

## Brenda coaching Bob transcript

Coach:	00:03	Bob?
Coach:	00:04	[Client: Yes, yes. I'm here]. Okay, we are ready to go. So how have you been?
Client:	00:12	Well, I've been really good ah this really, you know, a lot going on and it's really exciting stuff.
Coach:	00:19	Well, I am looking forward to hearing about it. I just wanted to tell you first off that I so appreciate you doing this recording with me. Thank you so much.
Client:	00:28	Oh, you're very welcome. You're done. You've done a lot for me. So, um, you know, just this is, uh, uh, nothing for me to give something back to you like this.
Coach:	00:38	Well, thank you. And I'm hearing in your voice that you've had some, uh, some pretty good things happening since we last spoke. So tell me what's been going on.
Client:	00:48	Well, there's been a, there's been a couple of exciting things going on. Um, number one, um, we have, uh, I actually went up to one of my customers, uh, locations and actually filmed for three days. One of, uh, one of his company's installations of a, uh, uh, epoxy deck around a swimming pool. Uh, the steps leading down to the pool, the, uh, the Tiki area there, uh, and part of the driveway. So, uh, that was great. I mean, you know it's the first time I've had done something like that. Um, and, you know, and I, you know, I'm no, um, um, no Hollywood, uh, film director. But, uh, I think I did pretty darn good with that, uh, and three days there. And luckily, luckily we had, uh, we had three, three great days of weather. I mean, they, there's no rain. Um, they will, it was, um, it wasn't too hot. It wasn't too humid. So, um, everybody, everybody had a great time. I mean, uh, they were, there were a couple of moments when a couple of guys, uh, hammed it up a little bit, but, you know, and finally they settled down and they just acted natural and, uh, you know, they didn't start staring into the camera. So that's, uh, I'll tell you if you've never done anything like that, it's, um, uh, it's really eye opening. Um, and, and you see just how hard these, uh, these Hollywood directors, uh, actually have to work at it. Um, to, um, to, to for that finish product. But anyway, I'm

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getting off track. Um, the, uh, actually filmed this and what a the reason I did it is. Um, I'm trying to, you know, I'm always trying to be, to, to think of something to market this product a little bit broader. And, uh, what I'm going to do is I'm going to actually, um, um, download this, uh, after I get it edited and, uh, I'm going to send the link this link out to uhm to my entire client list.

Client: 02:57 So they'll see, um, you know, number one, how easy it is to install and it'll kind of, uh, those that haven't done it before. Uh, it'll show them, uh, the, the necessary steps and those that, uh, that have done it, it'll probably give them a little, um, a refresher course on maybe some of the shortcuts, um, and some of the proper procedures, uh, to use when, when installing this product. But I'm really excited about that. And, um, I guess the, the probably the biggest thing is that, uh, we finally acquired that commercial space right next to us. So, uh, and you know, I remember me telling you about that. Uh, it's probably been about a month ago, [Oh yeah] um, that we wanted to expand our production. Well, you know, uh, uh, like we talked about, um, we needed to bring a second production line in, uh, which also included a half gallon and one gallon bottle filling, um, line so, um, and then you know, that, uh, uh, that's perfect. I mean, that's exactly what we were looking for and, and uh, I have good feelings about this.

Coach: 04:14 Congratulations, those are two huge things. Um, one, one thing about the, the video that you were talking about that I just want to ask you for, for my clarification. Will your clients be able to share that with their end customers to increase business for them and thus you?

Client: 04:34 Yes. Yes. And that's a, that's the beauty of, um, uh, you know, sending this link out is that, uh, number one, it's, uh, it's not protected so they can share with other people and it's not cumbersome, like a burning it to a DVD and then you have to kind of track it down. I mean this, this is going to work out perfectly because this way it'll get, uh, not only my, uh, well my clients get, uh, uh, be able to see this, but also they can share it with their customers and you know, uh, rolling that on out. Uh, if they, uh, integrate that into part of their sales presentation for this type of a

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surface, um, the customers I think are going to be doveled by it. So ah this is a win win anyway you cut it.

Coach: 05:22 Oh yeah. I am thrilled about that because I know that's a, a new direction for you and that new space, Bob, that's a big step going forward for your company. How is that going so far?

