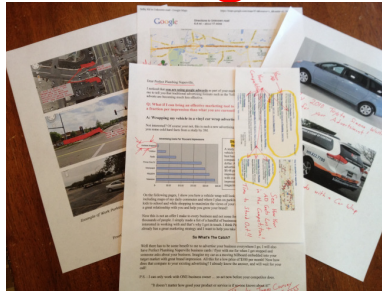


PRESENTING

Free Car Solution Version 2

- Get Paid To Drive Your Own Car -
Updated 2012 - Now Available Everywhere

Enhanced with the "Magical-Mailing-Method"



\$429 Car Payment



\$79 Car Payment
with Vehicle Wrap

<http://www.FreeCarSolution.com>

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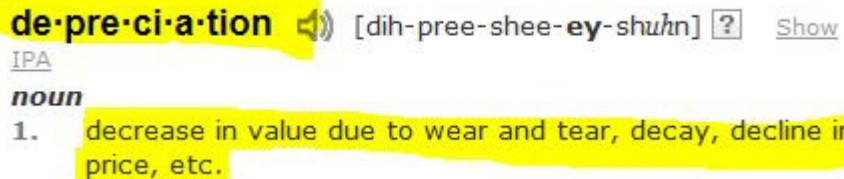
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Forward

Welcome to Free Car Solution. A step-by-step blueprint for you to get paid to drive your own car.

We all know that buying a car is one of the worst investments ever, if you even consider it an investment. According to dictionary.com, they define depreciation as the decrease in value due to wear and tear and the decline in price, as shown below:



Depreciation of your car mainly occurs due to wear and tear, but also declines in value as time passes. You certainly don't want to think about it when buying a new car and the new car dealer isn't going to bring it up. The average depreciation of a new car is between 18-28% in the first year alone. Ouch!!!

Disaster depreciation and costly maintenance are unavoidable, yet what choice have you got? You need to drive to work, go out with your friends, take your significant other out on a date, drive the kids places, etc...

I am going to show you how to get a full or partial car payment paid every single month. This material will show you step-by-step how YOU can get a beautiful and reliable car without having to pay full price for it.

You may already know that there are companies out there that will pay for your car in exchange for some publicity.

In the last version of Free Car Solution, I showed you which companies will hire you to wrap your cars. However, the amount of people applying for these wraps often exceeded the number of wraps available. The average person had an extremely low chance of actually getting this type of arrangement.

Furthermore, most of our members were not located in the areas where these companies were currently recruiting.

This is where the new program comes in and solves these problems and now puts your success in your own hands.

I have developed a step-by-step blueprint system for you to find a local small business in your area to wrap your car in advertisements and pay you monthly for it. Just follow the simple techniques that I present to you throughout this guide, and you will have your car, and possibly your family's and friend's cars wrapped in advertisements and more importantly, getting paid to drive around like you normally would.

When I sat down to write this new program for you, I knew that in order to ensure that you get your car paid for, the techniques have to be concise and solid,

yet easy to understand as well as implement. This is why you'll find reading and following this guide to be very simple and fun. After you have successfully obtained your vehicle wrap and start getting paid for it, I encourage you to share your experience with your spouse, friends or relatives and help them do the same. I encourage more people to see and reap the benefits of the free car solution.

****New in this version****

This version of the ebook will concentrate on being able to find your own local business to wrap your car. Sound complicated? Well, it's not with the new Magical-Mailing-Method for you to use. I have made it simple with this step-by-step blueprint.

I am going to show you exactly how to recruit your own advertisers in your local area and get them to pay your car payments. Now in this version, there is no middleman, no one to cut into your profits, which will make it cheaper and more appealing for local business owners wanting to advertise.

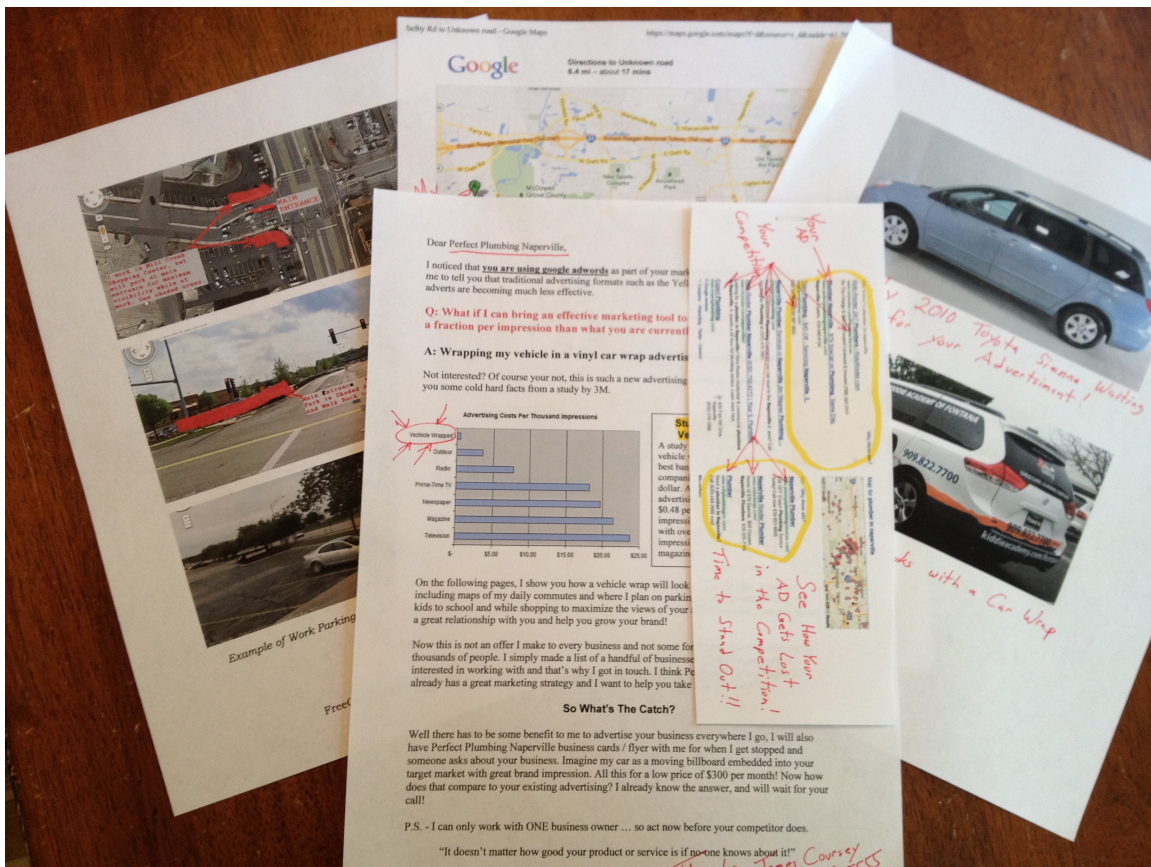
The Magic-Mailing-Method is short, simple and to the point - but don't let that fool you - this is a powerful, tested and proven method for locating and then getting paid by a local small business in your area.

