

HMA

HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

Need Money Today?

**Get Started Earning As Much As
\$75/Hour Painting Curbs... Right After
You Listen To This Audio Interview**

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtofindseminars.com

Copyright Notices

Copyright © MMVIII - © MMXIII by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff
JS&M Sales & Marketing Inc.
4978 Gaylord Drive
San Diego, CA 92117
858-274-7851 Office
858-274-2579 Fax
Michael@michaelsenoff.com
<http://www.hardtfindseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

Need Money Today?

Get Started Earning As Much As \$75/Hour Painting Curbs... Right After You Listen To This Audio Interview

A few years ago, David and his wife were struggling financially and looking for ways to make ends meet. A family member suggested they paint address numbers onto curbs, and they decided to give it a shot. It was so easy to get things started, it quickly became their family business, and the only income they needed to support their family of five.

But they don't just paint curbs – they've built an entire business. David codes and maps out territories, convinces local merchants to joint venture with them, offers prospects a quality product with an incentive to buy – they have upsells, marketing, a USP, a website, a guarantee... everything.

And in this audio, you'll hear it all – and how easy it'll be to get this kind of business started for yourself.

You'll Also Hear...

- The little-known, yet almost automatic, way to get a local pizza shop to give free large two-topping pizzas to your customers – a reliable way to make sure those coupons can't be duplicated, and exactly how David turns those coupons into pre-orders
- How to build credibility with just a peddler's license and a name tag
- Why David says you should never look prospects directly in the eye until you're done with your sales pitch – and exactly where you should turn your attention to instead
- The two steps David took that brought his response rate from 5% to 20% practically overnight
- The one best time to go prospecting and the only two things you'll need to take with you
- How to use credit cards or PayPal at the door if prospects don't have cash or check
- The one simple little trick you can do while you're painting curbs that instantly draws more customers to you without you having to do any more selling
- All about the system David has for picking the right kinds of neighborhoods, how he gets endorsements from Home Owners Associations, and how he turns that into cash

- 4 up-sells you can make while you're standing at the door (most won't cost you a second more of your time after the initial sale)
- How to use a printer and your county's website to code out your business and stay organized
- Everything you need to know to get started including the word-for-word script that lands customers at the door, the only paint David will use and why, what he charges, and how much you're looking at in costs to get things going

Owning a curb-painting business can be anything you make of it – a little side money or a full-time income that supports your entire family. It won't take any skills to get started and if you're really strapped for cash, you can pre-sell orders then go and use that money to buy your supplies. And this audio will tell you everything you need to get started today.

Hi, I'm Michael Senoff, Founder and CEO of [HardToFindSeminars.com](http://www.HardToFindSeminars.com). For the last five years, I've interviewed the world's best business and marketing minds. Along the way, I've created a successful publishing business all from home from my two car garage. Now, my challenge is to build the world's largest free resource for online, downloadable mp3 audio business interviews. I knew I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I've learned a lot in the last five years, and today I'm going to show the skills you need to survive.

Music

Michael: I was surprised when you told me you had a curb painting business. That's incredible. I've got an interview up on my site where I talk about curb painting, and I used to paint curbs years ago when I was in college to make extra money. It's a great little gig.

David: It is, and I actually have your curb painting interview where you talk about putting holes in doors for the peep hole.

Michael: That's correct. I think I started with curb painting and then I moved on to the door viewers as well. So, we'll do an interview and we'll just talk about how you got into it and where you located and how you started in this curb painting business.

David: My wife and I were looking for a way to get some extra income coming in just because things were a little tough, and my brother had done this. He had done very well with it working with another guy who actually travels around the country and does curb painting to pay for all his travels.

Michael: Let's clarify what curb painting means so for a listener, he's hearing curb painting. What the hell is curb painting? What is this that we're talking about?

David: What curb painting is we apply a concrete paint to the front curb of a home so that the emergency vehicles and police can find them at night time when it's hard to find a residence.

Michael: All right, now that we know what that is, so your brother had told you about this years ago?

David: Yes, he told us that he was doing it and he was doing it with flyers. So, what he would do is he would put a flyer out in a neighborhood. He called it flying. He would fly a neighborhood, put flyers out, and then on the flyer, it gave instructions on how to take advantage of the program, and then he would go the next day and paint all the places that put the flyer out.

Michael: How did he learn about doing it?

David: He learned from another guy who traveled the country using paint, painting curbs almost like a migrant worker. He just travels around and does it. As the weather changes and so he goes south when it's winter time and he's back up north in the summer time when the weather is better here because we can't pay year round here.

Michael: So, at that time did your brother tell you how much bucks he was making doing this?

David: Yeah, there were days when they would make as much as \$500 in a day. They were really hustling. There were three of them – a guy and his wife and my brother. They would go out and they would just fly hundreds of homes, and then they'd go back in and paint them. They would do as many as 25 homes in a day.

Michael: What were they charging back in the day?

David: They were charging twenty bucks.

Michael: So, is that a good profit margin for someone who gets into this type of business?

David: We charge \$25. We kind of took it to another level, my wife and I, basically just because my background is in marketing and sales. So, when I took over, he gave me a flyer and said, "This is what you do. You put these flyers out." So, we put the flyers out and we got about two and a half to maybe five percent on the max penetration of a neighborhood. Then,

when my wife went out and she painted, she'd get more business. She said, "Well, what if you went and knocked on some doors around where we were painting and see if we can get some more business that way?" I said, "Sure."

I have a background doing door to door sales with other programs that I've had in the past, and I said, "Well, let me try that." So, I went out and I took the flyer and I flew the neighborhood, and then I went back to the neighborhood after I flew them and knocked on the door several hours later, and they'd answer the door and we'd say, "Hi, we're in the neighborhood painting curbs," and a lot of times they'd just say, "Oh, yeah, we were going to call you."

