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Site Signs That Generate Leads

Meet The Coaching Team



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Membership Success Coach

Lee guides new members through the process of executing improvements to their sales, marketing and operational challenges.

Thank you for being a member of the Association of Professional Builders!

This month's Action Plan and coaching call is all about creating signs that generate leads for your building company so you can:

- Create signs that generate leads without looking like every other building company.
- Get your ideal client's attention without spending money on advertising every month.
- Learn the #1 graphic designer marketing mistake.
- Avoid creating signage that's invisible to the average consumer.
- Discover the 4-step formula for creating signage for a building company.

If you're already enjoying one-on-one private mentoring with us then make sure you add ideas and questions to the notes section at the back of the book ready for your next mentoring session with Andy Skarda.

Best regards
The APB Team

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AIDA

So welcome to Site Signs That Generate Leads and in this Action Plan you're going to learn a four-step formula for generating leads from your signage and it's not just site signs because I'm going to be covering vehicles in this Action Plan as well. And the main thing that we're going to cover is a principle called AIDA, A-I-D-A.

AIDA



A - Attention

I - Interest

D - Desire

A - Action

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AIDA is an incredibly powerful principle that addresses how people respond to and process information, plus it's also going to help you eliminate and deselect people who don't have a genuine interest in your product. And AIDA as you can see on the screen here very quickly stands for Attention, Interest, Desire and Action. Now it's a very simple process, but it's proven time and time again and it's extremely popular on anything print because of this formula. So as long as you follow Attention, Interest, Desire, Action in your site signs and your vehicles, they're following the process.

Now the reason this is so important is because this is activating what's called the reticular activating system. Now the reticular activating system, or RAS, you'll probably hear us call it RAS throughout this Action Plan. It's basically just like a bundle of nerves at our brain stem that filters out unnecessary information, so only the important stuff actually gets through. So the RAS is the reason that when you learn a new word for example, you just start hearing it everywhere. It's why you can tune out at a crowd full of taking information from a lot of people. If you're in a crowd everyone's talking, you can completely tune out yet immediately snap to attention when someone says your name or something that at least sounds like it,

again that is the RAS. As soon as you or your wife gets pregnant suddenly there are newborns and pregnant ladies everywhere, they're never used to be, right?

Reticular Activating System



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So it's basically just your RAS activating and that's basically what it is. And the AIDA principle, A-I-D-A, using this formula is going to activate the RAS in your ideal clients. So your RAS takes what you focus on and creates a filter for it and then sifts through the data and presents only the pieces of information that are important to you and of course all of this happens without you noticing. So we just want that to happen with your prospects and your ideal clients who are either thinking of renovating or planning to build a custom home, like their dream home at some point in time. We want to get that system activating. So very quickly let's break down the actual formula and in the next few videos I'll show you how this is actually used in some example site signs and some example vehicles.

So the first step in AIDA is attention and this is really important. You need to grab their attention, in any piece of marketing you need to sort of come out of the gates running. Now for attention, ideally, I would say lead with a question, you want to make them answer with a yes in their own mind. Okay, they're going to read it, again you're scanning so many bits of information all the time and your RAS is feeding you the most important information. If your ideal clients are out for a walk or they're just driving behind your car and there's a question on the back and they answer yes, then that's going to get picked up in their brain and they'll continue. So step one of AIDA is attention, lead with a question.

- Lead With A Question
- Make Them Answer 'Yes' In Their Head

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The next step is interest, and for this step, the next stage here is lead within your niche statement, so this is what you specialise in. You've grabbed their attention and then detail exactly where it is you build and what you build, okay. And you can see a full breakdown on the free pdf handout that's **included on page 18**, it was in the module before of a download of the AIDA formula and then examples of what can be written. So instead of, "Are you thinking of renovating?" Or, "Are you planning on building your dream home?" So that was attention, then you've got interest, you might be Bondi's luxury custom home building specialists or whatever you may be. Then after that you can move on to desire and this where you put a compelling statement or guarantee, or a snippet of a testimonial and this really should appeal to their fears and desires, so either one really.

- Your Niche Statement
- What Do You Specialise In?

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- Compelling Statements, Guarantees Or Testimonials
- Appeal To Their Fears & Desires

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And again, you can see a couple of different examples, it's broken down into an example of a renovations company and a custom home builder on that handout. And then finally you've got action and this is obviously one of the most important steps because it's actually going to tell them to do something. This is the step that a lot of people miss out on their signage. If they're doing the first three right they may be getting this wrong. Now action is super important, this is the call-to-action. Tell them what action to take next. Do you want them to call you? Do you want them to visit your website to download the plan range for free? Whatever it may be, spell it out and really tell them what to do, "Call us now on [number] for a design consultation for a free site visit." Mention whoever, but make it a very simple call-to-action.