I've done the dirty work - this is the stuff I USE. Basically, all you have to do is select your ideal prospects, the most essential and time-consuming part, but time-saving in the long run, customize the mailing packet to your driving habits and area, and then send it out.

I've found doing these small selective mailings with the Magical-Mailing-Method to very targeted small-business owners have brought clients to my door rather than doing a mass mailing with a pre-printed generic letter.

In brief... just do it, and you'll see the results.

Here is a quick preview of how the Magical-Mailing-Method looks:



Let's get started!

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Part I - Getting Started

Chapter 1

How Is Getting Paid To Drive Possible?

I know it may seem too good to be true to a lot of readers, but this is not a scam. In fact, it's known in the industry as mobile advertising. Many big companies such as HBO, Microsoft, Pepsi and Primeco are providing free cars or paying to advertise on cars as an effective means of advertising. Along with these big corporations that are promoting new products or releases, there are thousands of small companies that are advertising in this manner also. I am sure you have seen some of these cars or trucks in your area.

There are thousands of small-business owners who are eager to advertise on your vehicle, but just don't know how to. Some don't even know that it exists in the first place. The small business market in your local area will be your target market for this version of free car solution. This actually makes it easier for you to get paid to drive.

Here is why:

1. There are fewer layers of management to make decisions. You will typically talk directly with the business owner, the decision maker. You won't have to deal with five layers of a corporate office

- trying to decide how to spend the quarterly advertising budget.
2. It is more affordable to the small-business owner. It's sometimes cheaper than an advertisement in the yellow pages with a better return on investment.
 3. Direct contact with the client and final approval will be up to you and them on which type of product or services you are promoting and how it will look on your vehicle.

There are plenty of potential customers in your area, no matter where you are located. **This was a big problem in the first version** and why I decided to rewrite a new version to appeal to everyone in every location. No more searching through the database looking for an opening in your area.

What if everyday you drive to and from work, the same as you usually do, and someone offers to pay you cold hard cash to do it? You would ask yourself, or at least you should: What's the catch? The catch is that you will be driving around in your normal car with a vinyl wrapper stretched over the car promoting some type of product or business.

You decide that it's not for you, not in this culture where there are ads everywhere you turn on every inch of space. But wait one minute, would if you can get paid enough to pay your entire monthly car payment every month of the year!

Most of the time, you can make anywhere from \$200 to \$500 a month in cash compensation by simply

driving as you normally would. Your car typically has to be in great working order and less than 5 years old to appeal to potential customers. You also need to have a decent driving record. The money you earn can sometimes cover your car payment, with some leftover for car washing, gas, repairs or just plain profit.

When you think about it, the small-business owners are getting real value for their advertising dollars. A vehicle wrap is a mobile ad that reaches out to more people compared to a still ad or billboard. People will be curious about the ad decorated vehicle, therefore, creating a deep brand impression. When is the last time you even noticed a billboard, most people simply ignore them since, they are so commonplace these days. Driving a vehicle with a vinyl wrapped advertisement on it, people tend to take notice a lot more than a traditional billboard. Hopefully, now you're beginning to see the whole picture why car advertising is beneficial both to you and the small-business owner willing to advertise in this fashion.

Chapter 2

A Brief History

By most accounts, vehicle wrapping advertisement began when Pepsi bought the rights to advertise on six city buses in Seattle with their trademarked Pepsi logo. The plan was to paint all six buses in a paint shop that would have taken six weeks to accomplish. However, a local printing company convinced Pepsi to

have the buses wrapped in vinyl material made by 3M. They also told Pepsi that it would take less than two days, rather than six weeks the painting would have taken. Nowadays, it can take just anywhere from a few hours to a couple of days to apply vinyl advertising to your car or truck.

