

How to Build a Lasting Brand for your HVAC Business

A Comprehensive
Workbook





**“As You Climb the
Ladder of Success,
Be Sure It’s
Leaning Against
the Right Building”**

GETTING STARTED

Why is defining your values, your purpose, your vision and your unique selling proposition (USP) important?

Defining these four key elements provides you — the entrepreneur — with a road map for your business. It establishes trust between your company and its employees, customers and partners, and helps you better know your company at its core.

To take the above ladder analogy further, you can look at your company’s vision, purpose, values and USP as the first four rungs on your ladder to success.

Answering the questions contained in this workbook will ultimately give you, your employees and your customers a common sense of purpose, which is the highest form of motivation.

The goal of these exercises is to provide you with a framework to help differentiate your HVAC company and rise above the noise to build an enduring brand.

Once you've built a brand (i.e. your HVAC company's identity), you've built something infinitely more powerful, compelling and lasting that will stand above any of your competitors and withstand inevitable economic downturns.

Now, let's start with you.

YOUR VALUES






As the business owner(s), your company's values should be an extension of your own. Clearly defining them will help you attract the 'right' kind of people — people whose personal values are closely aligned with your own, whether that's staff, business partners or clients (here at Intrigue, we call these clients your A-clients — your Awesome clients!). They will act as a magnetic attractor that will bring people who believe what you believe, and repel the people who don't (you don't want them anyway).

Avoid being wishy-washy when creating your company values; they can and should be a little testy — they should very well turn some people off, or at least be somewhat disagreeable to some people. Making these values explicit tells people what you fundamentally believe in and what you stand for (and alternatively, what you do not).



The key is that your core values should be much more than fancy words on paper; they should be deeply ingrained in your culture, inform your hiring and training processes and guide all company decisions.

To get your creative juices flowing, here are a few examples of core values:

-  **Intrigue:** Do what you say you're going to do when you say you're going to do it.
-  **Integrity Air:** Do the right thing and never compromise our values.
-  **Barron Heating:** Develop trust in all relationships – be tactful yet truthful.
-  **Bel Red Energy Solutions:** Invest in personal and professional growth.
-  **Carrier:** We value diversity in individuals and cultures, and seek and share ideas openly.

Ultimately, your values will act as a signpost for people to know whether they want to do business with you, work with you, refer you, rave about you, etc.

Let's get started. Write down 5 company values below, with a sentence or two to describe why that value is important to you (if you want to add more, go right ahead.)

1.

2.

3.

4.

5.

YOUR PURPOSE

Your purpose statement captures, in a short sentence or two, the essence of your company's goals and the philosophies underlying them. Equally important, the purpose statement signals what your business is all about to your clients, your employees, your suppliers and your community.

Studies confirm that intrinsic motivations like a sense of purpose are far more effective than extrinsic factors such as money or status. Clarifying your purpose will act as a strong and effective motivational tool for you and your staff.

Ultimately, knowing why you are doing what you are doing will serve as a lighthouse to guide you and your team during those inevitable storms of doubt and uncertainty that inevitably come in business.

A few hot tips:

- 🔥 Involve those connected with your business: employees, partners, family, friends, etc. They can give you feedback and ideas that you might otherwise overlook.
- 🔥 Stay away from jargon and industry-specific wording. Use common language that everyone can intuitively understand.
- 🔥 Communicate in a way that will engage and inspire action. Your purpose statement should be bold and dynamic, and should connect with people on an emotional level.

Here are a few examples of purpose (or mission) statements:

- ⌘ **Intrigue:** “Empowering leaders to strengthen communities.”
- ⌘ **Integrity Air:** “To serve local families at the highest level so they can enjoy safe and comfortable lives.”
- ⌘ **Leslie Heating & Cooling:** "We comfort families by providing compelling service experiences that deliver cozy indoor environments."
- ⌘ **Hydes:** “We are dedicated to providing the best “wow” service experience to our residential and commercial clients in the Coachella Valley.”
- ⌘ **Industrial Cooling Corp:** “We are committed to Creating the Perfect Environment for our customers by providing the highest quality, value-driven service through innovation and responsiveness.”

Write the long version of your purpose. Use the questions below as a guideline (don't worry about being precise or concise just yet).

