

Michelle & Krystal | Interview Transcript

Krystal Hobbs (00:02.252)

Michelle, thanks so much for being here.

Michelle - SendJim (00:04.873)

Such a pleasure. Thanks for having me on, Crystal.

Krystal Hobbs (00:07.672)

So I know this has been a little while in the making. We scheduled this a long time ago. So I'm really excited that we're finally getting to dive in here for a third season.

Michelle - SendJim (00:18.933)

Likewise, love always love geeking out on this stuff and talking and helping, you know, maybe enlighten people in some way about how to think about their business a little bit different.

Krystal Hobbs (00:28.861)

Absolutely, yeah. So of course at the time of this being published, we're we're probably in into the shoulder season. And I know everybody's always looking at new ways that they can grow their business. So I'm really excited for us to dive into how to dominate your neighborhood, which we'll get into, but I always like to know a little bit of background. So I'm curious, Michelle, how did you end up in the trades?

Michelle - SendJim (00:58.953)

Yeah. So kind of a wild ride, like I'm sure like a lot of people, but you know, I started out actually thinking I was going into education. And I've always just loved I've loved teaching, you know, and just mostly because I love learning. I just want to be a li I love being a lifelong learner. But then kind of pivoted towards more of a psychology route and got my underground in behavioral science. then started working

for some small businesses and at first just fell in love with the small business industry. just work put on lots of conferences helping out small businesses with growth and marketing and and just got really passionate about really the backbone of America, right? Of just helping and and and the Canada and everywhere of like, you know, helping businesses small businesses grow. And but then started working with specifically in the trades about 12 years ago.

was working helping to run a call center. And we had about 150 group, 150 receptionists taking over a million calls a year and just booking, you know, lots and lots of jobs for a variety of home service industries. And that's where my heart just really grew to absolutely love and adore the home service industry and just the service that they provide to people.

in a variety of different ways, some emergency, some just convenience, some, you know, bettering people's lives. And again, just loving the small business model and helping small business owners to grow and scale. and so I'm currently at ZenGim where we help more on the growth and marketing end of things. but just love combining my background in psychology with I went back and got an MBA and just thinking about how to help

businesses grow by understanding how customers think and how they decide who to hire. And so love combining that psychology with business and marketing. And that's just kind of what I obsess about and love and love talking to business owners about.

Krystal Hobbs (02:53.777)

Mm.

Krystal Hobbs (03:06.058)

That's amazing. So walk me through that when it comes to direct mail. What is it that you advise your clients in terms of like the psychology of a homeowner when it comes to getting something in their mailbox?

Michelle - SendJim (03:22.408)

Yeah. there's so many angles to that. So, you know, I want to start with we were just talking before we got on recording about how you still like to print things out at times and like have an actual printed list. And there's something about the tangible. And I think that the especially the more and more digital this world gets, which I am a technology nerd. I love all things AI, I love all things technology. Like give me all the apps, give me all the things. But there is something to the tangible. I still

When I am, you know, I'll do there's something to like a gratitude journal, right? Every morning, but it's like physically writing it down. There's something with the brain connecting with the paper, physically reading a book as much as I love my Audible and Kindle and all those things as well. But there's just something different when I'm actually physically reading something. Similar in your marketing, digital, so powerful, so important, but there is something different to the tangible. And it just hits customers, I think, in a different way. I like to also often think about how

marketing that can pull in as many of your senses as possible leaves a deeper imprint. So, you know, if you're on digital, the more you can use sound and not just, you know, the visual. That's very effective. When you go into direct mail, the physical touch is it just adds that extra almost memory door into their brain. you know, if you can ever incorporate smells and tastes with your marketing, also super effective. So the more senses that you can tie into, the more customers kind of retain.

And remember and it leaves a different imprint. And so that's one aspect of it. It's just the actual tangible aspect of it. I think also saturation. you know, I think about all the time how, you know, real estate inflation is insane, right? good and bad, right? Depending like depending on where you're at with it, of either, you know, trying to buy something new or what you already have got or how you're investing with it. So crazy inflation that's happened. But the

the real estate of the brain, the inflation that's happened there with attention, absolutely insane. And even more so with where technology has gone in the past couple of years, where it's just so much easier to output digital things with AI and everything. It's just we are continually saturated and we're saturated by ads all day long. Like everywhere you look, everywhere you think, people are thinking of new ways to do ads. So that's harder to stand out.

