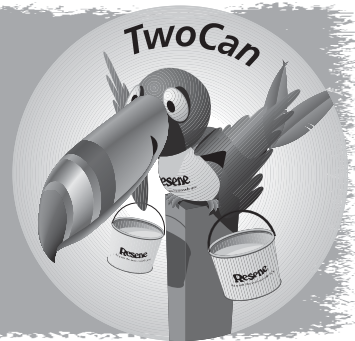


“ You’ve reviewed and streamlined any bits of your business that needed attention, focused on the profitable areas and fired any customers that were costing you more than they were paying you – all of which should give you a better reward for your time spent on the job in the future. Now’s also a great time to review your business image and make sure you are presenting a professional image to your potential customers giving them added confidence in choosing you for their projects. Customers currently in the market are generally looking for a quality job – i.e. quality products with quality workmanship and a finish that will last. Ensuring your image reflects the quality you can offer is vital. Plus, keep your eyes peeled for free advertising opportunities and business resources that are available to you that can help you contain your own costs. To get you started, here’s a taste of some of the services Resene has to offer... ”



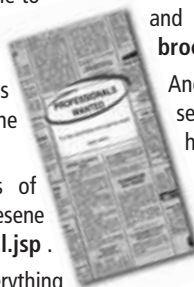
Free lunch

With things being a wee bit quiet around some areas, now’s the time to make the most of any free advertising opportunities you can find... if you haven’t already.

Resene has one for you that might not quite be a free lunch, but it is free advertising that might get you a client and you can pay for the lunch using your new profits.

The Resene online **Find-A-Professional** section lists hundreds of professional decorators and specifiers free of charge on the Resene website at: www.resene.co.nz/Professionals/search-professional.jsp.

This section is a quick and handy way for website users to find everything from a professional painter to a professional waterblaster to a registered architect. Listings include hyperlinks to email and website addresses to make contacting the relevant business easy.



Best of all, it is completely free to get your business listed – all you need to do is visit www.resene.co.nz/Professionals/update-email-form.jsp and complete your details or pick up the **Professionals Wanted brochure** at any Resene ColorShop, complete and return.

And if you have a listing already and want to add some photos, simply send up to three images to update@resene.co.nz with the subject header **Resene Marketing – Professionals Wanted**. Make sure you include your business details so we can match your pictures up with your listing. If you prefer you can also send us good old photos and we can scan them in for you (just post to Resene Marketing, PO Box 38242, Wellington Mail Centre, NZ).

A free ad for no cost - not a bad return for 5 or so minutes of your time. The sooner you get your completed info back to us, the quicker we can load your listing and the faster your new customers can find you.

Folding stuff

And while we’re on the topic of free things, Resene also has a wide range of business resources available to you.

We know that the human mind has a clever trick of forgetting information over time, so we thought we’d better run back past you some of the freebies you can get your hands on from us in case you’d missed them in the past or just completely forgotten!

Here goes... all of the following are available for ordering free from your Resene representative (or from the Resene website), so make sure you hit them up for the things you need and when you run low, just give them a nudge for a top up...



Resene Trade order book – handy duplicate order book so you can place orders with your suppliers and track and match up what you have ordered to what they have charged you... always pays to make sure these two are the same!!



Resene Painter window stickers – just add your card and attach to the window of the building you are walking on so that all that pass by know who the superb painter is (you of course!)



Resene corflute boards – get your details printed onto a Resene corflute board for free and display on your current job to promote who is responsible for the transformation. Leave it up for a couple of weeks after the job is done (if the owners let you) then remove and use on the next project. A great way to get future projects while you are busy working on a current project.



Resene Colour scheme pads/Thankyou cards – simply complete with the colour scheme used, fold nicely and slip inside a Thankyou card page with your business card giving your client a handy wee record of their colour scheme and you the opportunity for future work when they dig the scheme and your card back out to start on their next room.

To stop people accidentally leaning on or touching the area you just painted, hang one of the **Resene Wet paint signs** near the painted area. Available in handy multi packs of red and black or yellow and black, they’re worth their weight in gold.



continued over >>

More fabulous free resources:



Resene Quote book – contains 50 duplicate quote sheets perfect for speedy quotes.