Client: 05:38 Well, it's really, it's really going great. Um, I couldn't be happier you know the line is up and running and um, of course, you know, being as, uh, we expanded, we had to, uh, hire four more people. But, and these four people came in from the actual, uh, uh, the food industry, all four of them. Ah where they, they actually worked on, on food, uh, um, packaging production lines. So they, they had that, that piece. Um, and all I had to do was, uh, teach them the other part, which was how to handle hazardous materials, uh, dealing with chemicals. Uh, what to do in case of a spill, uh, and then site precautions to take. So, but I mean, these, these people are really working out great. I'm really happy. And of course that, uh, that brings my employee count up to 12 people. So, you know, I'm, I'm getting to be a big mogul here in epoxy industry. Okay. Okay. Maybe not quite.

Coach: 06:41 Well, maybe. So I think that's great. I think we can call you a big mogul in the epoxy industry. I am thrilled for you. So, Bob, what are you going to gain from having that extra production capacity? Talk to me about that a little.

Client: 06:58 Well, it's, um, it's gonna be a lot, um, with a lot of benefit here. We're able to double our production probably within six months, uh, as well as our gross profit. Um, but, uh, and, and of course that, uh, you know, the more products you get out, uh, uh, the more you, the more your name gets out and people start recognizing the product and, um, uh, there's more interest in it. But, uh, uh, well actually, you know, I, I wanna I want to talk to you about some ideas for the business, um, uh, today about, you know, how to grow the business to the next step. Uh, now that we do have that added capacity and can produce more product.

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Coach: 07:44 Well, doubling production and doubling gross profit is a big deal so that's what you want to talk about today?

Client: 07:52 Yes ahuh. [Okay]. Uhm, what I want to do is, is, uh, discuss the next steps, uh, in, in marketing, uh, these products to the consumers. Um, you know, I have, uh, I have a couple of thoughts going on there. Um, first, you know, I want to do, do some additional marketing increase my marketing to, uh, to homeowners. Um, and I also, um, I know this sounds odd, but I wanna target artists who use epoxy in their work. Uh, people that, uh, people that do crafts, uh, people to do, uh, artistic productions. Um, yeah, the, the, way I got there is that, uh, one of my customers asked me to come up, um, one Saturday, about two weeks ago to Louisville, Kentucky at a big, big home improvement show and just help him out at his table because, uh, uh, you know, he needed someone with some technical background that could explain the technical side of it and somebody that was good with people.

Client: 08:55 And I was quite flattered that he asked me to do that. I told him, sure, that's no problem. I got up there and this place was packed. Uh, this is probably one of the biggest home improvement shows, um, in probably the Southeastern United States. Um, it opened up at nine in the morning and closed at nine at night. So it was, you know, it was a long day. It was 12 hours, but, uh, um, you know, in, in working that table with him, uh, there were a lot of people that came up and asked naturally that asked technical questions. But, uh, uh, when I saw epoxy, um, I got a lot of, uh, a lot of inquiries about, uh, from artists, um, and people that do, do craft work. Um, so, you know, I, of course I had, uh, uh, the, uh, information response cards. So I've, I've got a whole bunch of those that I brought back with me. So that gives me a little more, um, um, prospects to, uh, to go, go forward with this. So, um, I think the, the crafts and the, and the artist market is, um, is a, is a market that I haven't tapped yet and I'm really, really, I'm anxious to get going on that.

Coach: 10:16 That sounds really interesting because that would really give you an entree into B to C. You do B to B now. So this is a, this thought with the homeowners and the artists really is B to C business Bob.