Michelle - SendJim (05:45.542)

And so that's again where I mean we can talk about multi-touch later and how important that is, but with just with the mailbox in particular, it's not as saturated. I mean, you go to your mail, you're gonna see what, on average, and hundreds of digital ads a day just by living your life, getting on the computer a few times, maybe you know, browsing Facebook or whatever it is. But your mailbox, you're gonna get a handful of things in there. And so it's it there's not as much saturation. So it's a nice way to kind of stand out and the stats aren't.

Krystal Hobbs (06:00.266)

Or like your buttons or whatever it is.

Michelle - SendJim (06:12.585)

kind of crazy. Like you think that only, you know, the generations like the baby boomers and things even pay attention to the mail. But millennials love the mail. And even these younger generations because it's it's retro, it's vintage. It's they're it's not what they're seeing all day. Like 75% of millennials say they love getting direct mail and they trust it more. And and so again it's it's because it's not so saturated and someone couldn't have just like created that really quick and put it on online, but it actually they had to take the time to print it and create it and send it.

Krystal Hobbs (06:30.826)

Mm.

Michelle - SendJim (06:41.355)

that there's some layer of trust more associated with that. So so many layers to that. And it lives a little longer. I mean, they say the average postcard lives 17 days. So, you know, you got even if it's going on the fridge or in the junk door, they're they're holding on to it. It's crazy. Our clients will get a call from a postcard they sent out like two years ago. And so people will hold on to it a lot longer.

Krystal Hobbs (06:44.319)

Yeah.

Krystal Hobbs (07:03.977)

Yeah, that makes total sense. the recording kind of stopped a little bit in the middle of what you were saying. That's a new one. And it's because my you know what, AirPods are garbage. but yeah, it would it went full robot and I could fall anyway. Yeah, I'm gonna take that question from the top. I think.

Michelle - SendJim (07:25.705)

Okay, do we need to restart?

Krystal Hobbs (07:31.39)

I don't think much was lost, but I'd much rather do it again and have the choice than so. Okay, so I'll s I'll start, I guess, from like the psychology of direct mail. So Michelle, I'm curious, obviously coming with a real interest in human psychology, what is it that you advise your clients or how do you think about

Michelle - SendJim (07:34.943)

Wait sense. Maybe they'll come out better the second time, hopefully.

Michelle - SendJim (07:48.096)

Okay. No.

Krystal Hobbs (08:00.532)

Homeowner psychology when it comes to actually getting something in the mail.

Michelle - SendJim (08:04.885)

Yeah. So it's so fascinating because really every decision we make comes back to how we're processing things. And we talk about how we're emotional creatures first and then we justify our decisions by logic. And so when we think about direct mail, it's like how do we hit those different layers of how people are thinking about what company to choose? And one of the big aspects of it is really just hitting as many senses as you can.

We were kind of talking before this call about how you like to print out you know, some notes before the podcast and and there's something to have something physical or tangible with you. And there is something, I mean, if there's a little bit of and it hits you a little differently when you're actually physically reading a book versus just listening to one or, you know, reading one on digital on like a Kindle or something, or if you're typing something versus actually like pen and paper. And it it

I geek out. I love to like looking at different brain scans and things of the different parts of the brain that light up when you're actually physically writing something versus just watching something or you know physically reading something. So it lights up different parts of the brain. So what where that comes with direct mail is you're lighting up a different part of the brain. When you actually physically have something for people to touch in the mailbox, I like to think about of how many senses can you kind of trigger.

so with digital, if you're triggering more with than just the visual, but you're also incorporating sound, it can be a lot more effective for people to remember things. the more you can incorporate even like scent, so smelling something or hearing, hearing things, all those things that you can incorporate, the more people remember it, the more like deep it hits different parts of of your brain to remember it. So with the mailbox, you've got tangible, you've got touch there.

Krystal Hobbs (09:31.419)

Mm.

Michelle - SendJim (09:47.648)

That digital can't hit. And so it helps people remember on a deeper level when you can hit more senses. The other aspect of it is just saturation. So, you know, real estate inflation has been insane, obviously, the past few years. But if you think about the real estate inflation of the brain and the attention span that people have, absolutely insane. So, and it's just increasing all the time.

