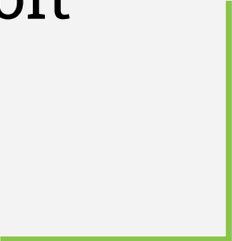


**Attract new clients with a  
mindfully-designed website  
and marketing plan.**



**By Jill Lawrence & Paul Mycroft**



*“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”*



~ Nelson Mandela

# Mindful Marketing Case Study: Good Old Days Handyman Service

Local strata maintenance and repair company looking to rebrand and create a marketing plan that aligns with their values.

Key pain points:

1. Website doesn't represent their brand.
2. Not sure what content to post on social media.
3. Wants to know how to get more ideal customers.

# WHAT are you Selling (part 1)?

1. Start with 4-5 words that describe how you want someone to *feel* when they interact with your business.

e.g. Good Old Days Handyman Service: calm, confident, connection, at ease, happy.

# WHAT are you Selling (part 2)?

2. Then choose 4-5 keywords that will represent those feelings in your marketing.

e.g. Good Old Days Handyman Service: helpful, caring, workmanship, honesty, reliable.

# WHO do you want to Attract?

- Know the people you want to have as customers.
- Be aware of the people you don't want to have.
- Learn how to speak so that they will be attracted to (or repelled from) your offer, by using your keywords and language that relates to it.

# Mindful Marketing Plan

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## Pain points:

1. Website doesn't represent their brand.
2. Not sure what content to post on social media.
3. Wants to know how to get more ideal customers.

## Solutions:

1. Bring in Paul!
2. Shift how they use social media and create a simple content plan.
3. Review customer experience and create a "word of mouth" marketing plan.

# STRATA PROPERTY MAINTENANCE

*Ask about our  
equal payment  
plan!*



*The Golden Rule in Every Handshake!*

## WE CAN DO IT ALL!

- Gutter cleaning and repair
- Window cleaning
- Painting
- Carpentry
- Power washing
- Moss removal
- Small repairs
- And more!

## OUR MISSION

Our mission is to value respect, honesty, patience, consistency, good communication and positive attitudes.

Building strong relationships with our clients is the key to our success!

**Contact us for your free quote!**

Office@GoodOldDays.ca

250-709-1701

# Applying the Branding to the Website

- Use the same primary (stock) imagery plus real photos.
- Colour selection to match material.
- Font selection to be both web-friendly and reflect the tone of the business (sans-serif clean headlines and “old style” serif for body copy for the “good old days”).
- Initial landing should reflect the feeling you are trying to project with words, making an instant emotional connection: “helpful, caring, workmanship, honesty, reliable.”
- Contact points should encourage an inquiry or action.

# Contact form - an action before they leave

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Use words to make it *read* like you WANT to hear from someone! Add a “Thank You” page and a confirmation email if possible.

1

Name \*

First

Last

Email \*

Comment or Message \*

Submit

OR...

2

Your name \*

Best contact phone \*

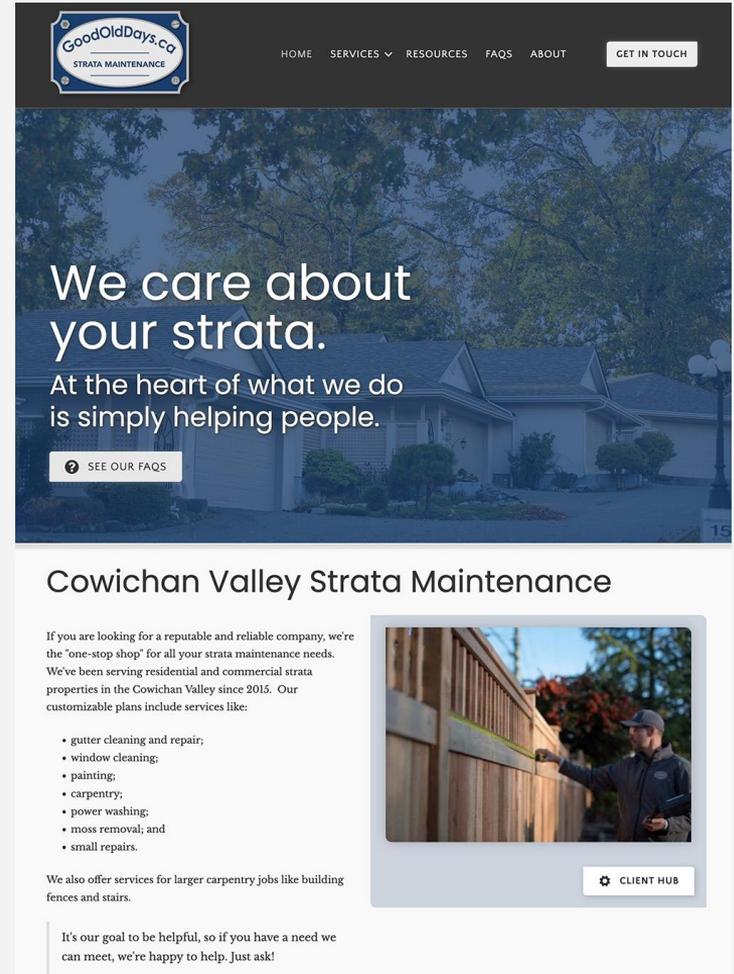
Your email \*

How can we help? \*

Send to Good Old Days

# Website

- 1) On average, you have between 1 and 2 minutes to generate an action before they leave. This Home page has three:
  - i) GET IN TOUCH (common)
  - ii) SEE OUR FAQs
  - iii) CLIENT HUB
- 2) Average visits between 1 and 3 pages.
- 3) Maybe 50% of visitors are in mobile.
- 4) Leave them with a *feeling* that they have found what and whom they were looking for; they do not need to keep searching.



The screenshot shows the homepage of Good Old Days Strata Maintenance. The header features the company logo, navigation links (HOME, SERVICES, RESOURCES, FAQs, ABOUT), and a 'GET IN TOUCH' button. The main content area has a large image of a house with the headline 'We care about your strata.' and the sub-headline 'At the heart of what we do is simply helping people.' Below this is a 'SEE OUR FAQs' button. The section is titled 'Cowichan Valley Strata Maintenance' and includes a paragraph about the company's reputation and history, followed by a list of services: gutter cleaning and repair, window cleaning, painting, carpentry, power washing, moss removal, and small repairs. A photo shows a worker measuring a wooden fence. Below the photo is a 'CLIENT HUB' button. At the bottom, a quote states: 'It's our goal to be helpful, so if you have a need we can meet, we're happy to help. Just ask!'

Good Old Days.ca  
STRATA MAINTENANCE

HOME SERVICES RESOURCES FAQs ABOUT GET IN TOUCH

## We care about your strata.

At the heart of what we do is simply helping people.

SEE OUR FAQs

### Cowichan Valley Strata Maintenance

If you are looking for a reputable and reliable company, we're the 'one-stop shop' for all your strata maintenance needs. We've been serving residential and commercial strata properties in the Cowichan Valley since 2015. Our customizable plans include services like:

- gutter cleaning and repair;
- window cleaning;
- painting;
- carpentry;
- power washing;
- moss removal; and
- small repairs.

We also offer services for larger carpentry jobs like building fences and stairs.

CLIENT HUB

It's our goal to be helpful, so if you have a need we can meet, we're happy to help. Just ask!

# Thank you!

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