Michael: So, they had seen your flyer on the door.

David: Right.

Michael: Would the flyer be stuck on the door still when you went there?

David: Sometimes it would, and I'd still knock on the door, and then what we figured out was the flyer was helping to get on the door first, but it was an extra step and I don't always have time to do that. I said, "I'm just going to take the flyer to the door. I'm going to knock on the door. I'm going to show them the flyer," and we created a sample of our curb painting on coreplast, which is kind of a plastic signage.

So, we painted the sign with our forest green background and our four inch white numbers that we embedded glass crystals in, and then when I walked up to the door, I was teaching my son how to do it who was eleven, and my other son at the time was eighteen just the way to use this business to make money. So, I took my eleven year old up to the door, and I would knock on the door. They'd answer and I'd have the flyer in my hand. I'd say, "We're in the neighborhood," and I'd have the coreplast sign kind of sitting in my son's hands next to me. I would say, "We're in the neighborhood. We're installing curb painting for the residents in this neighborhood over the next couple of days, and my son's going to explain it to you."

I had a little spiel that he would pull out and hold the sign up and he would go, "We've put a forest green background, and the reason we use forest green is because if you look at signs it's usually green with white numbers. So, we put a green background down. We hand paint it, and then we put four inch numbers over the top of it. We embed them with crystals, and this is about five times more paint than you'll get if you have it spray painted onto your curb. We guarantee our work to be the best and brightest, and if you prepay today, we'll give you a certificate when we're

finished that will allow you to get a free pizza from Joe's Pizza," whoever we set up to do the pizza thing.

Michael: That's nice. Tell me about that idea with the free pizza premium.

David: I went out to different pizza places and I said, "We're going to be doing a program. We're going in and we're talking to homeowners about curb painting, and we would like to have you ride along with us and tell them about your pizza parlor. Whether they buy or not, they'll hear about your pizza parlor and those who do buy will have to come in to get their pizza, and usually when they come in to get a pizza, they're going to buy coke. They're going to get something off the salad bar. You're going to get your food costs back. It will basically be free business for you to get in the door for the cost of a pizza."

I had no problem getting pizza shops to say, "Yeah, we want to get in on the program," because they want to reach those homeowners in those delivery areas.

Michael: Did you tell them that you're doing curb painting campaign?

David: Yeah, and I'd show them a sample of our high quality curb painting product, and I had a website that was also built so that they could go and look at it and see that it was not just fly by night thing.

Michael: Did they get space on the flyer?

David: Not really. On my flyer, I would put that they would get a free pizza, but I didn't want to put the name of the pizza parlor because in different areas, it might be different pizza place. So, I would just tell them they'd get a free pizza, but what I would do is bring a menu with me. I'd have it in my back pocket, and I'd say, "You're familiar with this pizza company," and then I'd show them the menu and say, "This is what they specialize in. They've got this wonderful garlic pizza. They've got this. They've got that," and when you get your curb painted, if you prepay it, you get a free pizza.

What we were doing prior to offering the free pizza was we were collecting the money after we did the work. So, we guaranteed the work. We said pay for it tonight. We'll do the work, and when we're done you can pay for it. If you're not here, we'll leave an envelope on your door and you can mail it back to us.

Michael: What was occurring? You saw a problem with that.

David: People weren't paying, and so we'd have to go back repeatedly to get them to pay.

Michael: You wanted to come up with something where you can get your money upfront?

David: Right, most people paid, and it was kind of fun. The envelopes would come in the mail and some days you'd get two or three hundred dollars' worth of checks in the mail, but some people didn't, and I was just kind of irritated because we went and did the work and they wouldn't pay. I said, "I'd rather get the money up front and then we don't have to leave an envelope. We don't have to do all the extra steps." So, I came up with the idea of doing the free pizza.

Michael: Doing the free pizza and knocking on the door physically?

David: Right, and instead of just flyer-ing them and counting on two to five percent response, I was now getting fifteen to twenty percent response. So, what I found was if I went out and knocked on doors offering the pizza offer which a lot of times they would even make fun if they weren't interested that the pizza wasn't important to them.

What I learned about at the door is you never let their objection be a reason to stop, and you don't look them in the eyes. So, when I would present it, I would say to my son, "Don't look them in the eyes, and let them throw you off by indicating they're not interested." If you're not looking, they have to physically stop you or interrupt you which they usually won't do. By the time we're finished presenting it, it's such a nice offer that most people felt, "Why not? That's a good idea."

Michael: Let me ask you this. When you set up the deal with the local pizzeria, what did they give you physically to know that they were going to honor their deal and what did you take to the homes? What do you give to them to know that they're going to get their free pizza?

David: I created a certificate in Publisher that I converted to a PDF after I would put the name of the homeowner on the certificate, and there would be an expiration date and I use the code for each homeowner so that it was coded. I told the pizza guy, I said, "Well, I'm going to put a code on these, which is going to keep a lot of people from trying to abuse this. Secondly, their name is going to be on it with their address, so you're going to know who they are, and then we're going to deliver it to them via email after the work is done. So, you know anyone who has one of these is someone who actually spent money getting their curbs painted."

They understood how this was working, and I said to them, "I've just got to give you a warning. When we do this, if you don't honor the certificate, you are going to get a really bad name in this community." They insisted they

would never not honor it. It just made too much sense to have those people come in.

Michael: So, did you identify specifically what the offer was with them in writing before you signed them on?

David: We agreed to a two topping large pizza.