Krystal Hobbs (10:08.422)

Yeah.

Michelle - SendJim (10:12.861)

Our attention, you know, if you think back to our hunter-gatherer days of how much information they would get versus like what we see now before lunch. I mean, we see more now before lunch than they probably saw in their whole lifetime of like information that's just coming at them. And so it's just harder to actually claim people's attention and keep it and help them remember. So where direct mail comes in is

Mailbox isn't oversaturated. I mean, you're gonna see hundreds of ads every day, just living your normal life. when you're walking around everywhere you go now, billboards everywhere, you know, on online, just every website, every social media platform, ads, ads, ads, and which I love marketing, but at the same time, it's harder to capture people. And so again, the mailbox, you go out and get what, a handful of things out of the mail. There's just less, there's less attention there. And so it's our competition, I would say, for attention there.

Krystal Hobbs (10:59.973)

Mm-hmm.

Michelle - SendJim (11:02.581)

So it can be in a really effective way to grab someone's attention over somebody else.

Krystal Hobbs (11:07.437)

Yeah. And do you find there's like any difference in terms of demographics of who responds well to direct mail?

Michelle - SendJim (11:15.733)

You know, it's so interesting because your the bias is always that the older generation likes direct mail, which is true. I mean, that is very effective. But what's wild about it is really all generations when they do surveys like it. Like where

there was one survey where they surveyed millennials on what their how they viewed direct mail. And 75% of them absolutely love getting direct mail. They trusted it more than digital ads because someone actually had taken the time to print something. You know, it's it's not just

Anyone could go create something on AI and just post it up on, you know, on a website real quick. But it's like someone actually had to have it printed out, sent to your house. So there's an extra layer of trust with it. I think the other interesting aspect of it is there's a lot of people who you're it's not guaranteed you're gonna get their attention. Number one, maybe they're not on the platform. And all the time you're dealing with no new rules, new hoops to jump through of

How you have to exactly send this text or exactly send this email or the right regulation or like Meta's changing rules all the time, Google's changing rules all the time, which again, love all those platforms. But the mailbox just really hasn't changed. If I wanna send a postcard to every address in this neighborhood, I can. And it's guaranteed to hit in their mailbox. I don't know of any other platform that you're not gonna hit spam, you're not gonna hit like even get their attention. So the fact that you can be guaranteed that

What you send to who you wanna send it to, when you wanna send to is gonna get there. There's just not a lot of pop rooms that can do that in.

Krystal Hobbs (12:44.213)

Yeah, that is so true. And I mean, even if you are doing digital having mail, that's just that extra repetition or another kind of touch point with those customers too.

Michelle - SendJim (12:56.703)

Yeah. One other part with the psychology that I love about it is the power of we call it neighbor mailing, but it's really so we have mirror neurons, right, in our brains. And there's a lot of purposes to them. It's where we copy the behavior of others. and but one of the aspects of it is it's kind of helps with our survival, right? At the end of the day, our brains to keep us alive. That's its job, right? So these mirror neurons, if we copy success we're seeing in others, it helps us keep us alive.

So again, think back to like hunter-gatherer days and you see you've got like Fred Flynn Stone, right? And Barney, okay? And Barney eats a berry and Barney gets sick or Barney dies. Like Fred's not gonna copy that behavior and eat the berry, right? Because that wouldn't be smart to stay alive. But if Barney eats that berry and Barney stays alive, then Fred knows, okay, I can copy that behavior and like I'm gonna be okay. So we we have these mirror neurons that help us copy behavior we see of others that bring success.

So that we can have more success and stay alive. And so as humans, we're constantly doing this. Think about Netflix top 10. Why do they put that first? Because if everyone else is watching a yacht get capsized, then I need to watch that too, right? And it's just like whatever we see there, we we kind of copy that behavior. think about it with like Amazon, how before they show pricing, they show how many reviews it's gotten, what

like what the status is, which one's top rated. And again, it's just these trust signals to say, okay, these humans all had success with this product. So there's a good chance you will too. And so that's just kind of how our brains psychologically make decisions. This is why reviews are so important, which is another thing we talk about. But but for direct mail, what I love about this is when we see our neighbors using a certain business for their home

Krystal Hobbs (14:28.79)

Mm.