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Coach:	10:30	[crosstalk] So which one would you like to start? Go ahead, I'm sorry].
Client:	10:37	Uh, yeah, it's, you know, this is, this is something that, uh, that I wasn't even expecting. I was expecting to go up there, work the home, show the customer, um, you know, hobnob with the people. Um, but, uh, this is kind of an added benefit and then they have, I'm really, really, really excited about it.
Coach:	10:52	I can tell that, it sounds pretty intriguing. So you mentioned the homeowners and the artist. Which one would you like to start with first?
Client:	11:04	Huh. Um, well let's, uh, let's talk about the, let's talk about the homeowner piece first. Cause you know, I think that'll be quicker and then, then we can move on to the, uh, to the artists. Um, both of these though kind of kinda dovetail together. Um, because you know, we're busiest as you know, um, you know, the spring through the fall and of course then business just drops off. And I want to offset that downtime as much as I can. Um, as far as the homeowners go, I wanna do some additional marketing to the do-it-yourselfers, you know, uh, as, as you know, I do mostly sales, like you said, from business to business and furnishing the product for, uh, of course private labeling for those two other companies. But, uh, back to the homeowners, you know, I've advertised to them before, but you know, it's been awhile. Um, what I did was magazine advertising and you know, I'd like to explore other options with you.
Coach:	12:12	Okay. So let's discuss what you're thinking of doing. Tell me what you've thought through.
Client:	12:19	Well, uh, the last time I used, um, and I had in Southern Living magazine. I worked well, but, uh, you know, it's, you know, that print stuff, it can be kind of pricey. Um, I think, uh, I may want to look at, uh, some other print advertisers and, and see, see where I can go from there.
Coach:	12:43	That makes sense. Which ones were you thinking of, Bob?

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Client: 12:47 Well, um, I'm thinking of being as I have a track record with Southern Living, I may, may take another look at Southern Living and maybe a reconfigure, um, the marketing there. But of course, there's also a, this old house magazine, which is quite popular, uh, because the, the PBS TV show and, uh, there's also the family handyman, which is a, it's a popular magazine, has a huge circulation. Um, and it's actually printed by, um, I think, uh, the same people that the print readers digest. So, you know, they, it's out there and it's, it's keyed mostly to the people who, um, the homeowner that, uh, doesn't, doesn't want let, uh, somebody else to do that. They want to do it themselves. They wanna, you know, get their own hands dirty. So, um, uh, I think, you know, that's, that might be a really good magazine to go to too.

Coach: 13:48 Makes sense. What would your next step be in checking that magazine route out?

Client: 13:54 Well, naturally it would be the pricing and see the, see where I can get the most bang for my buck.

Coach: 14:05 That certainly makes sense because I know it is expensive. Bob what other marketing options do you see for that homeowner side of your business?

Client: 14:17 Well. Um, you know, I, I have a, a small list of, of clients previous purchasers than, uh, people that, uh, have indicated interest in the past. Um, you know, including these new leads. I got at that Louisville home show. Um, and as you know, my, my website is fairly new, but I'm thinking about sending out an email to all the previous clients and the prospects as well as doing a little, a little SEM to add to the list.

Coach: 14:48 Well, that would be interesting. Now, when you think of those two options, which one seems more appropriate for your business? The print one, or the email. I guess the print is a definite, but the email or the SEM?

Client: 15:05 Well, honestly it's the, it's the email and the SEM. They would, uh, they would be different for me. Uh, something that, uh, that I haven't really, really capitalized on before. Um, I'd really, really like to give them a time, but, uh, yeah,

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being as I had done it before, um, it, it, it does feel a little daunting. Uh, there's something brand new for me.

Coach:: 15:29 Totally normal. What could you do, Bob, to make yourself more comfortable in this area that's new for you?

Client: 15:38 Well, that's a good question. Um, well, okay. Doing the email, you know, feels alright. Uh, now that I break it down in my mind, um, that's going to be fairly easy. Um, I just have to compose it and the list isn't that big. But um, but you know, and it's not that that is that big, um, maybe a problem to pull together. Um, I'm comfortable writing it myself. Um, the SEM is another issue. Um, Oh. Um, I can start, I can start with the web guy the company that set up the site. Um, he'll probably be able to give me a referral that I can use, uh, and someone I can trust to work with. Um, I think I'll talk to him as the first step. What do you think?

Coach: 16:37 That makes good sense to me. Bob, quick question for you in the last minute or two. I'm having a hard time hearing you. Can you hold the phone closer to your mouth or something? It's getting a little, a little choppy.

Client: 16:51 Oh, sure. All right. Can you hear me better now?

Coach: 16:53 Oh yeah. Thank you. Thank you. So is there anything else on the homeowners piece that you want to cover now?