Michael: Absolutely free. You don't have to order drinks.

David: Absolutely free. You don't have to do anything. You just have to come in and eat it at the restaurant, and then usually, and I ask them afterwards – they sold one of the pizza places that I went to last year, and I said to the owner who now just works for the company, I said, “Well, when they ask you about whether this is a good idea, what are you going to tell them?” He said, “I'm going to tell them absolutely. It was a great idea because everyone who came in bought other stuff and a lot of them came back. So, it was well worth it.”

So, I know that it's a good thing for them. I don't think anyone who wanted to set this up would have any trouble getting a pizza place or it could even be a sandwich should. It could be whatever to want to take advantage of the presented profit building.

Michael: So, that premium was designed to get them to prepay rather than pay later?

David: Right, to eliminate the steps trying to collect money from those who didn't, and it gets them invested in this process that they prepaid. They were sold. If someone else in the neighborhood was coming through trying to sell curb painting, which there were others out there, they were already done. Whereas, we had a couple of locations where we had sold it to them, but we didn't collect the money and we came back to the curb and it was painted by someone else and that other person had capitalize on the fact that they committed to doing it, and they came up and did it. The people said, “Well, we were going to have someone else do it, but yeah, you can go ahead and do it.” They got our deal.

I said, “Let's just get some commitment from them, and that way we don't have that happening.” So, that worked really well.

You're listening to an exclusive interview found on Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Michael: So, let's look at what your brother was doing. He was just flying neighborhoods.

David: He would go back and get it from the homeowner after he painted it or come back and get an envelope from them, and they had a number of people who didn't pay, and they didn't have the time. When you're flying and you're getting three to five percent of a neighborhood, you've got to go to five times as many homes to get the results that we were getting which means that your area is five times as big that you've got to travel.

So, going back four miles to get a check from somebody, you just forget it and move on. So, we had ninety-eight percent, ninety-nine percent collection. I would say maybe 99.9 percent. There was only like three people out of the literally hundreds and hundreds of homes that we'd done that didn't pay.

Michael: All right, so when he did it, he would fly the neighborhood. The neighbor would keep the flyer indicating they want the curb paint. He'd come back into the neighborhood. He'd paint the curb. Let's say that they're not home, and he paints the curb so he leaves an envelope and instructions on how to pay and how much and they have to put their own stamp on it and mail it with a check.

David: My brother and these other two people, they were more transient, let me put it that way. They did not have addresses that they were having people mail checks to. So, what they did is on the flyer it'd say, "We'll collect after the work is done and leave an envelope for you to pay." Then, they would go back in after the work was done and get all the envelopes from people who had paid that would be sitting either under their mat or wherever it might be.

Michael: So, they literally had to go back and look for the envelope. You couldn't see it from the street where it would be taped on the door or anything.

David: Not the payment, but the flyer said on it, "If you want the curb to be painted, turn the flyer over and write the three, four, five digit address number on the back and we will install it." So, then they would go in and take the numbers off the back of it and install it.

Michael: Okay, so they had no address to send payment. So, your brother's little team had to physically go collect that money and if someone wasn't home, there was no way to get that payment and he was out the money unless he wanted to knock on doors all day. So, when you were doing it before your pizza thing, you were flying a neighborhood, and how you were handling the payment if you pre-painted. Then, did you have an address for them to mail their payment in?

David: Originally, we were following step by step with them then, but I just felt that was an inefficient way to do it. So, my wife and I looked at what are other ways we can do it, and she said, "Why don't we just put our address? We'll take a little sticky thing that you put on your envelopes when you're mailing somebody, just slap one of those in the middle of an envelope and just put a little slip inside the thing directing them to make it out to Nocturnal Numbers for 25 dollars and if we don't receive payment within ten days from the time of install, there's a five dollar penalty."

So, sometimes people would send us thirty bucks. We'd get tips and everything. People were pretty trustworthy and faithful. They were homeowners. They understood we were working hard. We went to upper scale neighborhoods. We didn't go to any low end neighborhoods at all.

Michael: Did you keep a log of all the homes and the addresses that you did do so when a payment did come in, you could mark it off?

David: Yes, we had a log that we kept. When we signed them up, we had a sign-up sheet and I instructed my son to have them sign it so that someone couldn't say, "We didn't ask you to install a curb." We just go to their signature and say, "Your wife or somebody did." They'd look at it and they would know that it was approved.

So, we put their name, their phone number, their email address. We wanted their phone numbers because we'd say if the weather is inclement, we can't get to you. We're going to call you. So, they always gave us their phone number. They always gave us the email to get the certificate if you wanted to get the pizza. Then, we would check them off as the checks came in or the work was done and we had boxes on the right hand side for background painted, numbers painted, check collected.

Michael: Okay, that's great. So, you had to differentiate yourself from the other companies out there painting address numbers on curbs because it's pretty basic. Anybody can do it, and I would suspect you had some competitors. Did you see competitors?

David: Oh yeah, and some of them did fancy stuff like they'd do white background, blue letters with a little flag and stuff like that. Some of them would only charge like fifteen dollars which is hardly even worth the effort. We'd explain to them the way we'd do is significantly different than any of the others that do it. We'd gotten an endorsement from the biggest homeowner association in the area, which had 2500 homes in it. We were on their vendor list as a company to call for this service. So, we would point that out, too, but basically we'd explain to them that the way we do it is different from the others in that we hand paint our background and we hand paint the numbers and we embed glass road crystals just like you

see in airports for airplanes to land at night right into the numbers. So, these are the highest quality, brightest numbers you can get, and we guarantee it. If you're not satisfied, you don't have to pay for it. So, that was our unique selling proposition.