- [Call To] Action
- Tell Them What Action To Take

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And that quite simply is the AIDA formula. So in the next couple videos I want to show you a few examples specifically using this formula and this principle on site signs and then in the video after that on vehicles, so let's tune in on the next video.

Site Signs

Creating site signs. Very quickly, the focus on site signs, there are a few basics that I'm sure you guys already know. So number one, you need to have them big. The bigger the sign, the better, but obviously we're not just going to slap on our logo, we're still going to follow the principle. But you do want to have it nice and big, so it doesn't have to be someone walking right next to that lot, or where ever you're doing that new build or renovation, that can't see anything unless they're super close. The bigger the better, nice big, clear, easy font. Smaller words, simple words and obviously, a nice big image and banner as well.

Site Sign Basics



- BIG
- Multiple (1 Isn't Going To Cut It)
- Get Your Safety/Legally Required Signs On A Seperate Sign

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The next basic here is multiple, one site sign just isn't going to cut it. So you really do want to completely label your whole job sites and obviously, the bigger the job, the more room you've got, but you also really want to think about where the foot traffic is coming from, because we're specifically right now speaking about site signs. So whether for example, there was a builder I know building on a very prestigious street and there was a great site sign on that street, however, that home then backed on to a beach and there was an amazing amount of foot traffic every morning, going past that home, but there was no site sign on the back.

So there's a considerable amount of traffic, you really just want to look where it's going to get a lot of traffic and you want to put multiple site signs, so you can cover all bases. And then finally, get all your safety and legally required signs and information on there for sure. Put them on a separate sign though, because the signs we're making today are specifically for

marketing purposes, it's not going to cover any of those legal requirements that you may have to put on your site signs, as well. So you're going to have to have multiple and just put them on another sign, put them right next to it. You want to use as much space as possible to get this AIDA out and down pat.

Now, just as an example, I've got some bad examples on the screen. Now sadly these guys aren't in business anymore, but I thought I'd pull up these banners just to show you some pretty bad examples of a site sign because they do not follow the principle at all. You can see in both of these examples, the biggest thing about it, is just showcasing the logo, which is great. I mean, as business owners, no one loves our own brand more than ourselves, but no one else really cares. You're not asking them a question, you're not saying, "Are you planning on renovating? Are you thinking of building your dream home? We are a luxury home building specialist."

Bad Examples



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It doesn't really convey any of that. "Modern built homes," cool. "Buildabel." It doesn't convey anything, it's just a massive logo so we can do much better. So these are bad examples and the next few slides, I'm going to show you some great examples that are following this principle. So if we have a look at this site sign here, you can see, number one, how massive it is. You can see at the very top, there's a big question, "Are you thinking of building a new home? We guarantee you a superbly finished home, built on time with no hidden costs. Call us now to discuss your new home," then there's a phone number.

Good Examples



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So there are multiple pictures on there, you've got a little bit of an authority banner down here on the bottom left. It's just a great example, it's nice and big and you've got a call out question as well. Another great example is a renovations builder. "Brisbane custom home renovation specialist. Custom built to your individual design." So again, there's a massive picture on there. Personally, I would make it a little bit smaller, so we can get the call-to-action a little bit bigger for the phone number near the bottom, but again, it's following the AIDA principles.

Good Examples



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You've got a little bit of attention at the top, a little bit of interest, "Brisbane Custom Home Renovation Specialist." There's desire, "Custom built to your individual design," and then a call-to-action at the bottom. Again, another good example, "Is now the time to build your new home? Murrylands custom steel frame home specialist. We guarantee a fixed price contract, a completion date and 6 months defect liability period. Call Graham today on this number."

Good Examples



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Okay? It's a little bit of an authority banner down on the bottom there as well, a little bit of a logo, but the logo isn't the biggest part of the sign. It's following an AIDA principle of Attention, Interest, Desire, Action. What you guys can probably see in all these examples is they're not too different from each other, because they're still following the AIDA, it's essentially a four-step process. However, what they are doing is appealing to an ideal client.

It's not necessarily all about this builder and their logo. Here's another example, just very quickly, "Thinking of Renovating?" It's a very, very big call out question. You know, they're home renovations specialist in that location, that they're obviously building in, reframe this a little bit, I would move this down just so it flows in the order of AIDA, but it does hit the spot on every single principle, Attention, Interest, Desire, Action.