The largest producer of the vinyl material is 3M, but there are several other manufactures of vinyl material. The adhesive of the vinyl wrap is similar to post-it notes, which make the installation rather easy to apply, as the adhesive does not stick until pressure is applied. The 3M vinyl material is very popular for wrapping race cars, helicopters, planes, boats and even buildings. The vinyl wrap even protects the car's paint job rather than damaging it.

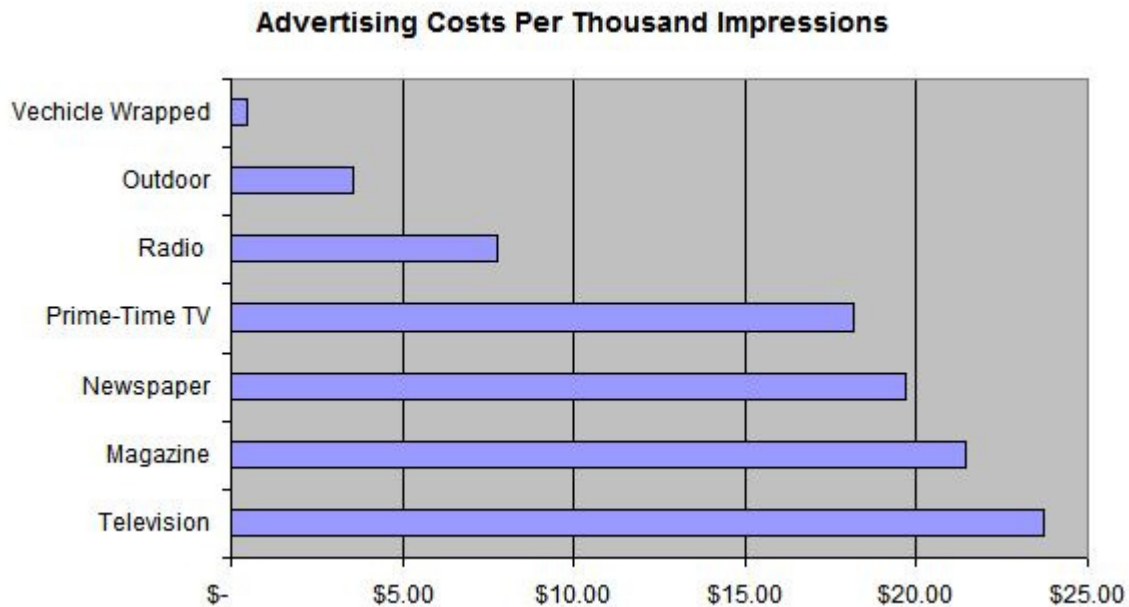
A venture capital firm has recently studied the latest trend of wrapping cars in advertisements and estimated that a single vehicle's advertisement is seen as many as 70,000 times per day, or over 2 million times per month. Now do you see the power in this type of advertising?

A local pool repair company in Arizona wrapped over 30 of their fleet vehicles and attributed the advertisements to more than \$1 million in revenue in one year alone by people simply seeing their trucks in driveways or driving around.

Chapter 3

Effectiveness of Vehicle Wraps

According to a study by 3M, vehicle wraps provide the best bang for the buck for a company's advertising dollar. A vehicle wrapped in advertising cost as low as \$0.48 per thousand impressions, compare that with over \$20 per thousand impressions for TV and magazines. See chart below for common advertisement mediums in cost per thousand impressions:



Vehicle wraps are not stationary either, they travel with you appealing to a big demographic area rather than one specific spot. I bet you can remember last time you saw a vehicle wrapped, they are easier to spot and notice than a billboard. Billboards these days are often ignored as you pass them. Often times, a vehicle wrapped is driving along side of you for miles and stopping at every traffic light with you. You might spend a half hour staring at one of these vehicles. Now that will create a lasting impression and brand recognition.

Part II - Steps for Getting a Vehicle Wrapped

Chapter 4

How Vinyl Advertising is Designed and Printed

The process of vehicle wrapping is rather simple. The design is typically made from company logos, slogans, photos and/or contact information printed on special vinyl paper specifically designed for vehicles. It is applied by pressure and with a little heat to make the vinyl more flexible and applied directly onto a vehicle's surface.

The design process will be the first step in which you will consult with the small-business owner and the vehicle wrap designer about their advertising goals and desired look of the wrap. Finding a great designer will be the key in the final layout of the design, but don't worry all shops will have a designer on hand. Take a look at the photo gallery in Appendix E to see some examples of vinyl car wraps.

Most of the designing will be done with Photoshop. Photoshop is the market leader in digital image editing software. Photoshop has been around since 1982, that is a long time in the computer software business considering what computers were in 1982. Millions of copies have been sold to graphic artists, print

designers, and regular people doing graphic editing. It is likely that every advertisement that you have seen has either been created or edited using Photoshop. It is a powerful tool with infinite possibilities. If you never heard of Photoshop or don't know how to use it, no need to worry, as you don't need to know anything about Photoshop. The shop designer will be doing the design.

Once you get an approved design that your small-business owner is happy with, the production phase can start with the printing of the vinyl. The printer is



similar to the one you probably have at home. It is just wider and using a special type of ink that is more durable than typical ink you use in your office or home.

The printing is actually a straightforward process for the vinyl

advertisement to be printed. It is simply printed from a large-format inkjet printer using solvent ink, typically a 60" wide printer.