Michelle - SendJim (14:45.035)

were much more likely to copy that behavior. Why? Because if they did all the homework already. They already did the scoping. They already figured out, you know, who's good. You know, they actually chose them. And okay, I'm kind of like my neighbor. We obviously live in a separate similar neighborhood. Maybe we're friends, we usually have similar income levels or homes are built in similar time. So there's a good chance that whatever choice they made is gonna work for me too. And so this is why neighbor mailing where you it's called often five rounds or where you automatically mail the neighbors after a job can be so effective.

Krystal Hobbs (15:06.838)

Mm.

Michelle - SendJim (15:14.773)

Because we like to copy the behaviors of others who had success. And so our brains are like, okay, this is a good choice. My neighbor literally used this company. Now I'm seeing their postcard in my mailbox and even putting on the postcard, we just service your neighbors on and then like list the actual street. It just kind of gives that brain that trust signal and fires those mirror neurons that, okay, this other person did this. I can do this too. I should do this too. It was a good choice.

Krystal Hobbs (15:40.275)

That's super smart. I'm curious, like how often are you doing those types of hyper focused location campaigns versus going more broad in an area?

Michelle - SendJim (15:52.906)

Yeah, there's strategies to both. I think the smart thing for every business to have it, even if you're not using direct mail, have some way that you're capitalizing on the jobs you already did. So a lot of people fall into the trap of thinking once the job is completed, my work is completed, but that's really just the start of the next job. And so having those yard signs, doing, you know, putting up door hangers, making sure, you know, some people do the door to door of like hitting those neighborhoods.

Postcards can help automate it and again give that physical touch there. But just after every job, automatically mailing the nearest five, 10, 15, or kind of depending on your company and your strategy neighbors is just another really effective way to say literally putting a billboard in their mailbox of we were on your neighborhood, we belong in this neighborhood, and we belong at your house. And so I think it's a strategy really everyone should use of making sure that you are.

Marketing the neighbors of your customer because really they're more like your ideal customer than anyone else in the neighborhood because there's so many similarities between neighbors. So I think that strategy is really effective, honestly, for every business, no matter your size. But then there are strategies for saturating kind of on a bigger scale, different neighborhoods. And there's different levels of this. One is

you can say, okay, I want to get into this new neighborhood and you kind of know the neighborhood you want to get to. Maybe it's a gated community. So it's a little harder to get foot traffic sales guys in there. And so in that scenario, you can kind of say, okay, I want to, I want to target this specific area or this specific, even this specific like zip code. And the nice thing about direct mail is it's kind of this old school technology, but with modern data to make it really slick and really smart.

So you can filter out, like, okay, I only want homeowners, I don't want any renters, I only want them if they're at this income level. I only want them if you know, they have a pool, whatever your service is, right? And so that you can get it really smart of when you are trying to saturate or blanket an area to make sure that you're hitting the people that you actually want to hit, but it can be a great way to just extend where you're already working right now, get into new

neighborhoods that you know would be really good for you.

Michelle - SendJim (18:03.039)

Or even when you're starting out or you're expanding your service area to get into new zip codes, new cities, it can be a really effective way for a lot for the top of the awareness funnel of just saying, Hey, we're here, this is what we do, and making them aware of it.

Krystal Hobbs (18:19.001)

Yeah, amazing. So I guess backing up a little bit there, is there who would you say is the right fit for direct mail? Does this work for everybody in home services?

Michelle - SendJim (18:33.471)

Yeah, again, it's it's kind of the the strategy you want to play. I know there's some businesses that we worked with that direct mail is their primary way to grow. And they've just found that, hey, I can rely on this. I know when I'm sending something, it's going to hit where I want to hit. They figured out a really good offer that's huge on postcards for people to take action. And so they use it as their primary growth tool. And right when they're starting out. So there's definitely people in that group. where a lot of people also come in too is where they

saturated all their other channels. I've spent as much as I possibly can on Google. I can't get any more local service ads. I am maxed out on my pay per click really where I'm getting a good return. And so they've tried they're doing all these other things, but they want to grow even more. And so again, direct mail is a way, well, how do we hit up more people that are at different ages, stages of the awareness funnel or just that maybe

They aren't on Facebook, you know? So how do you hit people in different ways? So it really, it really can benefit people wherever they are in their journey. It's really just having a good kind of strategy and being consistent. I'd say that was that's one of the biggest fallbacks is people think, I'm gonna send out this postcard campaign and then my phone's just gonna blow up. it's mostly a consistency game. It takes a few touches. You know, they used to say the average person needed to see your business five to seven touches, and now they're seeing more, what, like 15 to 20? What are you hearing?