Michael: People liked that. They wanted a quality one.

David: In the higher quality neighborhoods, they appreciated, and especially after you've done it for a few years and they see your numbers are still out there nice and bright and clean looking, people appreciate the quality. But, some people are like, "It's not a rocket science. I don't really care about all that." It's like, "Well, don't get it done."

Michael: Is there a law that a home has to have an address number on a curb?

David: There isn't really a law that insists on it. There are some code ordinances that say you can't have your curb painted since it's public, but there's very, very few of those and actually in a big community where we are, we painted one of the city councilman's curbs and he wouldn't have it painted until he talked to his city council about what the rules are on that, and the police chief said to him, "We actually love having the numbers on the curb if they're bright and easy to spot because if there's a domestic situation, we're trying to find a residence, the last thing we want to do is be shining flashlights on the house so the person inside is alerted that we're out there trying to get into their home, giving them the idea that maybe the police are out front."

So, he said, "By seeing the curb number, we can set ourselves up to know that we're at the right residence and come in a little more quietly when we're approaching those situations." So, I use that story from the police chief as part of why you need to have this done and how important it is.

Michael: What other stories do you use in your pitch that seems to resonate with the home owners?

David: Firefighters also like it because in an emergency situation where lives are at stake because of breathing or whatever and they're racing into a situation, their GPS can get them sometimes only within about 800 to 1,000 feet of a home accurately. So, having anything plaques on the house that are really bright and easy to spot, curb painting, all of that will help, and seconds can make the difference between someone is really harmed in a situation where it's an emergency and whether they're not.

So, we would point that out especially on senior citizens who have situations where they need quickly to get response and it just isn't worth saving \$25 when it could mean the difference between getting the help

you need really fast and not. Then, in addition to that, I did research and I found a way to turn your interior lights into a beacon for your house so you go in. You replace the box with a beacon that would when it's in an up position, lights are on, when it's in the down position lights are off, but when it's in the middle position it flashes the exterior lights off and on every second until you turn it off.

So, in that case, if you're in a neighborhood and fire or police are trying to get to you and it's an emergency or you're a pizza guy, you turn that light on and it's flashing every second, they can tell where you are from blocks away that that's the house you're trying to get to because they let you know in advance, "We'll have the lights flashing on the outside of the house." That's an additional service that can be added to doing the curb painting.

Then, I also got with a couple three different address plaque companies that will dropship if I sell a plaque at the door. So, there's other ways that you can cross-sell or upsell that I kind of built into it, too.

Michael: You selling opportunity for people who want to get into the business?

David: I've built an opportunity. I've saved all the flyers and the manuals that we've designed to help run our business, all of our spreadsheets and we've done videos to help understand how to do this in case we have someone who needs to do it for us. We don't necessarily want to have to go out and teach them everything. We typically found that when door knocking, we were getting two to three homes per hour to agree to our installation. So, if you go out for three hours a night, you're going to probably get between forty or fifty sales per week. For a three hour shift of knocking on doors, that's not too shabby.

Then, you've got to paint the curbs. It takes about five minutes to put the background down and five minutes to put the numbers and the crystals down. They have to dry so you put your background down, and you come back in and do your crystals and your numbers. So, that's takes about ten minutes to put them. You can do four an hour. So, if you do eight a day, it takes about two hours to paint them. It takes about two to three days to sell them at the door, plus there's cross sells and upsells where you can make a lot more. We just didn't push it that hard to do it, but there's lots of different ways to make additional money at the door. That can be easily a thousand a week on a part-time basis.

For more exclusive interviews on business, marketing, advertising and copywriting, go to Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Michael: That sounds like very good opportunity. What is your cost on the materials, the glass beads and you're using a high quality paint? Have you figured out your cost per curb?

David: We're using concrete paint. It's made for exterior concrete paint. We've tried different ones, and we picked a certain brand and we had a color for the dark green background. The code for it that we tested different things and came up with this one particular color. The cost of a gallon of paint, if you look for them on sale and they do that periodically, but let's say they're about twenty bucks a gallon.

Well, a gallon will do probably about a hundred homes. So, it's about twenty cents for the paint. For the crystals, we get a fifty pound bag for about thirty bucks. That'll last forever.

Michael: Are they clear or white?

David: It looks like a powder. So, what we do is we put them in – you know those ketchup containers you get at restaurants. We put them in there and then we just kind of shake them over the paint as it's drying and it embeds it right into it.

Michael: So, are you embedding on the letters only or the background too?

David: On the numbers only.

Michael: Okay, on the numbers only, so the numbers are vertical, so you just kind of shake it. The paint's wet and it will stick to it.

David: We decided that we would only do curved curbs.

Michael: Why?

David: It was harder to do. It took more time, and there's so many more curved curbs that we didn't need to do the flat ones. My brother did a lot of flat ones and he had a way where he did his where he would blow the stuff out onto the paint as it was drying by squeezing it. It would go poof, embed.

We just thought, "You know what? We're not going to fly neighborhoods that are flat." So, we didn't.

Michael: How would you choose the best neighborhoods to go work that bring the best results whether you're flying or knocking?

David: When I go look at a neighborhood, I'm looking at the quality of the upkeep of the homes. If what I'm seeing is people who care about their homes and keep the outside of their homes looking nice where usually they have PCNRs from the home owners association. If I can, I like to get a hold of the home owners association president. So, I ask, "Do you guys have a home owner?" Yeah. "Who's the President? Where is his house at?"