The wrap material comes in a roll and is made by several different companies. 3M and Avery are probably the two most popular. The vinyl film is typically a 2 or 3 mil cast vinyl film made especially for vehicle wrap



applications. This type of film is designed and suitable for curved surface applications, which are found on most vehicles. Most of the time, the vinyl film will be installed with a clear overlayment or vinyl laminate in order to be durable and stand up to vehicle driving conditions. This will also protect against marks, abrasions and also fading due to UV rays.

Chapter 5

How Vinyl Advertising is Installed

Once printed, the actual installation can begin. The installation typically takes anywhere from a day or two depending on the complexity of the vehicle and the facility doing the installation. To curve around corners and curves, a heat gun is used up to 180 degrees in order to make the film more flexible. The installer needs to be careful in this step in order not to scorch or blister the film.

Some wrinkles, bubbles and seams may appear, but a certified and experienced installer will know how to minimize those types of things. There you have it, the typical wrap can last over five years depending on the film used. Consult with your wrap installer as each type of vinyl film will be different as far as wear and lifespan.

How much does a vehicle wrap cost? That depends on the area and the shop doing the work. The average nationwide price for a printed and laminated vinyl

wrapped that is installed is around \$10 to 15 per square foot.

Below are some photos of the installation process:



Positioning the Design



Removing the Backing Paper and Start Wrapping



Working Out The Air Bubbles



Back Section Done



Comparing Application With Original Design

Removal of Vinyl Wrap

Of course, there will be a day when you want to remove the advertising film from your vehicle, and you can do it yourself, but I wouldn't recommend it. Film with a low-tack adhesive can generally be removed without a heat gun when it is 70 degrees or warmer. For film that requires heat for removal, the surface needs to be heated evenly and then peeled back at a low angle. Any adhesive residue and be cleaned off with 3M Citrus Base Cleaner. I would recommend consulting with your installer about the removal process since there are so many different types of vinyl film on the market, and each one has a different lifespan and removal process.

Chapter 6

Finding a Certified Installer

When you finally get to the point of finding an installer for your vehicle wrap, you should look for them to be a certified installer. A certified installer will know how to properly design a vehicle wrap, select the material that will perform the best for your application, be able to adequately print and then professionally install the vehicle wrap.

Find a certified installer by going to the following website and searching:

http://www.uasg.org/locate_members (US Only)

or

3Mgraphics.com (Choose your country, then find the link for Locate a 3M Preferred Installer)

Of course, there are other governing bodies that will certify installers. This is just to get you started.



Part III - Your Plan of Action

Chapter 7

Roadmap to Getting Paid to Drive

In the next few chapters, we will dive into the meat and potatoes of this guide. I will show you how to find several small-business owners that are ready to advertise on your car. This isn't just throwing darts at the wall and see which one sticks. These will be people already spending money on advertising budgets, thus be more likely to try a new advertising medium such as a vehicle wrap.

After you find a few target small businesses that are likely candidates, you will need to present to them a business/advertising proposal to them. Don't worry I will show you exactly how to do this with my Magical-Mailing-Method. I will show you detailed instructions on how to present the proposal by simply mailing out several presentation packages and then sit back and wait for the phone to ring.

The Magical-Mailing Method is the key step of this program that will save you a ton of time, and I am excited to share it with you.

The next step after getting a call back from a potential client is to meet with them in person and show them your vehicle. This is the time when you hopefully secure the deal. After that, you will coordinate with a

certified installer to start on the design and installation and finally, the most importantly step:
Getting Paid!

Right now, you may be hesitating whether or not you want to be driving around in a car covered in ads. Will it appear dodgy and lame? Will you get funny stares from people on the street? As a matter of fact, many of our members have expressed a very positive experience on the professionally blend-in ads. Just like you, advertisers want to appear cool and happening. After all, the whole point is to appeal to the general public, not the other way around. And if you're worried about stick-on ads damaging your own car, rest assured that the ad wrap used are only temporary and can be typically removed without leaving a mark or have any adverse effects on your car's paint jobs. If anything, these ad wraps may even protect your car body from minor scratches and dings.

One note of encouragement before moving on:

Stick with this and complete the steps, I know you are busy with other things and this may seem like a lot to do in one day, so I am breaking this up into 6 modules, most of the modules will take less than an hour to complete.

Simple enough, right? Well, many of you will never take the steps to complete all 6 modules, thus never will never get paid. Many will start and never complete it. That's just human nature. **However, I am pleading with you this one time to stick with the program. It works!!!**

Here are some motivation habits that I will pass along to help you:

Habits of successful people....

1. They look for and find opportunities where others see nothing.
2. They are solution focused.
3. They consciously and methodically create their own success, while others hope, success will find them.
4. They don't blame (what's the point?). They take complete responsibility for their actions and outcomes (or lack thereof).
5. They don't procrastinate, and they don't spend their lives waiting for the 'right time'.
6. They don't believe in, or wait for fate, destiny, chance or luck to determine or shape their future. They believe in, and are committed to actively and consciously creating their own best life.
7. They have a big engine. They work hard and are not lazy.
8. They are resilient. When most would throw in the towel, they're just warming up.
9. They are happy to swim against the tide, to do what most won't. They are not people pleasers, and they don't need constant approval.
10. They don't rationalize failure. While many are talking about their age, their sore back, their lack of time, their poor genetics, their 'bad luck', their nasty boss and their lack of opportunities (all good reasons to fail), they are finding a way to succeed despite all their challenges.

11. **They finish what they start.** While so many spend their lives starting things that they never finish, successful people get the job done – even when the excitement, and the novelty has been worn off. Even when it isn't fun anymore.