It's just like so multi d you know, multi touch is definitely part of the game and usually you need to be doing it for about three months before you're seeing like that consistent return. But it can it can really help depending on where you are in your growth, just depending on what your strategy is with your overall marketing.

Krystal Hobbs (20:07.918)

Mm.

Krystal Hobbs (20:15.192)

So when you say three months, is that sending once per month? Or is that, yeah, how how frequently is that?

Michelle - SendJim (20:20.605)

It's yeah, best best return is gonna be multi-touch. I mean, that's true. Whatever platform you're on, if people see your ads more than once, it's that's it's that familiarity getting their attention. But also, so that is definitely one aspect of it. I definitely recommend it's better to spend, you know, if you're gonna spend ten thousand dollars, or I should say it this way, if you're gonna send five thousand postcards, I'd rather you send them to the same thousand people five times.

Then send to 5,000 people once. That's generally true. There can be exceptions to that, but generally multi-touch, you're going to get a better return than just one time blast. so that is one aspect of it. But then the other aspect of it is again, it can take some time for them sometimes to respond. there are some people don't even get checked their mail every day.

sometimes, again, they will put it away for a little bit. They weren't quite ready to call yet. So it's really both things playing there. both like just the touch taking time for them to take action and then also the multi-touch factor of it.

Krystal Hobbs (20:51.521)

Hmm.

Krystal Hobbs (21:19.597)

That makes total sense. Okay. When it comes to what you're actually sending in the mail, what gets somebody holding on to something for a long time versus just chucking it in the junk mail bin as soon as they get home?

Michelle - SendJim (21:34.176)

Yeah, great, great question. I mean, just like any other marketing platform and any type of advertisement you need to do, you've got to grab grab their attention first. so having something on the postcard, both visually, that's appealing to people to look at. But then also the offer is huge. they s we've studied millions of postcards and what effective what makes an effective postcard, 50% is who you send it to. It's your audience.

And so getting your targeting right and making sure you're sending to the right people is, you know, 50% of the win. But 30% is the offer. And then 20% is everything else. It's the graphics, it's the weather, it's all those kinds of things. So 30% of the success that you get from that postcard is what your offer is. So make it a good one. And a lot of people get it wrong too. And I mean, this again is true on any marketing platform, is they'll they'll you know, try it once, have one offer on it, and then, it didn't work. Well,

Maybe you need to tweak the offer a little bit. Like maybe the fifty dollars up for the tune up wasn't the right thing. Like maybe you do you know, a competition for a free water heater, new water heater, something like that to to get leads then close it that way. So there's I think playing around with different offers and trying to see what people respond best to and kind of following what you've learned on your other platforms on digital of what are good offers that people respond to. And that is what really is that 30% of what's gonna make it effective.

One thing that I like to tell people too is don't make people do math. Most people do not like math. So percentages off, that's math. I don't even know what the price is. I don't know what 10% off means. Give them a dollar, you know. Give them if you're doing you know, new HVAC system, you know, give them a thousand dollars off. That makes more sense to them than 10%. So I always try and do make it the offer as good as you can and try different ones to see what what people responding to and then make it simple. Don't have them do math.

Krystal Hobbs (23:27.163)

Yeah. No absolutely. So knowing that a lot of contractors are in a slower period right now, what's an example of a direct mail campaign that you thought was really effective or interesting?

Michelle - SendJim (23:42.57)

Yeah. I think a big one is okay, two layers to this. One, one is building up your list all the time, right? Even in the off seasons. So having some sort of off on there, even just to to like, you know, free unclog your sink or something just to get in the door, get them on their list, get them interested in knowing who you are and what your services are. Those can be really effective in the off seasons. and just building that. The other thing is

Pre-selling and discounting again if they book something sooner. So if they're looking, for instance, they might want a new HVAC system or whatever, rather than waiting till you know it's hot, it's June, it's 100 degrees out, give them reasons to book something sooner and give them a nice discount for it. So those can be really effective. Another thing, too, is sometimes is just making people aware of what they should be doing in that season. I think education with marketing is huge.