Client: 17:03 Mm, no, I'm, I'm, I, you know, I feel a good bit more comfortable with that, you know, just, just talking through it and just, you know, uh, letting it out there and, uh, you know, just, um, it's starting to come together in my mind.

Coach: 17:25 So Bob, I'd like to ask you a question if I could. How big is the business drop for you in the winter months?

Client: 17:35 Ooh, it's, um, it's huge. It's a, it's about 60%, and you know, I really need to offset that. Um, with, with something, something to, to, to smooth it out. Um, so that's, that's, that's what I'm really need to work towards.

Coach: 17:55 Yeah, that's a big drop. If you could offset that, Bob, what would it mean to your business?

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Client:	18:04	Well, it would, um, it'd be, I guess stability, uh, and, you know, even cash flow, um, there wouldn't have to worry about, you know, paying the bills and keeping everybody employed. And, um, you know, as long as you know, the employees are busy, um, you know, the time will fly and um, and they'll, they'll probably enjoy their jobs a lot better, I'm sure.
Coach:	18:29	Bob, is there anything else that it would give you as the business owner?
Client:	18:40	Well, um, the most important thing is peace of mind.
Coach:	18:46	Yeah. Could you say a little bit more about that?
Client:	18:52	Yeah. Um, I get really, you know, stressed in the fall because I know what's coming. Um, and I don't, I, you know, I really don't want another real slow winter season. Um, it's key to me to get out ahead of this this year and I'm committed to doing it.
Coach:	19:13	That's understandably a big deal and this is the perfect time to be tackling it. Bob, I want to stop for a minute and make sure that we're accomplishing what you want to in this session Bob. What's your opinion on how we're doing so far?
Client:	19:31	Oh, it's great. Um, um, you know, I have good clarity on the homeowner piece and we're, we're doing exactly what I wanted.
Coach:	19:41	That is wonderful. What do you think of moving on to the artist's side of the picture?
Client:	19:49	Um, the perfect, I mean, now this is a big one for me.
Coach:	19:54	Okay. Okay. So what, can you tell me about the artists that you're talking about? Could you talk a little bit more about that so I can understand?
Client:	20:04	Well, they're ah for the most part, they are crafters. You know, they're like decoupage artists. Um, they, they use epoxy in their craft working and, um, um, they then, the interest that people have in making something with her



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own hands is growing. You know, I see this as something that could really round out my business, uh, during this, during the slow months. Uh, especially.

Coach: 20:32 Sounds really promising. Bob, is this a new product line for you in your business?

Client: 20:38 No. And, and that's the beauty of it. Uh, I can do smaller packaging kits for the artists of product that I'm already producing. I mean, it's not a completely new, um, you know, sure. There may be, um, there may have to be a little, um, uh, a little tweaking. But, um, from a chemical standpoint, um, for the decoupage grade, it's, you only add a little more of a, uh, of an accelerator, um, so that you get the hardness. Um, but I, you can, you still maintain a little bit of the flexible backbone of the epoxy itself. So, um, you know, it's, um, it's not going to be that hard. Um, it's, um, I'm, I'm really happy for it. I'm really, yeah. Yeah, I like it.

Coach: 21:32 Ah sounds brilliant. So it's smaller packaging of really what you're doing now with maybe a little tweak. And I guess the question on this that I have, Bob, is what avenues would you use to start marketing to these individuals?

Client: 21:52 Uh, um, I really, I really have no idea. I don't know.

Coach: 21:59 Okay. Well why don't, why don't we brainstorm some ideas together and see what we can come up with. I know it's brand new, so it did take some, uh, some thought time.

Client: 22:14 Well, oh oh, okay. Okay. You know, um, you know, there, there, there are different crafts shows. Um, you know, around the city that I could, I guess I could contact. Uh, but that, uh, let's seem sporadic and, and labor intensive to me though, you know, a lot of the, um, a lot of one off effort. Um, and I don't know anyone who does the crafts personally. I just know a lot of people do them. So I really don't have you really don't have any ideas or, or an inside track of, of what I could, um, where I could get into that um. Hold it, wait a minute, wait a minute. There's, there's a new, uh, large craft store that just has opened up in Atlanta. Um, it's over, it's over on the south side of the city, south of the airport. And um, I was reading a article

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about that the other day. They, they, um, they even hold classes to make the various crafts. You know, I saw it. Uh, I don't know where it was. I saw it advertised in the, in the Atlanta journal just to just a few days ago. That'd be a great place to start.