These are the steps for the Magical-Mailing-Method:

- Module 1 - Locating the Right Business to Target
- Module 2 - Mapping Out Your Driving Routes
- Module 3 - Finding a Local Vehicle Wrap Installer
- Module 4 - Assembling and Sending the Packages Off
- Module 5 - The Interview and Meeting
- Module 6 - Installation and Start Getting Paid

Don't worry you don't have to do all the steps in one day, that is why I broke it up into 6 modules. By all means take a few days off between modules and return to your next module when you get back. Alternatively, be aggressive and do a few modules in one day. There is no wrong way to do it, just take your time and carefully put everything together.

Finally, Let's Get Started!

Chapter 8

Module 1 - Locating the Right Business

In this Module, you will learn How To Hand Pick Prospects Who Are Willing To Pay You To Advertise On Your Vehicle?

The most important part of the Magical-Mailing-Method is selecting the right prospects from the start. All the magic is already taken care of in the mail packet itself (you will see in a few modules from now), but the selection of prospects is the key to the results you'll get.

In general terms, let's describe a generic ideal client, and of course, you can build on this based on your own experience and preferences.

We want ideal clients who:

1. Are already spending money on marketing and believe marketing is a worthwhile investment.
2. Are already spending on online marketing through google adwords and some of the candidates we select are also using the yellow pages for advertising.

Pretty simple right?

These types of clients already understand the value you're providing and are happy to spend money on it.

With this information, it becomes very easy to find great potential clients... just look for potential clients who are already spending on advertising.

Look for ads in places like:

1. Google Adwords, Facebook Ads and other paid advertising online (Best and Easy Place To Start)
2. Business directories - e.g. "The Yellow Pages"
3. Newspaper
4. Radio
5. TV
6. Businesses that are sending their own direct mail, brochures, etc.
7. Anywhere else you see ads (school newsletters, billboards, bus benches, etc.)

Basically, you want to avoid small businesses that don't advertise and don't have the systems to handle much more work.

For example, your local plumber Bob is probably already rushed off his feet as he's doing everything himself and can't actually handle more business (plus he's always short on cash flow). He also doesn't advertise anywhere. He would be an unlikely candidate for wrapping your vehicle.

However, established businesses that have employees and have already seen some growth realize that marketing helps them grow and are always hungry for more business.

To use the Magical-Mailing-Method personally all I do is do a few searches on google to see which small businesses in my area are paying for advertising, and then I check the yellow pages to see if those same businesses have a full, half, or quarter page ad.

These companies are generally spending a few thousand dollars to be there (you'd be amazed at some of the figures) and are willing to spend on marketing that brings them a return.

The first module of finding the right candidates is the most important and will save you time down the road if it is done correctly. We are going to be sending out proposal packages to them (*don't let that scare you, it's going to be easy and painless. I tell you and show you exactly how to do it soon*).

Most, but not all small businesses that will pay for your car to be wrapped will be in the service type business. Here are a few examples of industries/businesses that you can target:

- Roofing
- Paper/Document Shredding
- Real Estate Agents
- Jump Houses / Party Rentals
- Printing
- Window Washer
- Printing Company
- Window Installer
- Dog Training
- Fireplaces
- Sign and Graphics Company

- Dog Grooming
- Heating and Air Conditioner (HVAC)
- Ticket Broker
- Deck/Patio Installer
- Landscaper
- Fence Installer
- Lawyer
- Bail Bonds
- Plumbing
- Electric
- Carpenter
- Security Systems
- Tool Rental
- Auto Detailer
- Blind Installer
- Property Manager
- Maid Service
- Handyman
- Moving Company
- Painter
- Drywaller
- Sprinkler Installer
- Etc...

...There are many more

TIP: If you have a relative or friend who is in a service type business weather he or she is an owner or employee, why not start there, and target them. You already have a contact and relationship with that person, and they know you and possibly your driving habits.

KEY POINT: Targeting businesses that are already spending money on advertising. You are going to want to target anywhere from 8-20 local small businesses in your area for your mailing.

Let me show you exactly how I do it, let's start with google, do a search trying to find a local small business owner in your area. I will search google for a plumber in Naperville. Below are the results:

The screenshot shows a Google search for 'plumber in naperville'. On the left, there are several paid advertisements highlighted with a yellow highlighter. These include:

- Roto-Rooter 24/7 Plumbers | RotoRooter.com** with website www.rotorooter.com/PlumberServices and phone number (708) 343-3311.
- Plumber Naperville - \$79 Special on Plumbing. Same Day.** with website www.perfectplumbingnaperville.com/ and phone number 630-590-9124.
- Titan Plumbing - \$45 Off - Servicing Naperville, IL.** with website www.bringthetitan.com/ and phone number (630) 907-9655.
- Naperville Plumber Services in Naperville Jim Wagner Plumbing ...** with website jimwagnerplumbing.com/ and phone number (331) 472-3901.
- Roto-Rooter Plumber Naperville (630) 759-4272 | Your IL Plumbers** with website www.rotorooter.com/napervilleil/ and phone number (630) 759-4272.
- Expert Plumbing** with website www.expertplumbing.com/ and phone number (630) 579-1996.

On the right, there is a map titled 'Map for plumber in naperville' showing the Naperville area with several red location pins. Below the map, there are more paid advertisements highlighted in yellow:

- Naperville Plumber** with website www.prestigeplumbing.com/ and phone number 630-801-8600.
- Naperville Rooter Plumber** with website www.rooterking.com/ and phone number 630-225-7114.
- Plumber** with website www.edtplumbinginc.com/ and phone number (630)-448-2688.