And I feel like what's nice about it too is it it adds this layer of trust that I'm not just here to sell, I'm also here to educate you and kind of give people an aha. so everyone's gonna send out a postcard saying, let's say you're a roofer, like a free estimate on your roof. Well, how can you do something different that kind of educates them a little bit that they didn't think about that they should be doing or they should be checking right now. So number one, you're going to stand apart to get that attention. And then number two, it's adding that extra layer of trust that this company knows what they're doing and they're educating me things that I didn't know I should think about for my home. So that can be another really effective thing to do all year, but especially in the off season is just like giving them on ideas on what they should be checking right now. And then some compelling offer to do it for them. Get your foot in the door, build them on your list, and then you know, that continue follow-up throughout the year.

Krystal Hobbs (25:28.55)

And of course, being data driven, as I know you are as well on top of the psychology side of things, how do you actually track if what you're doing with direct mail is working?

Michelle - SendJim (25:42.102)

Yeah. so there's there's lots of ways that you can do it. I know personally at Send Gym we have different ways that we built just because that is a question that comes up all the time. So we've built these ROI dashboards with the integrations of different CRMs that we're integrated with that can tell, okay, this part postcard went out on this date and they became a customer after that.

This is amount they did on the job. So and we also ha we can manually do that if we don't have a integration just by, you know, pulling their their list and then tracking when they became a customer and when we send out the mail. So there definitely are ways to track that. and just figure out again what's working, what people are responding to, what's it are neighbor mailings the most effective. Is it more effective to do like an everydoor direct mail? What's getting the best return? but yeah, data, data driven decisions, that's what it's all about, right?

Krystal Hobbs (26:33.251)

Yeah. And I imagine like do you often have clients that are maybe using a specific offer just for direct mail or specific phone number, like those types of things.

Michelle - SendJim (26:42.549)

yeah, call tracking, all that kinds of things. We have QR codes, you custom QR codes you can put up. So all that helps as well and super important.

Krystal Hobbs (26:50.937)

Yeah, excellent. Okay.

Michelle - SendJim (26:52.489)

I think to remember there too is is you know, we talk about multi-touch with sending postcards more than once, but a thing something that I think it's so easy to overlook as you're running your business is it's so easy to give credit always. I call Google is God, right? Google, it's kind of changing a little bit with AI, but it's like everyone just says word to hear about Google, right? It's just like that's just like the default. Where a lot of people say online. Okay, what does that mean? and obviously you have different ways to track it, but

What's interesting about direct mail, and is we've dug into a lot of like the successful journey from not knowing about a business to signing up as a customer and even like repeat work is it's multi-channel. And every time you add a new channel, a new way for people to hear like to know like and trust you, right? As a business, then it just makes all your

platforms work better. So a lot of times people will say, I heard about you from Facebook or whatever.

But then when we go back and we look at their history, they also got three postcards. So yeah, maybe Facebook was like the final straw, but you triggered their brain three other times, or vice versa. Maybe they saw you on Facebook and then the postcard got the mail, got them to respond. And so it's important when you're looking at your marketing to realize that no usually and they shouldn't, honestly, they should see your business more than one way. You know, I say five to seven ways, five to seven touches.

They should be seeing your business lots of different ways. And you want them to, and you want all those working together to get them to realize, okay, this is a business. My brain recognizes this. I've seen this a lot of times. I can pay attention to this. I've seen this truck on my street. I've seen a yard sign somewhere. And so as much as I love attribution, it's also recognizing too that it can be multi-touch that got you that customer and that result.

Krystal Hobbs (28:15.255)

Yeah.

Krystal Hobbs (28:39.38)

Yeah, yeah. Nothing lives in a vacuum and you know, they they only saw one thing. Michelle, I love that you said that just because you're the best at something doesn't mean you're the one that's going to get hired. Tell me more about what you mean by that.

Michelle - SendJim (28:42.289)

Exactly, yes. Right.