I'll go talk to that person directly and try to sell him the curb, and even if they don't, I'll say, "Do you have any problem with this particular type of curb being put in on these houses?" I've never gotten one to say no, but now when I go talk to someone, they say, "Well, I don't know if the homeowners' association will allow us to do it." I'll say, "Well, the president Jim Bob Jones, he actually has it on his house," or "We've already asked them and he said that there is no problem with this particular way we do these curbs to have them done, and he said feel free to talk to him if you have any questions."

Michael: So, would you do that in all cases. If you can't get that endorsement, will you not mess with it?

David: No, I'll do it anyway because I don't think those homes should go out regardless of what the homeowners' association says. Although, we've never had a problem with it, it helps to have the endorsement of the homeowner's association when you're doing it, but if they don't, I still knock on doors and if people are hesitant because they don't know if the homeowners' association will do it, I give them a flyer and tell them, "Well, feel free to check it out and call us if you want it done, but we're only going to be in the neighborhood for two days," and I move on because it's silly. I think it's more a smokescreen than anything because they don't want to get the curb painting. That's fine, don't get it.

Michael: That's true. It's an excuse. What else are you working for, for an ideal neighborhood to work?

David: I'm looking at upkeep of a neighborhood. I'm looking at the condition of the curbs. My brother has told me in the past if people don't have curb numbers that might be a good sign that they're not buying, but I believe that everybody is the same in every neighborhood. There isn't like this overall feeling that we don't like curb painting in our neighborhood. I think each individual is going to make their own decision. So, I don't look at whether the curbs are painted, but what I do look at is are they freshly painted which means someone's already come through and picked through those who were prime candidates for what we do.

So, I go into a neighborhood and I see freshly painted curbs, I move on to a different neighborhood.

Michael: Have you tried to work a neighborhood with freshly painted curbs?

David: I have, and I still picked up business, but you're diminishing your percentages because a lot of people took the service from someone else, so now the ones who are likely are done. I'd rather go into a neighborhood where it isn't freshly painted so I can capitalize on the likely candidates and spend less time knocking on doors because it's all about time. You've got three hours you want to get six to ten curbs under your belt. Then you want to go into neighborhoods that you don't have to go to three times as many houses to get that number because you won't get as many sales for the evening.

Michael: From your experience, did you see your competitors knocking or was most everyone taking the easy route just doing the flyer method?

David: I'd always ask people if they got their curbs painted how it happened. I would say that predominately the guys who were working my neighborhoods were knocking on doors. I said, "What did they say?" "Well, the guy just came up and he said, 'Hey, I'm doing curbs.' And I said how much did he charge. He only charge like fifteen bucks." I charge twenty-five. That doesn't bother me if someone's charging fifteen because they're spray-painting. I know how fast that goes, and it's crappy work, and the next year when we come back those things are worn off and ours are still fresh. So, I always overcome those with, "If you want something that's just going to last this year, then a spray-painted one will probably do a fairly good job, but if you want something that's going to have a longer term higher quality, brighter result, then you need to spend a little bit more and get a hand-painted curb because about five times as much paint goes down as the spray-paint."

People, if they're in higher quality neighborhoods, they're like what's the difference and we get a free pizza? Yeah, just go ahead and do it. I don't think I ran into people who were saying "Well, fifteen dollars seems like a lot better deal." I don't think that was even an issue.

Michael: What have you found the best times are to go knocking on doors?

David: Between five and eight. If you go a little earlier, they're not home yet, and if you go later, you start to get to where kids are going to bed and you're kind of interrupting stuff.

Michael: When you're walking to the door, what do you have in your hands when you're walking on doors?

David: When I go to the door, there's two things I have. I have my clipboard which has the sign-up sheet on it and I have it's probably about fourteen inches wide by six inches piece of coreplast which is a plastic like cardboard, but it's plastic, and we paint the curb on it so we can show an actual example to the homeowners who would take that up to the door with us, and we're walking up to the door.

We'll knock on the door, and we'll step back a step or two so that we're actually either down a step or far enough away that when they open the door, we're not crowding them. If there's a dark porch, we step back into the light, and then we don't look them in the eye until we're finished. We basically try to keep our visual on the sign so that they're focusing on the sign also, and when they're finished, my son reaches out, thanks them, shakes their hand and we walk away.

Michael: So, the whole pitch, you're not making eye contact when they open that door and they're looking at you. You're looking at the sign, and you just roll into the pitch?

David: What happens is they open the door. We tell them that we have a curb painting service and we're going to be installing painted curbs over the next couple of days, and then he pulls out the sign and then he starts pointing out the features of the sign. "We do this hunter forest green background, and then after that's dry..." He might look up at that point and then he'll go down to it, and then he points out the numbers and he hands it over to them and says, "If you feel the numbers, feel the roughness? Those are embedded crystals that are in the paint that make it very bright at night just like an airport runway." Then, he goes into the presale, "If you pay in advance, we give you a free pizza certificate because we appreciate collecting in advance so we don't have to come back to get the money."

Michael: Do you wait for them to ask how much?

David: No, we explain how much it's going to be. The cost is only \$25 and includes a free pizza certificate when the work is done, and we're going to be installing it this week, and we'll put your curb in for you. Can we put you down? Then we stop and we wait and we wait until they say yes or no.

Michael: If they say no, are you done?

David: Yes, my son isn't comfortable. I have no problem maybe pressing a little more but I really feel like I want them to not feel like they were assaulted. If they say, "I'm not interested," I say, "Thank you very much and have a great evening," and we leave.

Michael: Do you ever prejudge a house? Will you knock on a door that has one of the old spray-painted ones that kind of still looks pretty good or if the home has an address number on a mailbox or if they have a plaque on the fascia of their home where they have their address displayed, would you still try to sell that one?