Coach: 23:36 So, Bob, I have an observation. When you were talking about contacting the craft shows, your voice really dropped, you didn't really feel like that was a good idea for you. It didn't sound like to me. Am I right about that? [Yes]. Okay. And then there was a distinct pickup when you started thinking about this new store. Wow. [crosstalk]

Client: 24:05 [crosstalk] Well, I, you know, I'm, I'm absolutely, absolutely jazzed, you know, about contacting the craft store. I mean, I think that's going to be my next step.

Coach: 24:15 Yeah. That's, um, that's great. So that's, that's what you're going to do next on that. That's wonderful. This is [crosstalk].

Client: 24:22 You know, you know, I was thinking, um, you know, you've seen this, uh, this decoupage grade stuff. And, and what some of these, uh, some of this, uh, um, some of the artist's work, um, if you've ever been in, uh, some of the restaurants, um, you see the, uh, say like, um, up at the bars or the tables, you see 'em see this, this almost a glass sheen that's, uh, this laid on the top of the going on the top of the table. Uh, sometimes it'll have, uh, you know, little things under it, like, um, buttons or, or old, uh, newspaper clippings or something like that and it's sealed in epoxy. There was a, there was a place, um, where was I was somewhere and, um.

Client: 25:13 It, um, it was about a 70 foot bar and they had actual, um, stamped copper sheet. It was a beautiful, a beautiful copper luster. But it was a copper sheet that had designs in it, but it had epoxy, it was laid down on top of it. And then there were some little things. And I think it was a Tex Mex type, uh, type establishment. And they had, uh, maybe, uh, wanted poster under the, under the epoxy and a couple of old, uh, deputy's badges. So, and it really popped. And, and that, that's the kind of thing that, uh,

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you know, that I, that I really want to start targeting is the artist that do stuff like that. Because, you know, your quantities are going to increase, they're gonna need more, more of the product. And, um, the more of this stuff that I can get out there naturally the more profitable the business is going to be. So yeah, that's um, I think I'm really excited about this.

Coach: 26:21 Excellent. Well the bar sounds beautiful and I think that this is some great progress. Can you tell me what you're going to commit to doing by the next time we talk again?

Client: 26:35 Well, um, my first step is, is I want to commit to doing that email to the homeowners and, and the prospect list. Um, and um, I'm also gonna going to contact my web guy for that SEM referral and uhm probably, the last thing is to contact that new craft store. You know, if I can get those three things done and keep this new line moving, I'll just be ecstatic.

Coach: 27:03 [coach laugh] As well you should be, that would be quite some stuff. I am so thrilled for that new line. I know you've been wanting that for a while and I'm so glad that you feel good about your next steps. Bob, this is such exciting stuff for you and I just want to congratulate you on having implemented so many new cool things in your business as we've been working together.

Client: 27:26 Well, thank you thank you. Uh, you know, you know me though. Uh, you know, I don't, uh, I don't like to just stick to one thing. I don't, I'm always looking for something else, you know, and just get, get out out of that box just a little bit and, and, and see what it's, what it's doing and, yeah. Yeah. I mean, it's a new world with, uh, with technology for me and, uh, you know, I know I'm gonna see the growth and, um, uh, more seasonal stability for the new firm, the new ideas.

Coach: 27:57 And I know it is new for you Bob, but you just hit the nail on the head. It's new, but you're doing it and you're open to doing it and that is so key. So is there anything else that you want to discuss today?

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Client:	28:13	Uh, no. I, I'm, I'm solid. You know, I'm, I'm ready to get moving on these implementations. Um, uh, I'm ready to get ready and ready to move forward with this and start taking these steps.
Coach:	28:25	Okay. Well, if you will hold on just a minute. I'm going to close the recording line down and then you and I will finish. Sound okay?
Client:	28:36	Sounds great.
Coach:	28:38	Okay. Thank you.
Client:	28:41	Okay.