Good Examples



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Now, very quickly with site signs as well, a couple of last thoughts on this. When you do get to design your own site signs, just like you saw in the first example, I would definitely recommend including images, or even renders, especially on a site sign. If you're building a home and it has a pretty spectacular block, or even just doing a renovation, probably not too applicable for a renovation, but for certainly a new home.

Consider if it's applicable, putting a render of what this home is going to look like, because people are always really interested in seeing that. So as it's getting built, they know what they're going to expect, or at least lifestyle images that you saw in the other examples, or pictures of other finished homes. You could potentially use QR codes.

These are becoming more and more important. You could put a QR code on the bottom right-hand side, or where ever, in that whole banner and people could get out their phones, scan that QR code and boom, maybe they're either going to your website, or better yet, they're going to a dedicated landing page where you can give something away for free in exchange for a name and an email address and boom, you've just got another new lead on your database.

Obviously, if they're interested and these site signs are going to speak out to people who are planning a renovation or thinking about building their dream home. And then finally, something else to consider putting on your site signs, it's separate from the AIDA principle, AIDA is going to be the most important thing to do, these are just little extras, if you're building a site sign, other things to consider.

The final thing to consider, which you would have seen in other examples would be the authority logos. So badges of associations that you're a member of, if you've won awards, what are those badges? Put on those authority logos, like borrowed authority, authority by association, so you can build that trust again on that banner. They shouldn't be the biggest thing, but if they're there, it's that credibility.

Site Signs



- QR Codes
- Images/Renders
- Authority Logos

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So there are some site sign examples and site signs with AIDA in action. In the next video, I'm going to show you some vehicle signage and a few little tips and tricks and one of the most important places to put a lot of your messaging on a vehicle. So stay tuned for the next video and I'll show you some of our builders' vehicles.

Vehicles

The final set of examples here are going to be using the AIDA principle on your vehicles. Because as many builders do, if you've got company cars, obviously you want to brand them. But it's not just about slapping your logo on the vehicles, it's about generating leads or potentially generating leads everywhere that vehicle is going to be. Because, no doubt, that vehicle isn't just going to sit in a garage, it's going to be driving around the sites in the areas that you build in. It's not just about building awareness for your own brand, it's just about generating leads and potentially generating at least a few phone calls. You've invested in these company cars. You want to get the most out of them.

A few things with vehicle signage, you want to be staying on brand and using simple fonts. Now, both of those I'll cover in a little bit more detail at the end of this video, just quite quickly, a few tips. With your vehicle signage, it can't look any different from the rest of your brand. You want to keep the font very simple, because as you can see, it's got to be easy to read because these are vehicles. They are driving around. So they need to be read on the go, nice and quick. The simpler, the better. And again, the bigger, the better. It has to be nice, big, clear writing.

Vehicle Signage



- Stay 'On-Brand'
- Simple Fonts
- Easy To Read 'On The Go'

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I've got a couple of examples to show you here. This first one is a great example because if you were to have a look at this, you can see, oh, it's just a massive logo on the side of the car. And then it does have the niche statement, "Custom home building specialist." Obviously, it's driving around so it's in that local area. But here's the interesting thing with the vehicle,

when you're sitting in traffic, more often than not, you're sitting behind the car in front of you and that is a perfect opportunity. If you have a look at the back of this car, "Thinking of building your dream home? Your custom home building specialist, highwaterhomes.com.au."

Good Examples



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Good Examples



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Now, you can play around with this, obviously using the AIDA principle, whatever your call-to-action is going to be. Maybe it's not a phone call. Maybe it is visit highwaterhomes.com.au. Maybe it is that web address. But you can see, if you were sitting behind this, "Thinking of building your new home?" You could be answering yes in your head to that question. You can see the same fonts are used as the logo, so it's very much using the same fonts and colours. It's very much staying on brand.

Another great example of staying on brand is this vehicle we can see here. There's a lot more information on the side of the car. Again, there's going to be a full call-to-action on the very back of the vehicle. But you can see, "The [certain location's] trusted renovation experts. Call now." On the very back, there's a little bit more detail. But on the side of it, it's the same fonts, the same colours. It's nice and simple. Again, just to get the full brand a bigger logo because it was a bit hard on the back end of this ute. It's just a blown-up version of the logo to keep the branding. But you've still got a good enough amount of information on the side, with enough to put on the back. I've even seen our builders do this with their trailers. Put it on the back of your trailer.