David: I will try to sell any home that doesn't have a decently painted one already. If it's semi-decent, we have many times gone into those homes and they've said, "Yes, can you redo it. Ours are looking pretty bad." They're harder to do because you have to chip away at the paint so that ours will adhere properly, so I don't really like to do the refreshers, but I'd rather get that business and try to keep them in the future for when we do curbs again, and I give them contact information so they can get back in touch with us at our website. So, hopefully, they are reaching out to us if they do need it done again.

Those other guys, they don't have any way to contact them. If they're there, they're there. They're flying by.

You're listening to an interview on Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Michael: So, if there's one already painted, let's say it's a spray-painted one, you can't just slap your cement paint over that one to cover it?

David: We won't, no because we guarantee that they're going to be really satisfied. One thing I've noticed is when we try to paint over those and we didn't chip away and clean them up real well with a brush – a wire brush is what we scrub them up with – if we didn't do a good job of that, then the underlying would chip off and ours would come with it, and ours looked kind of not so great a year or two later. So, I prefer, and my wife is pretty particular about it that we do a really good job of just breaking up any loose stuff and scrubbing it really good before we put down our paint.

Michael: So a good wire brush will do that job.

David: A really strong bristled wire brush because you want to really get that curb free of all debris and then you want to brush it all off, dust it off so there's no dust there because that can also interfere. The surface has got to be dry. You want your temperature to be 65 degrees or higher, and you want the ground to be dry. You don't want to put it on a wet concrete, and you don't want to do it when it's cold because it takes longer for the background to dry.

People can do it with a spray paint and get it done faster and move quicker and still make good money doing this. We just are real particular the way we did it, and it worked for us to do it that way. So, there are

others who can take all these ideas and throw out the idea of handpainting them and doing the spray paint, but the best and brightest highest quality guaranteed work and everything that we try to do to make ours different than what those other guys are purveying out there with spray paint and doing it fast.

Michael: So, what neighborhoods are you going to stay far away from?

David: If I go into a neighborhood to fly it, and I see that someone in the last week or two has painted the curbs, I don't fly that neighborhood. There are so many out there, Michael, that it doesn't matter. Just in the neighborhood I live right here, there's 800 homes. I work with a real estate company also, and I did a mapping of the homes in this area. We did a quarter mile of this home that I'm at. There are approximately 2800 houses throughout the area that are really good potential because I'm in a nice neighborhood to have this done.

So, I can work the entire summer without going more than a mile from my house and be busy.

Michael: Have you looked for additional ways to fly a neighborhood that's more effective rather than physically doing it, like a flyer distribution service or piggy backing off the guys who are hanging pizza coupons and stucco stuff where you can get your message?

David: Yes, I checked into having like a door hanging company do it, and I think they were twenty cents per delivered door hanger, which means if they put out a hundred, it would be twenty bucks.

Michael: That's pretty high.

David: I didn't feel like that was very productive. Another thing I thought about was going to the HOAs directly like the HOA companies that manage HOA services and go to them and say, "We would like to paint the entire HOA for one flat fee," and then work out a fee and have all the homes done in the same places throughout the entire homeowners association and then they'd all get a discount, and we'd do it just one after the other because it would be cheaper than having to do one here and then fifteen houses later do another one kind of thing.

Michael: Tell me about your kids. Did they use this to go out on their own without you to make extra cash?

David: Have they gone out with me? No, they like going with Dad, but my eighteen year old, he went out with me, and we went two different sides of the street and worked together, and he picked up liked six in two hours

and I picked up I think six also. So, we got twelve in a couple of hours, and I gave them all to him to paint. He realized, "This is a great way to get extra money" but then he got a job working for one of the colleges doing their technical stuff. He's a computer science major, so he ended up doing that.

What a great gift to give to your kid is a way to go out and make money themselves without having to go work at McDonald's or something and pretty much own your time.

Michael: What percentage would you say you get paid in cash compared to checks?

David: I'd say at the door, it's about half. I haven't introduced this yet, but if someone says, "I don't have any cash on me or a check," I would introduce the deal, "We can just do it on the Visa Mastercard," and then what I'd do is pull into my pocket and grab the square and start fumbling with it on my phone to indicate to them that I am getting ready to take your payment. I know if I see them all of a sudden reach in their pocket that they're going to for it. If I finally get it in and I'm taking my time to do it and they don't respond, I know they're not going to buy. That's fine.

Michael: Now, explain what square for a listener who doesn't know that is.

David: Square is a program that if you have an Android, I think you can do it with Apple also. They give you a little white card reader that they mail to you. It's free, and they give you merchant services that you can use, and it costs you 2.75 percent, and there's no monthly fees or anything. So, you could just figure into your cost that it's going to be 2.75 percent. So, on twenty bucks that's like sixty cents or something. So, twenty bucks, it's like sixty or seventy cents.

You figure it's going to cost you sixty to seventy cents for somebody who's going to need a credit card, but I only bring it out if they don't have cash or check.

Michael: So, it allows you to take credit cards, and with smart phones today, if you have a PayPal account, they can pay by PayPal as well. So, getting a payment if they have the money is not going to be a problem.

David: Right, the only thing with PayPal is I haven't really thought about how you get a payment.

Michael: PayPal has one things just like square.

David: They do? I didn't know that.

Michael: Or, they could just say hold on and go on to their computer. You just give them your email address and they can PayPal you. You can have a PayPal app on your phone and you know the money is sent to you.

David: Perfect, yeah, I didn't know about that. So, that's a great idea, but it's something I would say you don't offer unless you're running into hesitancy on their part on the other two which is cash or check. You don't want to have to give up sixty or seventy cents to make it convenient for them if it's not even important.

