embrace what is true rather than what feels good."*

--Carl Sagan

## What Is Needed To Start Your Own Energy Audit Company

Since many of our readers plan on starting their own energy auditing company this is the second part of our list of essentials you will need to get off the ground. The second part of the essential list starts out a little unconventional on purpose to help stress important highlights to help you avoid going out of business. You may be thinking, "What? You are trying to help us by helping us not go out of business?" My answer is yes, because I have seen a dozen of my peers close their doors as energy auditors and home performance contractors. Some of them were good energy auditors and good people, some of them weren't, but they are all out of business regardless. Continue reading on page 4.

## Prevent Stress from Deterring Your Success

Stress is a fact of life no matter how successful you become. How you handle it in good times and bad is up to you. Here are a few tips for keeping stress and anxiety from sabotaging your success:

- Focus on right now. Worrying about the past or the future can undermine your attempts to accomplish anything in the present. When you feel yourself growing anxious, concentrate on what you can do right now, and do it.
- Identify your fears. Sort out your feelings, so you know exactly what you're worried about. Overcoming a vague dread is difficult, but once you've got a specific target, you'll be able to find ways to deal with your fear directly.
- Look for positive energy. Don't hang out with people whose anger or depression spills over onto you. Find friends who support you and offer encouragement. Watch cheerful movies, and listen to upbeat music. The more positive energy in your life, the better you'll be able to keep stress at bay.

## Content Marketing Tips

Content marketing is becoming an increasingly popular method to nurture leads and increase brand awareness, with the great majority of B2B marketers now using it as their main business marketing strategy. Therefore, content marketing is the way of the future.

One good tip to develop your own content marketing is to talk to some of the leaders in the industry and get an idea of the kind of content that may appeal to your target audience. If you are able to translate this into high quality content, then the result will be content that is link worthy and will increase your overall exposure.

Another good idea is to conduct a survey. Vital information can be gathered completely free of charge by making use of survey platforms to engage with your online community. Include questions along the lines of how often homeowners buy your services, and what would encourage them to do so.

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## Tips for Project Managers

A good team leader is crucial to the success of anyone who wishes to run a successful home performance company.

A team leader who is overseeing operations that include install projects of all kinds needs to have the ability to keep a clear, cool head under pressure, to think on their feet, and react intelligently to new developments, no matter how unexpected. If you are a project manager, the final responsibility is yours, and you need to be able to not just cope with that pressure but actually thrive on it.

Project managers need to be superb communicators who can be clear, open, and direct. This communication extends not just to your team but also with homeowners. You need to be persuasive at times, while also being diplomatic and able to negotiate.

Another important factor is enthusiasm; an optimistic and confident attitude will inspire your team to trust you and reflect that attitude in them.

## Use Instagram for B2B

Instagram is way ahead of other channels in regards to engagement, with the photo-sharing platform delivering as much as 58 times more engagement than is the case with Facebook and a hundred times more than Twitter. The app is used by more than 300 million people, and many brands have jumped onto the bandwagon including a number of B2B companies. Instagram can be used to showcase your brand, share pictures taken at a company event, and nurture employee engagement.

Images are the way to go with Instagram, but captions are also a very good idea, and unlike Twitter, there is no character limit either, enabling you to get a lot of information and detail across in the process. Identifying and making use of trends can help you to keep your B2B Instagram feeling relevant, up to date, and reaching out to the right demographic.

Another good tip is to include photographs of your team. This helps you to celebrate the people and the culture of your business and creates a further feeling of engagement and familiarity for your potential clients.

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## Be Ready for Detours in Your Career Path

Most careers don't travel a straight path. No matter how clear your goals are, you should be prepared for unexpected detours along the way.