Paid Ads For Google Search of Plumber in Naperville

I have circled the plumbing contractors in a highlighter that are paying for their advertisements to show up on googles first page. It is also labeled as Ads and the top box has a slightly almost hidden background color than the rest of the natural google search engine results. These ads that are highlighted are using Google Adwords to advertise their plumbing business and every time someone clicks on those ads, they pay google for every click to possibly gain a new customer who is looking for a plumber.

On the search engine results above, there are 3 ads at the top of the page and another 8 results in the right-hand column that were paying google to advertise. Right there we have a total of 11 plumbers who are paying to advertise. Generally, the ones at the top are paying the most to appear at the top of google because they will get the most traffic. So it is recommended to start at the top and target the ones with the biggest advertisement budget.

TIP: I would suggest you copy down the url address (web site address) of the website and type it directly into your browser rather than clicking on the ads directly. You don't want the small business advertiser to pay google for you to click on the ad just to check them out. That wouldn't be fair to the small business as you are only doing research at this point and are not a customer looking for a plumber.

Copy down each website address and browse to their website, we are only interested in small business in your area and not some nationwide franchisee / franchisor. In dealing with small local businesses, you will typically be able to locate and eventually talk with the owner of the business, and they will be the ultimate decision maker rather than someone 2000 miles away in a corporate office waiting for a budget to get approved dealing with 5 tiers of management.

After we find some good candidates that are paying google adwords to advertise, next we can cross reference these results with a local newspaper and more importantly the yellow pages. If the local business is paying for a sizable ad in the yellow pages and also near the top of google, they will be an

excellent candidate to pay you to drive around their advertisements. This is because they are already spending a ton of money on advertising and value the benefits of advertising. You can also check your local newspaper, but they are becoming less and less of a good source since the advent of online and web advertising.

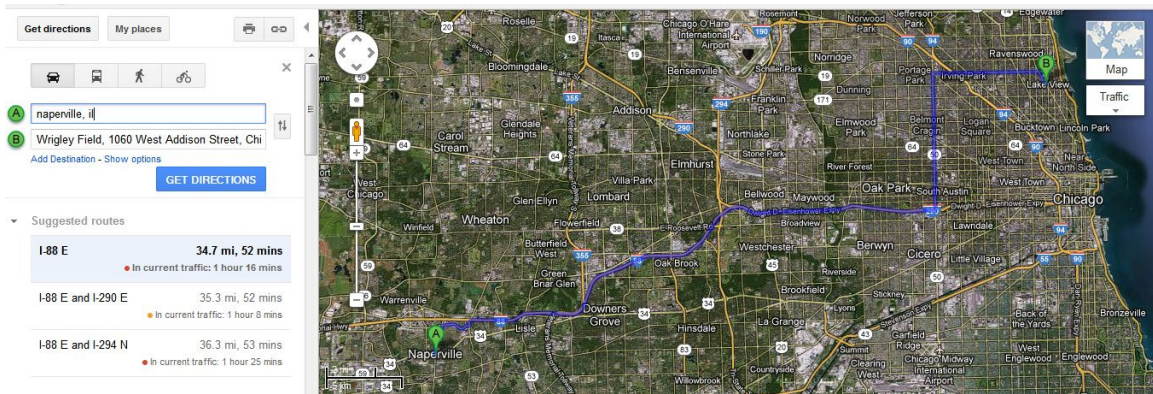
Remember we want to get 8-20 small-business owners in this step. They all don't have to be in the same type of business, actually if you pick the top 2 or 3 best candidates in several different small business niches, you will have the greatest chance for success since they will be the ones spending the most.

Module 1 Recap: You should now have 8-20 candidates before moving on to the next module.