Michelle - SendJim (28:59.711)

Yeah. So I mean, it's so fun. fun is a funny word to use. But a lot of times we'll put like, you know, the number one plumbing company in Houston or whatever, or the best plumbing company. And 100% that's true, right? You're this your business, you know that you are the best. But the that doesn't always mean the customer's going to choose you. And again, going back to kind of the psychology of things, our brain is picking up cues all the time. And our brain likes to simulate things because

If you think, like imagine think right now about someone eating a lemon. When you think about someone eating a lemon, usually your mouth starts to water a little bit and like your lips kind of pucker. You can tell this like when you're watching a horror movie, how your heart rate actually increases, or if you're watching something sad, like you sometimes cry. Because it's not that you're just watching the thing, but your brain's actually simulating that experience. And so what this means when it comes to being the best is you're

Customers are picking up cues all the time from everything that comes from your company, everything that they see, every experience that they have about what it's like to do business with you. And their brain is simulating it. And so these cues that you're sending, especially with marketing at the beginning of this journey, is sending cues to them of what it's going to be like and like, are you actually the best? And so that's where it's really important to think through how everything that you are presenting to people, what does it look like? What how do my technicians present themselves? How do they greet people at the door?

How what does my truck look like? You know, is it clean? Does it have good appearance? What does my website look like? What do my postcards look like? Am I responsive to people? Do I, you know, pick up on a few rings or call people right back? Do I have good communication to them? They do not know. Most people do not know that you are the best by the work itself. They don't know how that works. You know, I couldn't tell you you know, the different types of

HVAC systems and which one, why this one performs so much more efficient than this one, other than what you're telling me. Like that's my exposure to it. And so I don't really know how to trust you from that of just like your knowledge or you telling me that you're the best. Or even if I'm watching you work, I don't really know what your work is doing is the best. But what I do know is the other cues I picked up. How responsive were you? How friendly were your technicians? How helpful is your communication along the way. And so

Michelle - SendJim (31:17.457)

If you give those cues to the brain, they're simulating, okay, this is what the experience is with this customer. And then we're saying in our head, this is the best choice for me, not necessarily because of the work. Obviously, that's important. They need it needs to work. And if it doesn't work well or you're not doing what you promised, then that's not going to go very well for them. But if they're seeing these cues of okay, that I'm all these cues are telling me this is a good business to work with. And if they're this organized with how they're communicating to me about the appointment, then their technicians are going to.

do a good job with this install or whatever it is. it's sending those cues that this is this is the company I should go with, rather than just being quote unquote the best.

Krystal Hobbs (31:56.636)

Yeah. No, I love that. That's amazing. I know we covered a lot here, so I would like to ask one question to wrap this up in a nice little bow for everybody, hopefully. But what would you suggest contractors can do, one thing that they can do this week to get further beyond the tools?

Michelle - SendJim (32:20.873)

Yes, love that. I think, you know, kind of to what we were just talking about there is really putting themselves through their customer journey. And I think this is important to do, not just once. You're like, yeah, I've that, I've thought about that, but it should actually be something you're regularly doing is just kind of think through some people call it a hassle mapping and things of just like what if I am someone that has never seen your business for before.

What am I going to experience from the minute I see your ad to, you know, my job is done? Like what does that actually look like for me and thinking through that step by step with, you know, the different people that are involved with it, the different technology that you're using with it, and what that experience feels like. And then just picking one thing from that that you can maybe improve, make a little bit better. I think that that that just figuring out that whole customer journey and not just doing it once, but coming back to it again and again.

is one of the most impactful things that you could do. And there's always ways to improve and make it just that much better.

Krystal Hobbs (33:23.867)

Amazing. Michelle, how can our listeners learn a little bit more about you?

Michelle - SendJim (33:28.607)

Yeah, so best ways to just come to our website, sendgym.com, and you can learn a little bit more about what we do to help you in that customer journey and to help you get more customers and really capitalize on the jobs you're already doing and turn one job into more. And so just check us out at sendgym.com.

Krystal Hobbs (33:46.265)

Awesome. Thank you so much, Michelle. I really enjoyed this, and I know our listeners aren't gonna take so much value away from our chat today.

Michelle - SendJim (33:53.931)

Thank you, Crystal. That was a pleasure.

Krystal Hobbs (33:57.603)

Yeah.