



Hello! We are pleased to send you this monthly issue of *Energy Auditor Marketing*. It is our way of saying that you are important to us and we truly value your business. Enjoy!

## Monthly Joke



### The perils of taking a bath

At the end of a long, stressful day, Allison decided to take a nice relaxing bath. Just as she was settling into the water, her doorbell rang. Because she lived alone, no one else could answer it, and after repeated ringing she got up, put on a robe, and went downstairs. The caller turned out to be a salesperson, and Allison quickly sent him away. Running some fresh hot water, she returned to her bath, only to be interrupted by the phone. Frustrated and more stressed than ever, she once again tried to lie in the tub, but two minutes later the doorbell rang again. This time Allison slipped in some water on the bathroom tile and fell down hard. Staggering downstairs in pain, she tripped and tumbled the last few steps. Whoever had rung her doorbell was gone. Aching, Allison managed to climb back upstairs, get dressed, and hobble back down and outside to take a cab to the emergency room. The doctor checked her over. "There's no serious injury," he assured Allison. "You just need to get some rest. How about a nice hot bath?"

## Monthly Quote

*"You can't wait for inspiration, you have to go after it with a club."*

—Jack London

## Marketing Tips For Start-Up Firms

In the 21<sup>st</sup> century all start-up companies need to have an excellent strategy in place to deal with digital media in order to establish their brand and make sure they have a long-lasting impact. The internet can be a tricky beast however, and it is a good idea to be aware of a few helpful tips before getting started.

It is important to keep in mind the need to focus firmly on your primary target audience. It is tempting to try and reach out to everyone, especially in today's inter-connected world, but that can be a big mistake, particularly for start-up companies. Stay focused on the customers that are more likely to add more to your business growth early on. Start-up companies tend to have fairly limited resources and it is crucial to make sure those resources are used to their best advantage.

It is also important to choose the digital platform that is best for your company. There are virtually limitless options available on the internet, but you need to focus on the right ones. Work out how to transfer traffic to your website from your target audience by researching the digital choices made by your consumers, such as the brands they follow on social media sites and other sites they visit, and then choose sites to focus on. Information sharing brands would go well with Twitter and Facebook, for example, while more visually oriented brands might want to look at Pinterest or Instagram.

## Making B2B Emails More Human

Many B2B emails try to personalize their contents by addressing the recipient by name, only to then descend into a totally generic message that may or may not have much relevance to the person who ends up reading it. Corporate speak can be another big concern; such talk may be acceptable in memorandums but when it comes to marketing emails, actual human beings are the ones making the decisions.

One good tip is to make reading your emails easier for recipients. Redesign your email templates with plain backgrounds, bigger fonts, call to action buttons that clearly stand out and much more streamlined content. Many old school B2B emails use dense text and formats intended for bigger monitors that can stretch the patience of many people today.

Lightening up a bit is also not a bad idea. You are not necessarily going to throw away your sense of authority just because you use a conversational tone and include a little humor here and there, and it could in fact endear the email recipient to you considerably more than lecturing them would.

## Protect Your Business

Social media activity is often regarded as essential by many businesses in today's world, but it can be a double edged sword that might end up hurting your company as much as helping it. With this in mind, it is vital to follow basic guidelines when it comes to your company's presence on social media.

It is important to institute a policy regarding social media in order to regulate access to it by employees and to create rules for how they should behave online. Policies need to state specifically what is and is not allowed and employees should also be given proper training as to how use such sites for the benefit of the company.

For employees who have their own social media sites, make it a policy for them to not mention their place of employment so that nothing they say or do on their own time can have an impact on your organization. It is also a good idea to have your social settings locked down by using the highest level of privacy settings on your social media sites.

## These folks redefine 'hard work'

If the key to success is hard work and then more hard work, take your cue from the habits of some of the world's most successful people (as compiled by Business Insider):

- Michael Jordan. The pro basketball legend once spent his off season perfecting his game by taking hundreds of jump shots a day.
- Howard Schultz. The founder of Starbucks routinely puts in 13-hour days, arriving in his office at 6 a.m. and leaving at 7 p.m. Then he emails and talks to employees overseas from home—and works weekends as well.
- Marissa Mayer. Now the CEO of Yahoo, Mayer forged a successful career by working 130 hours a week at Google, pulling all-nighters and sleeping under her desk when necessary.

## Take a positive approach to workplace safety

If you're responsible for safety in your workplace, you know the importance of preventing accidents and injuries. But does everyone else? Here's how to get the message out and keep the rest of your workforce healthy and safe:

- Signs and posters. Remind employees to take proper precautions by displaying signs throughout your workplace. Switch them often so employees don't ignore the ones they see all the time.
- Safety meetings. From time to time, bring small groups together to discuss safety issues: a new piece of equipment, problems you or other employees have noticed, changes in your organizational guidelines, and the like.
- Proper training. Don't assume employees will automatically know how to operate a piece of machinery like an insulation machine—or what to do in an emergency. Provide proper training so everyone can handle equipment safely.
- Good examples. Whether you're a manager, a safety leader, or just a conscientious employee, show your co-workers that you follow the same safe working practices you expect from everyone.

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## How to travel with a smartphone

Taking a smartphone with you when you travel can be a very good idea, enabling you to keep in touch with friends and family, while also allowing you access to any information or assistance you may require. Nevertheless, there are some pieces of advice you should follow in order to avoid some of the potential pitfalls.

One good tip is to make sure that you lock the screen. In the event that your smartphone is stolen, this will prevent the thief from being able to access everything that is stored on the phone.

Putting your smartphone into airplane mode enables you to charge it considerably faster than is otherwise the case, and can be a very valuable tool if you only have a limited time available in which to charge it up.