Resene Invoice book – contains 50 duplicate invoice pages perfect for just as speedy invoicing.

For those who prefer to hide their handwriting and use a computer, these forms are available on the Resene website in the Painter stationery section. Simply go to Resene website, select the Painters section then Services, Stationery. Simple!



If you want to give your customers a sense of security that when they hire you they are getting quality workmanship and quality materials, then grab yourself a **Resene van decal** and slap it on the side of your van... or better yet grab three and slap one on each side and the back. The van decals are available in two sizes and are free. If you're not sure about permanently attaching a van decal to your brand new van, then you can opt for a **Resene logo large vehicle magnet** or three and take it on and off as you please. Or if you want to combine your business details with the Resene logo then ask your rep to arrange a Resene van label complete with your business name and phone details and the Resene logo at the bottom.



Resene Caring for your paint finish brochure – no point standing around for hours explaining to clients the ins and outs of cleaning their paint finish – just hand them over one of these handy brochures with your card tucked in the front and they'll thank you for the extra service. You'll also thank yourself when you get fewer callbacks from overzealous cleaners whom try and clean their paint finish too quickly!

Talking about quality, don't forget the Resene Quality of promise information – grab yourself some copies and make sure you leave them with the owners of completed projects together with the paint and colour schedule so that they have the assurance that not only does the paint finish look good but that it will last distance.



And what van would be complete without **Resene number plate surrounds**? Grab yourself a Resene number plate surround with Honk for a paint job and get noticed. Ask your rep or local ColorShop to organise a free one for you.



We also have Resene branded t-shirts, safety hats, high visibility orange vests, first aid kits, quote bags, vests, caps, beanies and much more for sale... so if you're kitting out your team check out the range.



A long weekend spraying

If you've ever worked through a long weekend only to have things turn to custard, then you might just appreciate that it does happen to others, as evidenced by Roy Steed's true story...

When two guys decided to give being in business a crack, we never guessed what one of our first contracts was going to be or what was involved. Over ten years ago now we set out our new business and our biggest obstacle was to leave on good terms with a boss who in previous years had re-employed Grant after an O.E. and help me complete my apprenticeship. Leaving on good terms meant he offered to subcontract us our first major contract at a Pak N Save. The job was major but as we had already painted New Worlds for him in the past he knew we were capable.

The realisation of how big this job was going to be set in straight from the chemical cleaning. We spent two weeks on the roof of the building waterblasting it clean, but that wasn't going to be the only major cleaning we were going to have to do. With the vast mass of customers and trucks unloading all the food supplies, we knew the only way to get the loading bay docks and the front of the store painted would be when the store was closed. This was only going to happen when by law the store had to be shut Public Holidays, so we eyed the opportunity of a long weekend, Easter, to come in and spray the loading bay and front entrance, as any other time of the day there was always queues of trucks waiting to unload and an endless stream of customers.

Getting there early Good Friday we decided to make the most of the roller doors being down and closed in the unloading bay, we set up and loaded our airless spray unit with the door colour. There were three doors on the unloading ramp and one around the corner. As most painters

would, we set up where we wouldn't have to move the airless unit again, opting to spray the smaller door first around the corner.

The spraying of the first door was almost complete when just out of the blue the pressure completely died. First reaction was "Oh no power cut, just our luck!" but as soon as we walked back around the corner, a power cut would

have been a lot luckier. The gun had blocked, and under the pressure the airless hose line had split and the whole time we were bagging off power companies our airless had been pumping paint all over the concrete unloading dock. It was a scene from Mr Bean's blow up the paint can episode, the line had whipped around enough to get paint in just about every direction - needless to say though none managed to reach the target of the doors. We had to clean out our airless, which we thought as soon as clean water was in the line we could use to clean the paint off all the concrete. But unfortunately we couldn't get enough pressure in our airless unit to cool our frustration, let alone clean any paint off concrete. We packed up, went back to

our depot and loaded up our waterblasters and spent the rest of Good Friday cleaning the concrete. Needless to say when we did spray the other coats on the Easter Monday we wrapped that loading dock up like a crime scene! And the front had to wait until the next long weekend to complete our long weekend spraying plans.



That's all for now –
catch you next month!

TwoCan, Editor.

