

Kudzu.com Works for Me!

"Kudzu.com has tripled my business!"

"I'm not even joking—last week, on one day, I got seven calls from my listing on Kudzu.com!" said Michael Thomas, co-owner along with his wife, Lisa, of Aquarius Pool & Spa based in San Diego. "In three months with Kudzu.com, my business tripled. I spent \$2000 a year with Yellow Pages with no results. I'll never use Yellow Pages again. Some of my competitors are really missing out."

Follow Michael Thomas' lead—and get more quality leads for *your* business. [Contact Kudzu.com Sales now](#) and find out how you can maximize your presence on Kudzu.com.

What's New at Kudzu.com

See More Green with the Kudzu.com Green Guide

The marketplace is talking, and we're listening! More and more consumers are looking for environmentally-sound options for their renovations, lawns, pet care, healthcare, travel and more! If your service can help consumers be eco-savvy, then you'll want to advertise in the Kudzu.com

Green Guide. Talk about a great environment—your ad will share space with must-read editorial content on a wide variety of topics that hit home with folks who care about our global home! [Check out the Kudzu.com Green Guide](#) and make your competitors green with envy by getting in early. You'll reach passionate consumers with "green" to spend on the right service pro. Make sure it's you!



When We Get Noticed, YOU Get Noticed!

Sure, awards are great, and we're thrilled to tell you about our recent Gold Award from the Service Industry Advertising Awards (SIAA) for our total advertising campaign used to launch Kudzu.com in Las Vegas, San Diego, and Arizona, as well as to accelerate growth in Atlanta. But what makes us even happier is knowing that when we get noticed, YOU get noticed because more people come to our site and see your listing!

We'll keep the high-quality ads, commercials, radio announcements, billboards, and more, coming—so we can keep the consumers coming to *you*. At Kudzu.com, we do the work, you *get* the work.



Come Say Hi!

We're having so much fun getting out and meeting everyone that we've signed up to participate in a bunch of upcoming business expos. Stop by and say hi if we're in your neighborhood and let us know what you love about Kudzu.com—and what you'd love to see. Find us in [Las Vegas June 13th](#) and in [Phoenix June 26th](#)

Here's What's Working for Other Service Pros!

Numbers talk, and here's what the latest statistics are telling us about what's making consumers click on profile listings:

- Service pros with reviews average **513%** more profile views compared to those with no reviews! Yep—you read that right.
- Service pros with photos average **221%** more profile views. It's a snap!
- Haven't done your marketing description? Those who've explained their business a bit average **194%** more profile views than those without a marketing description!
- How about deals? Those with deals or discounts average **192%** more profiles than those without any special incentives.
- Simply adding your logo, for goodness sake, could pump up your views! Service pros with logos average **156%** more profile views than those without a logo.
- Have a portrait of yourself? Give it a shot. A picture paints a thousand words, and it can increase your visibility. Service pros with photos of themselves average **131%** more traffic.
- Service pros who list their credentials average **130%** more profile views than those who don't. Have a professional affiliation or credential? Let consumers know!
- The bottom line? (All number stories have a bottom line!) Use your features and increase your profile views. More views—more chances to sell your service to ready-to-buy consumers.

Logon to your [Business Center](#) now and put these features to work for *you*.

Kudzu.com Power Tips

Make More Money from Less Work

Do less and make more? Sign me up! Who wouldn't want to get greater rewards for all the hard work? Here are some easy ways to increase your earnings:

- **Check your rates.** Sure, it may sound great to say you haven't raised your rates in ten years, but you may be underselling yourself in a rapidly changing marketplace. Sometimes, you may be even losing out on business because some prospects may think you can't be a quality operation if your rates are so low! Find out what your competitors are charging. See if you offer anything that differentiates you and gives you reason to charge more for certain services. A ten percent increase in rates, if appropriate may not make a big difference to your target market, and could mean an instant 10% growth in revenues to you for no additional work.
- **Partner up.** Does your service marry well with another type of service? For instance, if you're a pet breeder, you'd do well to know who builds fences! Are you a hair stylist or florist? Know wedding photographers and caterers! Join forces and promote each other, or offer specials when both services are used, and you've just doubled your sales force.
- **Automate.** Provide as much information as you can on your website and your Kudzu.com listing so you don't have to tell prospects all about your service in lengthy phone conversations. Spend more time billing and less time selling.
- **Double dip.** See if existing customers have additional needs—or neighbors who may need your service. You save time—and make more money—if you provide additional services to customers whose homes you're already at. Painting the outside of someone's home? Ask if they need any bedrooms painted. Offer a special rate to the neighbors while you're there (make sure your original customer gets the same offer!). Mowing one neighbor's lawn? Try to get as many lawns in the same subdivision. Suggest pruning and other landscaping services as well.

This email was sent by: Kudzu.com
6205 Peachtree Dunwoody Road Atlanta, GA 30328 USA

Please do not reply to this email. No-one is there to read it. If you do need to get in touch with us, please use this [Feedback](#) link or click [About Us](#) at [Kudzu.com](#). And as a general safety rule, please do not respond to this or any other email with your credit card information, user name, or password.

View our business agreement - [view our policy](#)