Follow this advice to keep them from taking you in the wrong direction:

- **Start with a vision.** Decide where you want to be in 10 or 20 years. When you know where you want to go, you'll be able to evaluate today's offerings on their likelihood of taking you closer to your goal. If an inviting opportunity promises to push you off track, you may want to make another choice—or rethink your long-term objective.
- **Take risks with care.** The dot-com bust of the 1990s was a lesson for those inclined to make long-range assumptions about short-term booms. Be ready to take chances, but avoid gambling everything on what may be a temporary set of circumstances.
- **Educate yourself.** Stay up to date about what's going on in your industry. Try to anticipate negative events so you'll be in a position to sidestep them when they occur. Network with others to provide a cushion of protection against the sudden downturns and other harsh realities of the home efficiency world.

## Manage the Stages of Team Development

A productive team doesn't spring up overnight. If you're involved in launching a team for your company, pay special attention to these stages of development:

- **Orientation.** When the team is new, people look to leaders for structure and direction. Provide training, help the team set goals, offer feedback, and keep the team focused. Initially, team members may welcome this; as they grow more confident they may find your guidance stifling and intrusive.
- **Challenge.** Once the novelty of working together as a team wears off, team members may start to challenge each other and jockey for dominance. Be alert for conflicts, so you can resolve them before they explode.
- **Cohesiveness.** As the team begins performing effectively, your role becomes that of a coach. Concentrate on training people in teamwork skills like leading meetings, solving problems, and giving each other feedback. Be prepared to act as a liaison between the team and the rest of your company.
- **Disillusionment.** For a time, the team may bask in its newfound sense of accomplishment. At some point, though, teams often hit a new wall caused by unresolved personal conflicts or external obstacles they're unable to overcome. Team members often want to give up and revert to being led by a manager. Your role is to keep their expectations realistic and remind the team that obstacles and conflicts are inevitable. Use objective measures to show how much they've already achieved. Keep them focused on team goals, and coach them to overcome roadblocks.
- **Maturity.** Once the team has overcome its first substantial obstacles, it's usually ready to spread its wings and move up to higher levels of performance. Provide the resources they need to set their own goals and strategy.

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[www.BPIExamAcademy.com](http://www.BPIExamAcademy.com)  
[youtube.com/BuildingScienceTC.html](http://youtube.com/BuildingScienceTC.html)

A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN ENERGY AUDITORS AND CONTRACTORS October 2015

## Follow Correct Procedures Whenever You Lift a Load

Lifting heavy items incorrectly can injure your back and other parts of your body. Whenever you have a heavy materials to move, follow these basic rules for staying safe:

- Bend at the knees. • Keep your head up. • Keep your back straight.
- Lift with your legs, not your arms or back. • Keep the object close to your body.
- Don't twist your back as you walk. • Maintain stable footing.
- Ask for help if the load is too heavy for you to move on your own.



### From the desk of David Byrnes

#### What is needed to start your own energy audit company? Part two continued

This is more than a marketing and advertising plan. This post can help you avoid their mistakes and try new things and if you get nervous thinking about trying something new, it's probably something worth your full effort.

What is the difference between successful independent energy auditors and energy auditors that go out of business?

#### A willingness to do whatever it takes

I mentor a new energy auditor who started his own independent energy audit business. We had talked about getting new business by acting as an independent energy auditor to home performance contractors in our Home Performance With Energy Star Program. Read the entire article at [BPIExamAcademy.com/blog](http://BPIExamAcademy.com/blog)

## Add Structure to Your Creative Process

Finding new ideas takes focus and structure. Don't just wait for inspiration to strike like lightning. Set up some categories to think about as you're walking around your workplace, or just your neighborhood. Here are a few to get started:

- **Behavior.** Pay attention to the people around you. Are they making avoidable mistakes, or trying something new and exciting?
- **Broken things.** Look for processes that could be improved or enhanced.
- **Compliments and complaints.** What delights the people around you? What makes them frustrated?
- **Miscellaneous.** Keep an open mind about everything you see. Ideas may pop into your head when you least expect them.