It is absolutely crucial to get yourself a local SIM card, which effectively turns your smartphone into a local phone and thus gives you access to cheaper calling and data rates.

## How To Get Inspired At The Office

Innovation and creativity are vitally important in almost every aspect of life, but sometimes it can seem very difficult to get inspired while sitting at the same old desk in your office day after day. Fortunately, there are ways to inspire your world even in that environment.

One good tip is to have your desk rearranged. The monotony can be broken just by moving around some of the items on your desk every couple of weeks and experimenting with visual settings and lighting on your computer.

Posters or calendars featuring scenes from nature – be it an animal or a tree – can also help you to draw out your creative side. Even minor tweaks to your working environment can help to make you feel more inspired.

It is also vital to keep clutter down to a minimum. Put away any items you are not currently making use of and create an open space on top of your desk. This can affect your thought process in a very big way and you may be surprised by just how much tension such a simple act can relieve.

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## For long-term success, give up these detrimental traits

Success isn't always about dominating the landscape. Sometimes it lies in what you're willing to give up. Don't cling to these counterproductive behaviors in your quest to achieve your goals:

- **The need to be right.** Concentrate on getting results, not on proving your own intelligence and accuracy. Be open about your mistakes, and don't worry about who gets the credit for victory. Help others succeed, and you'll share in the glory.
- **Speaking first.** You don't have to dominate every meeting and conversation. Make an effort to really listen to the people around you. Ask for their ideas and opinions. Give them the opportunity to share their thoughts, and they'll become more comfortable communicating with you.
- **Making every decision.** Ask others what they would do, and be willing to accept that there may be more than one way to accomplish a task. Don't insist that everyone do things your way.
- **Control.** You can't stay on top of every task and decision, and you'll drive yourself to exhaustion if you try. Identify what you really need to handle, and delegate responsibility for tasks that others can do just as well. Accept that some things (personal popularity, for example) are beyond your control so you can concentrate on the influence you have.

## Workers' compensation: Research your position before you're hurt in a workplace accident

Do you know your rights if you're injured on the job? You may be entitled to workers' compensation, an insurance program which provides financial help for medical bills and lost work, in exchange for not filing a lawsuit against your organization.

According to the legal website Nolo.com, an employee is eligible for workers' comp if these three conditions are met:

- The employer carries workers' compensation coverage (or is required to). Generally speaking, most organizations are required to have workers' comp policies, although some may not—the number of employees or the type of work they perform can affect the need for coverage. Check your state's laws and regulations.
- The injured party is in fact an employee. Independent contractors (like freelancers and consultants) aren't usually eligible for workers' compensation. Nor are volunteers, although volunteer fire fighters may be covered, depending on your state's laws. Just make sure your employer doesn't try to classify you incorrectly in an attempt to avoid paying for coverage.
- The injury is work-related. If you're hurt on the job, you're usually covered as long as you're actually carrying out the work your employer requires. But sometimes situations are complex: if you're hit by a car while doing a personal favor for your boss on your lunch break, for example, or you sprain your ankle playing softball at the organization's annual picnic. You'll need to talk to a lawyer before taking any action.

# Newsletter

BPI Exam Academy

[www.BPIExamAcademy.com](http://www.BPIExamAcademy.com)

[youtube.com/BuildingScienceTC.html](http://youtube.com/BuildingScienceTC.html)

**A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN ENERGY AUDITORS AND CONTRACTORS JANUARY 2015**

## **Clarify your role in crises**

When an emergency occurs, like a missed deadline or a sudden drop in sales, you naturally assign tasks that need to be done to solve the problem as quickly as possible. But do something else as well: Tell your workforce what you'll be doing while they're working hard. Employees are usually ready to help, but it's motivating to know that you're not simply giving all the work to them. Let them know if you'll be taking on specific tasks, troubleshooting, relaying the latest information, etc. What you do counts, so let your employees see you leading.



**From the desk of David  
Byrnes**

**Excerpt From Business  
Growth Book Review – The  
E-Myth by Michael Gerber**

One of the obstacles I have had to overcome is the thinking that by canning and cloning, I'm kind of selling out and the fear that my business would lose the personal touch which my customers love. It actually took some time for me to overcome that idea, but while I was wrestling with it, I was simultaneously working on creating guidelines for reproducible results in a few aspects of the business. Once I had a few of those in place, it was now time to practice my managerial skills... which were embarrassingly poor... think Steve Jobs crossed with a stereotypical engineers communication skill. The nice thing is, I know when my business grows even more I will have the processes, job description and metrics in place to hire a full time manager whose primary strength will be managing people. That's the power and depth of this book. [Read more at our blog [BPIExamAcademy.com/blog](http://BPIExamAcademy.com/blog)]

## **How to motivate**

If everybody was highly motivated all the time, management would be a cinch, but that is not just the way things work in real life. As a manager you will have to deal with a wide variety of individuals, many of whom will not be intrinsically motivated. The good news is there are ways to help motivate the naturally unmotivated.

One good tip is to get to know the people working for you on an individual basis. You need to understand someone to be able to try to work out why someone with the right skills is failing to entirely live up to their potential. Learning their likes, dislikes, hopes and fears can go a long way toward figuring out what incentives they need to perform better.

You also need to stay aware of the team and personal dynamics in your workplace. Workplace relationships can make a huge difference between employees feeling engaged or frustrated by their job, and thus also affect their productivity. The composition of teams is important, and it can be a very constructive catalyst to pair two people on a project who get on well together. Giving assignments to employees to whom that work would particularly appeal is also a very good idea.