Michael: So, let me ask you as you're out there knocking on doors, you're not going to get everyone to say yes, and there's definitely a potential for upsells and maybe you haven't done this or you have. What else can you sell while you're at the door? You've seen my stuff on the door viewers. Is that something one could go out there and sell at the same time in the event they don't want a curb painted?

David: If someone is competent at drilling holes and putting in the door viewer, they could. I was scared to death to do it because I know these doors. They're upwards of five or six hundred dollars to as much as several thousand dollars for a door, and I just would be so nervous that I would do something that would damage the door. So, I didn't even try that one, but somebody who is good at that who is very competent with the tools and stuff which I am not would probably be a great upsell. The other things that I say as an upsell is the beacon.

Michael: What is the beacon first of all?

David: It's a switch just like a light switch that you get at Home Depot except this switch when you take the current external light switch inside your house for turning on the outside lights, you pull that box off and you put this one in. So, it's the lever, the switch, the plate and the mechanism that turns off and on the lights, the connecting wire that goes in it.

You pull the plate off of your current one, and pull out the current box that turns on your light and you replace it with this other one. So, it's really simple for someone to do. That unit costs about five bucks, but you can easily sell it. You sell it as a package. You say, "We'll give you the curb and we can create a beacon for your home that will make you very easy to find no matter who is trying to find you, and we can do both of those for 49 dollars."

That's a \$25 upsell and will only cost you five bucks plus a little bit of time to pull out the old and put in the new box, or you can sell them the box for

say fifteen dollars and make a ten dollar upsell profit wise and not do anything.

You're listening to an exclusive interview found on Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Michael: Do people understand when you explain the beacon at the door, what it is? You don't really have a way to demo it.

David: On my website, I show a flashing house, so it kind of demonstrates it from the website perspective. So, basically what I just tell them is when you turn on your lights, currently, your lights on your garage and the light out by the walkway comes on. What this will do is it will intermittently turn those lights on and off once per second. It's only going to do that as long as you leave it in the middle position. If you go up, it'll leave them on as a steady light as you normally would do. If you push it down, it's going to turn them off.

So, it allows them to basically manually turn them into flashing beacon of the outside lights for anyone who tries to find their property.

Michael: That's a nice little product. How did you learn about that and how responsive are people to that?

David: Well, usually if they're older, they're responsive because that's more important to them. I think it's something that I would have to script myself better for the upsell, but it is something that is significant when it comes to how the police and the fire are able to find you. If someone broke into your home, you just build a story for it.

If someone broke into your home or if someone was in your home and you were unable to let anyone know, by flipping the switch you can turn on outside lights and flash them on and off indicating there's an emergency. If the fire or the police tries to find your home, they're going to find it two or three blocks trying to come down the street searching and as your car's parked in front of your address, they're not going to be able to find it.

It's just a fantastic way to really make your home easy to find for anyone. If people, friends, are coming and they don't know how to find it, you just tell them, "When you get within a couple of blocks, you'll know you're close because our house will be flashing for you."

Then, there's also the upsell cross-sell of address plaques. You can get an address plaques at wholesale, and there's a five dollar dropship charge and you can charge 20-25 percent upsell. There are a number of reflective addresses that work just like the curb address, but they fit on the fascia of

your house or they will go into the ground in front of your house, and those are using solar, or they're just using reflection from light, and those can be as little as fifteen to twenty dollars, and you can charge 30-40 dollars for those and when they buy them, it's drop shipped right to their home. You don't even have to do anything. It comes in the mail to them. So, that could be a cross sell or upsell.

Then, there are other safety type things. It's basically a light that goes in the drawer that if you need emergency attention, it just suction to your glass on your front window of your house to your door, and you turn it on and it sends out a bright beacon flash about I think it's about once a second or something that can be seen from, I think it's from 1500 feet away. It's just a very bright. So, when someone is trying to find you, it's like a flash on a camera almost. So, it just does this bright LED flash, and that unit costs about – I think when you're buying in bulk, it's like maybe ten bucks and you can sell those for \$25.

So, there's different things. There's different ideas, and I kind of gathered up a bunch of these ideas and save them in a folder on my hard drive. So, I've got lots of ideas for cross selling or upselling depending on the person's comfort level for doing that, but there's a lot of ways to make more than just a curb painting.

Michael: So, what would you say someone who wants to get into this, what kind of money is he going to need to get started, and if he goes out and works three hours an evening following your instructions, following your pitch, using the demo of the plaque, integrating some of these upsells, what kind of money can the guy be making per hour once he gets a little bit proficient?

David: He can be making \$50 to \$75 an hour. He can get started for free because he can go out on his first night presell it, tell him that he's collecting funds in advance of getting them installed, collect all the money, go buy his paint brushes, wire brush and everything and then with the money he got from the presell and then go out and install it. He's already made money before he's even started.

Michael: Does he need a license? Are the cops going to be other him? How do you deal with any of those fears?

David: I go to the city and I get a peddler's license. The city that I did it in, a peddler's license for incorporated cities. For me I think it was fifteen or twenty dollars for the year. So, then if they say, "Hey, you're not supposed to be door knocking." It's like, "No, I've got a peddler's license," and you can show them the license. So, they can't stop you if you've done the proper channels.

You just make sure you're doing due diligence to make sure that you're following the local rules on it. I would even put a photo of myself with my names at Staples and have a picture and your name and the name of your company, just like driver's license and make a big plasticized one and hang it over your neck with one of those fabric things. Then, it looks even more official. So, you're walking up. They see your picture. They see the name of your company. They see your peddler number. It's pretty official looking.

