The Game Changing Firewood Marketing Model
Brian Madden
Firewood Business Owner
25 Years In The Firewood Business

From Dead Broke Wood Splitter
To Profitable Firewood Distributor
Stop Practicing, Start PROFITING - 3 Simple Steps to Help DOUBLE Your Firewood Profits!

MARKETING FOR FIREWOOD PROFITS

Brian M. Madden
Looking Back To My Marketing Beginnings:

- Billboards
- Yellow pages
- Craigslist
- Road Signs
- Community Flyers
- Postcards
- Valpak type Mailers
- Corkboard Tear Off
- Drive By

Or Is This Your Today’s Marketing?
More Recently, we’re integrating infant steps to some online advertising:

- Craigslist
- YP.com
- Google Local
- Sponsored E-newsletters

The same message, day after day throughout the season. We’re cheap – come and get it.
The Firewood Season Marketing Calendar

The scramble begins around October...

Or do your trucks and signs go out on display with the frost?!!

Question: What would your revenues look like if you could start selling firewood BEFORE the season started?
It’s Time To Stop Planning Your Firewood Marketing Like A Fire Drill Year After Year
Today’s Firewood Marketing - ONLINE

There’s Room For Us On The Internet Without Rocket Science

- Facebook
- Weather.com
- USA Today.com
- iHeartRadio.com
Today’s Firewood Marketing - EMAIL

Maintaining Client Lists For Presale And Resale

- Coupons
- Upsells
- Referrals
- Personalizing Your Business For Relationship Building
Today’s Firewood Marketing – DIRECT MAIL

Targeting Homeowners and Business Lists By Neighborhood Without A Drop Of Gas!

• Keeping Delivery Costs Low
• Grouping Customer Deliveries to save on gas.
• Let buyers know the value of buying from YOU before they call for a price.
Question Your Current Product Packaging

How do you sell you wood?
• By the rack?
• By the trunk?
• By the truck?
• Or... By the Law?

Have you thought about diversifying your bundles and packaging to appease most folk’s price points?
I Recruited The Right Team

Key Highlights

1. Hired one of the country’s BEST Direct Response Sales Copywriters
2. Secured over 20 Virtual Assistants
3. Completed a website redesign with an online shopping cart.
Truth In Numbers – My Story: How Did I Do It?

I Perfected A Marketing Plan By Watching The Numbers

Important things I learned:

All of these marketing activities work together like a powerful symphony. No one thing was the “smoking gun”.

Remember... Small hinges move big doors! Most often time it’s the small incremental changes that you VIGILENTLY track that make the difference.
Truth In Numbers – My Story: How Did I Do It?

You have to track every piece of marketing you put out there!
A few MUST do's if you want to start Earning PROFIT in the Wood biz

Operational changes that impacted my profits:

1. Raise your prices.
2. Change your product sizes immediately! Offer fractional quantities to increase your profit per unit.
3. Pre-sell to your existing customers to get an influx of cash early (email, voice broadcast and direct mail)
4. Create even a simple website for your firewood business NOW.
5. Offer stacking and chimney sweeping as up-sells.
6. Find a company to kiln dry your wood and offer it!
A few MUST do's if you want to start Earning PROFIT in the Wood biz

Marketing changes that CRUSH IT for me

1. START TRACKING EVERYTHING!
2. Get your butt a website and start setting-up Google PPC Ads NOW!
3. Send thank you cards to last year’s customers.
4. Start thinking about which neighborhoods you’d like to market to (drive and SEE their chimneys).
5. Use the USPS EDD program.
NOT a Techno Kinda Do-it Yourselfer? NO PROBLEM

DONE FOR YOU!
How would you like to:

- Stop customers from comparing you on price alone?
- Know how you’ll market your wood and when... Not to mention knowing EXACTLY what to say in your message?
- Stop worrying over constant supply shortage?
- Nearly double your price while keeping all your GREAT customers?
- Minimize the wear and tear on you, your equipment and your staff?
So what’s this worth to you?

What’s it worth if you could just get 25% more profit this year?

What would you pay another non-industry “consultant” to learn your business?

Think it’s worth 1 Full Cord of wood / month?
Marketing strategies and campaigns that you can use for YEARS to come and in ALL areas of your business!
Just a few things the Coaching includes:

- Set-up tracking phone numbers.
- Determine who can kiln-dry your wood.
- Customized 4 page website.
- Opt-in lead generation on your website emailed to you.
- Set-up Google PPC account and all BEST Keywords.
- Set-up USPS account and provide you with EXACT flyers to be used in the EDD Campaigns.
- “Thank you” sequence.
- 12 Different customized flyers.
- Holiday voicebroadcast and SMS marketing sequences.
- Facebook Ads including photos and sales copy.
- Set-up chimney sweep relationship and 21 point inspection.
- Premium Kiln-dried Box campaign
- Pre-designed street signs that sell.
I’m limiting the Coaching to 5 Spots. ...and it starts on 6/1/16.

- We’ll start with a 2 hour one on one strategy session.
- A FREE copy of my book Marketing For Firewood PROFITS.
- The EXACT Flyer I use every year that has single-handedly brought in over $96k in the last 3 years.
- My Guide to getting your firewood (well some anyways 😊) for FREE.