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# KUDZU®

Share your favorite businesses.

## The Kudzu Advantage

### The Word is Out About Home Energy

Congratulations to [Home Energy](#) founder Phil Wheeler. Kudzu was able to secure a featured article about Phil and his business in the September issue of Entrepreneur Magazine. When Entrepreneur approached us looking for a business that could illustrate the power of Kudzu and word of mouth marketing, Home Energy was a natural choice.



"What made Kudzu really different from other local business listing sites was the customer ratings," says Wheeler, 40, who started his Norcross, Georgia, home insulation and energy audit business in 2003. "I started promoting and talking about it and pulled in \$200,000 off just a few reviews." This year, Wheeler believes he'll generate more than \$500,000 in sales for his \$1.2 million company solely from Kudzu activity.

[Read the entire article.](#)

Kudzu will continue to be on the lookout for businesses that are maximizing their potential and taking advantage of all of the tools available on Kudzu.com. Stay tuned for more great exposure for our Kudzu business partners.

Congratulations again to Phil Wheeler and Home Energy.

### Get More Mileage Out of Your Sales Efforts

You can't change the mileage your company vehicles get, but you can maximize the mileage you get from your sales efforts. By qualifying leads and pre-selling as much as possible over the phone and internet, you can tighten your sales cycle, reduce the number of "tire-kickers" who come your way and identify more profitable prospects.





Save gas, save time, and save money, all while accelerating sales? Sounds like a great way to drive your business forward during a tough economic time. Here's how:

1. Use all your Kudzu features. More folks are getting a greater number of bids than ever before, and you want to take advantage of every edge you can to help your business stand out. Photos, videos, credentials, reviews, deals - they all matter. What's more, in addition to your profile, consumers can find your photos, videos and deals through separate tabs on the Kudzu homepage. That gives you more ways to reach ready-to-buy consumers at the very moment they are searching for your service, and to pre-sell them on you before you've even had a sales visit.
2. Encourage reviews from your best customers. We can't say it enough. Reviews from other customers are the number one feature that consumers say sways their decisions about which service company to hire. Ask every satisfied customer to post a review. Add a review request on every invoice. Send thank you notes with a link to your Kudzu profile along with a request to write a review.
3. Increase your advertising presence. Show up higher and more prominently on search results pages and on your competitors' profiles. Own the advertising inventory on category pages, Top-Rated and other tab pages, the Virtual House, Kudzu Guides and more. And take your advertising efforts to the screen - instead of the street - to reach consumers where they are shopping for services now.

Check out these service businesses that are putting the pedal to the metal with their presence on Kudzu:

[The Painting Pros](#)

[ATM - Annie the Maid](#)

[Anderson Plumbing, Heating & Air](#)

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**Business Success Center**

**Tools For Your Small Business**



## Bartering for Services in a Tough Economy

By: [Susan Gunelius](#)

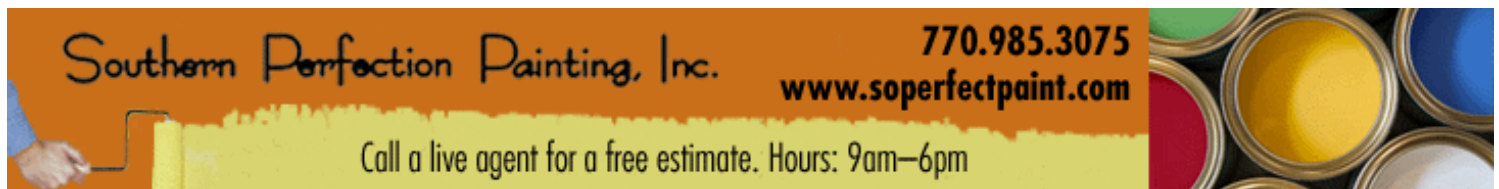
When the economy takes a downturn, small businesses typically feel the effects quickly. With a dip in business, it's more critical than ever to maintain your marketing momentum, but the money often isn't there to invest in tactics that don't drive immediate profit. That's when small business owners have to get creative and think out of the box.

### Bartering Services

When you find your small business in an economic pinch, don't think you're alone. Tough economic times hit businesses in all industries. Instead of feeling like yours is the only business suffering, seek out businesses that can provide services you need, such as advertising placement or design, copywriting, and more. Think of ways you can help that business then barter your services in exchange for theirs.

[Read more...](#)

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Southern Perfection Painting, Inc. 770.985.3075  
www.soperfectpaint.com  
Call a live agent for a free estimate. Hours: 9am-6pm

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## Kudzu Tip of the Week

### Use Your Customers as an Outsourced Sales Team

Your best customers are your happy past customers. Use them to advocate on your behalf and get the word out about your business.

Create a referral program to incent your customers to promote your business even more. Reward them for each referral they bring your way, and offer a grand prize to the customer with the most referrals. Prizes might be in the form of useful items for their home, or better yet, discounts on future services for your company - which means even more business for you.

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