Good Examples



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Very quickly, a couple of points on theme. You've got to keep it consistent with your brand, because if you've heard us talk about this before, it's all about the scent. What I mean by scent, just very quickly. When you do any sort of graphic design exercise, if you've ever done like a logo, people will slap that logo on other bits of materials, so you can see how it'll translate. It's not just on your letterhead and your company logo and your website that you want everything to look the same. You want anything your building company touches to reflect that brand.

- Must Be Consistent With Your Brand
- 'Scent'
- Simple Fonts

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So it's really important that when someone sees your vehicle or your site sign and then does choose to jump onto your website, they can recognise that it's the same brand instantly. Or if it was just a phone number and they call that phone number and you end up talking to them because they called you and you get their name and their email address and you send them out some information, that email then looks like your company. It's just about maintaining the scent, so in our minds it triggers that everything's okay. I know, like and trust this company and this is what I was expecting. So with your site signs and your vehicles, it's going to be very important to maintain that scent. So it's everything from the same fonts and the same colours, to the same spacing and layout that you normally have.

Your Scent



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Then very quickly, just a quick exercise on fonts. This is especially important on-site signs and vehicles, because more often than not, you're moving. A site sign obviously doesn't move, but you may be walking past it. You may be driving past it. A vehicle, you're probably driving past or they're driving past you. So fonts are super important so that you can read it very clearly. You can see, just as an example, you may be able to see the font on the left when it's nice and big, but suddenly when it's small and you only get a split second to look at it, it becomes quite hard to read. So you want to look at the font on the right, where it's a very basic font. I've met a lot of font snobs, but it's a super basic font because it's very, very easy to read the smaller or larger it gets. So you really want to consider your brand with what's easiest to read.

Fonts



This Font

This Font

This Font

This Font

This Font

Hard To Read

This Font

This Font

This Font

This Font

This Font

Easy To Read

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And then finally, just very quickly because we're talking about styles and especially because site signs and vehicles, it's obviously print, right? It's a large investment. You want to get it right. You're going to be using the AIDA principle. So we're talking about styles just very quickly. I'd consider creating a super basic style sheet, like a style guide, so whenever anything new is getting created, you know what your brand's fonts are, what your colours are. You really want the code, the colour code for that font and colour of your whole logo. And obviously, include all of your logos. So the high-quality version of your logo is used every time, not a cropped or a pixelated version at any point in time.

And then maybe include a handful of your hero shots. Obviously, it's not going to get used on your car, but some of the biggest pictures, or what we call 'hero shots' of your brand, the most recognisable pictures of your homes that you use on your website, in your brochures, in your proposal,

include that in your style guide, so the same image can be used at multiple platforms, because again, it just maintains that scent.

Styles



- Consider Creating A Super Basic Style Sheet
- Include Your Brand's Fonts, Colours & Logos
- Include A Handful Of Your 'Hero' Shots

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So a little quick training on branding at the end there. But if you can follow the AIDA principle, which again, is a super basic principle. It's just been proven for decades on decades in print advertising. If you can use that principle in your site signs and your vehicles and then follow the examples that have been shown in these videos and use the download to build your own, that's going to get a lot better return than just blowing up your logo. You're grabbing their attention, you're capturing their interest, you're appealing to their desires and then you're sending them to a call-to-action, is a lot more effective than just slapping on a massive version of your logo.

I can't wait to see your site signs and your vehicles. Post inside our private members-only Facebook Group once you've got yours printed and on-site and when you've got your vehicles all done. Even if you're working on the design, post in that group so you can get feedback from builders who have done this, as well as, obviously, our executive coaching team. But that's it for this Action Plan. Super short, yet highly effective training. I can't wait to see your examples. I'll see you inside the next Action Plan.

THE 'AIDA' FORMULA

Attention **I**nterest **D**esire **A**ction

RENOVATIONS EXAMPLE:

Attention

"Thinking Of Renovating?"

Interest

"South Brisbane's Major
Renovation Specialists"

Desire

"We Guarantee Your Move
In Date Or We Pay YOU"

Action

"Call Us Now On [Number]"

CUSTOM HOME BUILDER EXAMPLE:

Attention

"Planning On Building
Your Dream Home?"

Interest

"Bondi's Custom Home
Building Specialists"

Desire

"Custom Designed To Suit
Your Lifestyle & Budget"

Action

"Download Our Plan Range of
Ideas Free [Web Address]"

Notes

[illegible]

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[illegible]

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[illegible]

December's Coaching Call

Australia / New Zealand Members

13 December 2018

10am AEST / 11am AEDST / 1pm NZ

USA / Canada / UK Members

12 December 2018

7pm EST / 4pm PST

Register your attendance by visiting:

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