1. What does your company do?
2. Why do you do it this way?
3. Why is that important to you?
4. What is your geographic service area?
5. If your brand was a person, what words would you use to describe them?

The beauty of a purpose statement lies in its simplicity. Reread your above answers and distill their essence in 1-2 powerful sentences.

YOUR VISION



Your vision statement is what you want your business to become. It is best written in the present tense, even though it is the ideal, future goal for your business in 5, 10 or 15 years down the road (you pick the timeframe that works best for you). It serves to inspire and provide direction.






Equally important is understanding why reaching for this vision is important to you. Do you want to grow your business to provide a superior level of service to more people? To be able to better support your family? To maximize your impact in the world? To land you on the cover of *HVACR Business Magazine*? To enable you to give back to your community or a charity? None of these answers are right or wrong; the only “wrong” answer is not having a clear one that speaks to you.

Scaling a business for the simple sake of scaling isn’t generally a good enough reason, nor is it sustainable. The business graveyard is filled with businesses whose owners pursued growth merely for growth’s sake, without the deeper understanding of why they wanted to grow.

We want to make sure this doesn’t happen to your HVAC business, hence the importance of this exercise.

Your vision statement will clarify for you and your employees what your goals are, and why striving for these goals is important.

Here are a few examples of vision statements:

-  **Intrigue:** “To champion a world where entrepreneurs can trust their marketing company to help grow their business.”
-  **Bertie Air:** “We will be recognized as the most professional team of HVAC products and services while providing reliable service and installation. We will also lead the way toward more efficient and effective methods and procedures.”
-  **David White Services:** “Five years from now, our vision is to become the top HVAC & Fireplace company in southeastern Ohio with revenues exceeding \$4 million.”
-  **Cooper Oates Air Conditioning:** “Ensure value to every customer through quality craftsmanship and lasting solutions delivered by skilled professionals.”
-  **Metal Air:** “Together we are dedicated to continuous improvement to ensure that we exceed the expectations of our customers, our team members and our community.”

Find your why, and you'll find your vision.

Write down your vision statement: what do you want your business to become? Where do you want to be in 5, 10, or __ years?

Then, more importantly: why is achieving this vision important to you?



YOUR UNIQUE SELLING PROPOSITION

Your unique selling proposition (USP) is what sets you apart from your competition; it's the reason why clients turn to your company over anyone else (a concept popularized by Seth Godin in his book, *Purple Cow*). Your unique selling proposition solves your clients' problems and satisfies their needs better than anyone else.

Some elements that can make up a unique selling proposition are the following (it can be a combination of any of these or others):

- Customer service
- Quality
- Performance
- Innovation
- Peace of mind
- Convenience
- Customization
- Risk reduction
- Responsiveness
- Pricing

Answer these three questions to get clear about your unique value proposition

1. Which one of our clients' pain points are we helping to solve?

2. Which one of our clients' needs are we satisfying?

3. What do we do differently than any of our competitors?

Combining elements of the above three answers, write down in a few short sentences what your unique value proposition is:

CONCLUSION

Congratulations!

You have just answered some incredibly powerful questions, and have taken a bold step towards differentiating your HVAC business and creating a strong, lasting brand.

In our experience, it is the entrepreneurs who invest the time to fully think through these questions — and put pen to paper to come up with the answers — that drive businesses and brands that thrive and succeed over the long run.

At Intrigue, our purpose is to **empower leaders to strengthen communities.**

Since 2006, we've understood that entrepreneurs like you are the leaders who drive our economy, give back to our communities, and create change in our world. It's our belief that if we create a culture in which entrepreneurs can trust their marketing company, we'll be able to help you grow the business of your dreams and help you strengthen your community.

There's nothing more fulfilling for us than knowing our work helped you grow your team, spend more time with your loved ones, or take your family on that dream vacation you've dreamed about for years but have been too busy to enjoy.

Intrigue takes the confusion out of the complex world of marketing with our innovative MAP® process that will get you the high-value, qualified leads you want to propel your business forward.



To learn more about Intrigue's values, commitments, and how we can help you scale your HVAC business, please get in touch by emailing us at info@intrigueme.ca or calling our office at 519-265-4933.

Here's to your continued success!