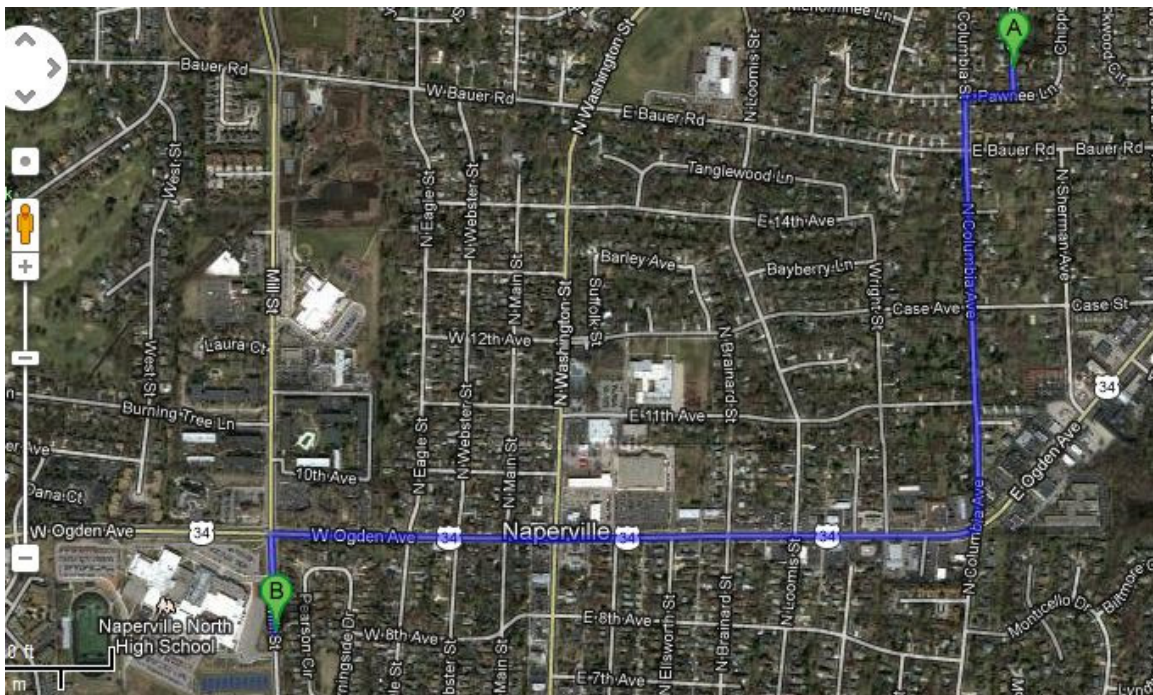
Chapter 9

Module 2 - Your Driving Routes

Now that we have some small business ready to target, we need to start getting the proposal packet ready. The first step is to show them your drive to work or other daily/weekly drives that you do often. We will go back to google again for this. You want to map out your routes using google maps as shown below:



Example Map of Drive to Work Highlighting Route



Example Map of Drive to School - Traveled Twice Daily

TIP: You can turn off the satellite mode if you want the google map to be less cluttered and sometimes it prints nicer also.

You want to print two or three of your most frequent trips showing your routes, depending on your daily or weekly activities. It can be taking the kids to school, driving to work, taking and parking the car at baseball

practice, parking at the train station, driving to the store, etc.....

Print the map(s) out and we will include those within the mailing packets that we will mail later in Module 5.

*TIP: Don't be afraid to **write with red pen** certain points of interest on the map that your car would be seen that would benefit the small business. Where you park, drive, etc.... If your home or office is facing high-traffic roads, don't miss the opportunity to emphasize that fact.*

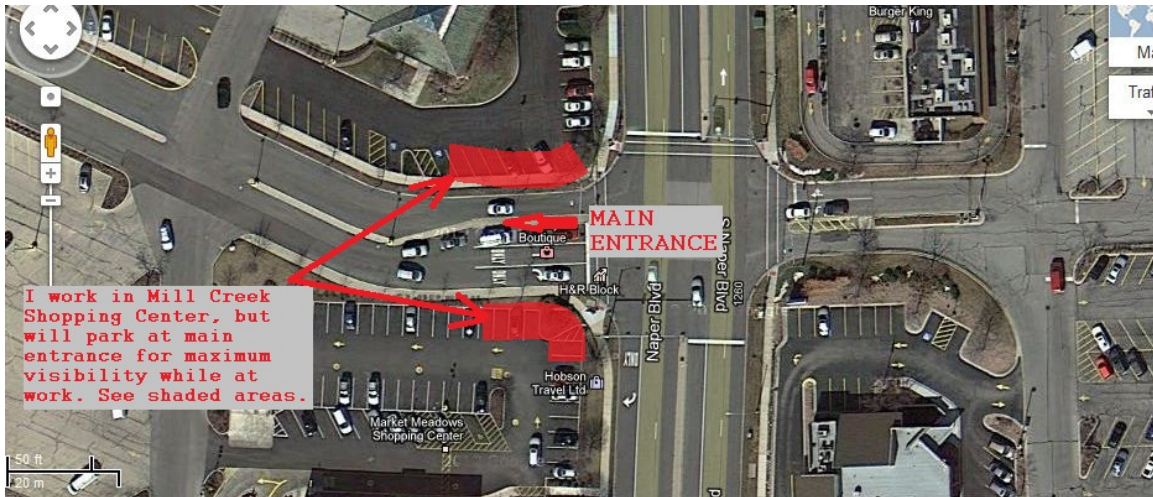
You'll want to pay attention to and point out "What are the major roads you travel frequently?" Obviously, you'll want to include busy roads in your area that can yield major exposure. If you work in a bustling area during rush hour with stop and go traffic, spell it out as detailed as possible. Stop and go traffic has a great brand impression to the drivers around you, since they are stuck looking at your car for a long time. Include that on the map, that you often get stuck in rush-hour traffic with stop and go conditions on certain roads.

When at home, you may want to mention that you don't park inside the garage as your spouse's car / teenage kid's band practice is taking up the space, etc. You get the point. Don't be afraid to include some pictures of how your car is parked in your driveway in relation to the street.

Let them know when you go shopping, you will park near a high visible spot. For example, near the main road or the entrance to the shopping area even it means that you have to walk an extra couple of hundred feet to the store entrance.

Take some photos of your car parked near a busy street at work, home or the store you frequent to show them how their mobile billboard will stand out.

Use google maps again, to take a close-up view of where you will park at work. Use google street view to show exactly where you will park. **See example below:**





Example of Work Parking Using Google Maps and Google Street View

TIP: Include a daily traffic count map of the street you will be parked on. To find traffic counts, search your state or city and the word traffic count, for example, if I search google for "Illinois Traffic Count". I get the Illinois Department of Transportation site (<http://www.dot.state.il.us/maps/statistical.htm>) that shows the daily traffic counts. Most states and cities will have a site where you can find this info. I have included some traffic counts sites in Appendix C, so take a look there before doing a google search.

Here is an example below showing where and how I would park at work. "I will park on the outside lane exposed to main street traffic" and also show traffic count of that street.