So, the process that happens is we go out and we check out a neighborhood, decide based on the criteria I gave you that this is a neighborhood we want to fly. Then, we either fly the neighborhood and hope that we get sales from people putting it on their door. That's one way, or we fly it and come back a few hours later and knock on doors. It kind of loosens the ground so when you come to the door, it's really a little easier to get the door-knocking done, or you come in cold and door knock that neighborhood.

Typically, my penetration on a neighborhood is fifteen to twenty percent. So, if there are a hundred homes in that neighborhood, I should get somewhere between fifteen and twenty homes to want to have installation done. You can typically go to about 75-100 homes in an evening. So, you can get as many fifteen to twenty, but typically what will happen is you will get a number of them.

Then, we put up a sign like an A-frame that has the name of our company and the phone number and says, "Curb painting." If people are coming home and they see you out there painting, they can call that number and say, "Hey, we saw you guys are painting. We want to get ours done." So, you're kind of like selling while you're working.

Michael: Do you usually get calls from that?

David: Yes, you'll get calls or people will just walk up to you and say, "Hey, could you do ours? We're right across the street." That happens a lot. So, you're always going to pick up extras as you're out there painting. So, you want to look nice when you're painting. You don't want to look grungy. You want to look very approachable, clean, do a nice clean job finishing up and leaving everything nice and tidy when you leave. Then, you go out and sell them which in an evening you should get anywhere from six to ten on average. If you do in three hours, you'll easily get six to ten. You can get as much as fifteen to twenty in an evening, but I wouldn't count on fifteen to twenty, but you will easily get two to three per hour. So, that means you're going to get at least six if not six to ten in an evening of knocking.

Then, the next day, you map it out. We have a map that we make of the neighborhood that's a plat map. The plat map shows each house that's in that neighborhood with property lines on it, and you get it right from the county. So, you just go to the county and download the plat maps for the area that you're going to work. Then, I blow up the plat map for the neighborhood that I worked, and as I go through each one, I have a symbol I put for each house that tells me what happened. So, if it's a house that already has a curb painted, I have a solid line. If it's a house that takes the service, I put a square around the property line and color it yellow. If they're not home, I leave it blank. If they're not interested, I put an X through it. I have this kind of system.

When I look at a neighborhood, I can see when I review that plat map I can see whether I want to go and reknock if a lot of people were not home and we picked up a good percentage of that neighborhood and a lot of people weren't home, I'll reknock that neighborhood because I'll know by looking at my map that it indicates this is a good neighborhood.

Michael: Is that plat map printed out on 8.5X11 or larger and you just fold it up?

David: It's printed out on 8.5X11. So, what I do is when I'm prepping for the evening, I go to my plat map, and the plat map that I pull down from the county, you couldn't normally print it because it's so gargantuan. So, I zoom in on the area I'm going to do, and then I do a screen shot of that area, and then I crop it. That gives me my map for the area I'm going to work. Does that make sense?

Michael: Yeah, it makes perfect sense. You can use Snag it, some software to just snag it.

David: I snag it, and then I take that image and I put it on an 8.5X11 sheet of paper, and I expand to fit the paper and I write on top of the page what neighborhood it is so that it's easy for me to keep like a book of each of the neighborhoods, and I can go back and see where we've been, what we've done and it's good for the next year when you look at the neighborhoods you're going to hit. Then, when I go and door knock, I use the symbols to help me understand what happened within that neighborhood.

Then, I give that sheet with the sign-up sheet that shows who signed up to my wife who then takes the sheet, looks at the map because it will have the yellow spots she knows are the ones that are going to be painted, and she goes in and looks at each one that has got a name and address of a person. Then, she paints them and collects the money already or leaves an envelope. She makes marks on the background whether the numbers have been put down and whether money has been collected.

Michael: So, tell me how you coordinate it. If you and your wife are going to go out and work a neighborhood, tell me about where you park, how you'll orchestrate it. What's her job? What is your job? Where's the car doing all of this?

David: I let her stay home when I'm doing the door knocking, and she does it during the day. So, I'll go out and I'll park at the very entrance somewhere that looks okay to park. I'll park there usually in front of the first, second or third house that I'm going to start with. Then, I follow the outside line of that neighborhood on one side until I come back to my car, and then I turn around and I go on the inside of that same neighborhood until I come back to my car. That'll take me into cul de sacs. I can pretty much cover every square inch of that neighborhood.

Then, that information and the name of the neighborhood is then given to my wife that evening with the names of everyone who signed up and the yellow spots of where their properties are so she can drive into the neighborhood and easily find which neighborhood purchased. It's usually in order to the yellow on here is the first one, and the next yellow one is going to be the second one on the list because that's how I sign them up.

Then, she'll go and start on her first painting. So, she'll set up her materials, get her brushes and paint and everything supplies ready. She puts it in a tote, and she has a knee thing that she squats down on her knees when she's doing it so she doesn't hurt her knees. She sets her tote down. First she scrubs it all down, and she tapes off the background paints and goes to the next one and she does the same thing.

Then, when she's done, she'll come back around maybe a couple of hours later. The background is now dry. She'll put on her numbers, pick out her different stenciled numbers, put in her numbers, paint those, put the crystals on and then go up to the door and collect the money or leave an envelope if we haven't already collected it in advance.

Michael: What percentage are you collecting in advance with the pizza offer if you've got one?

David: Half are going to say, "Sure," and the other half we give them the pizza offer anyways. We don't hold it back from anybody. We don't tell them that. It's like, "Well, we didn't do that, and they still gave us the pizza. That was really nice." It's just a really good thing to do.

Michael: That's nice.

For more interviews like this, go to [HardToFindSeminars.com](http://www.HardToFindSeminars.com).