Example Daily Traffic Count at Work - 37,300 Cars Per Day

Module 2 Recap: You should have some google maps printed out of your frequent trips marked up with hand written red pen (don't forget some traffic counts if you believe it is relevant to your location). You should have some pictures of how your car is parked at work or home if you think it is an enhancement to your proposal. You should have some google street views or actual photographs showing where you plan on parking.

Chapter 10

Module 3 - Finding a Vehicle Wrap Installer

Time to find where you can get your vehicle wrapped. Why now? Well, you need to be somewhat knowledgeable and should have a game plan for when someone calls you to wrap your car, you should have a

shop already picked out or at least a general ideal of where you will get your vehicle wrapped.

When you finally get to the point of finding an installer for your vehicle wrap, you will want them to be a certified installer, or at least prefer them to be certified.

A certified installer will know:

1. How to properly design a vehicle wrap.
2. Select the material that will perform the best for your application,
3. Adequately prints your car wrap with the proper film and ink.
4. Professionally installs your vehicle wrap.

Use google or the yellow pages to find a vehicle wrap installer in your area, or you can use the links below to find a certified installer. Use google search for "vehicle wrap installer in {your city here}"

If there are some local vehicle wrap installers in your area, stop by for a site visit and see if they have photos of previous jobs or a gallery on their website. Ask them a few questions to get to know them. For example, How long then have been in business? How many wraps do they do per year? etc....

If you live in a small town or remote area, then you may not have many options to find a vinyl wrap designer and installer nearby for a site visit. If that is the case, then you will have to go to your next biggest town/city. It might be too far to travel just to visit, so take a look at the shop's photo gallery on their website and email or call and see how things are run and ask them a few questions.

You can find a certified installer by going to these websites and searching:

http://www.uasg.org/locate_members (US Only)

or

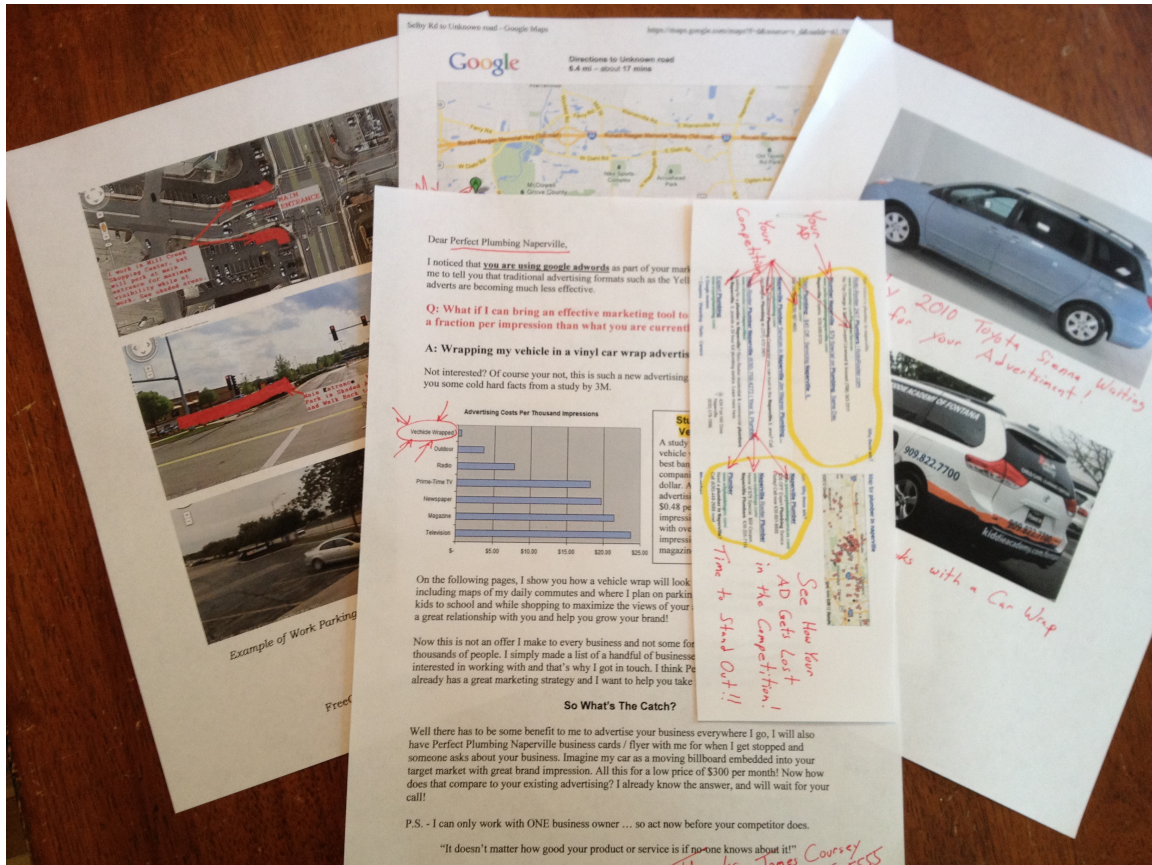
3Mgraphics.com (Choose your country, then find the link for Locate a 3M Preferred Installer)

There are other governing bodies that will certify installers, but those two may be enough for your area.

Module 4 Recap: Select an installer in your area or at least make a short list of a few. Become somewhat knowledgeable about them.

Chapter 11

Module 4 - Preparing and Sending the Packet



Why Send A Physical Letter? I should probably explain why we use a physical letter mailing rather than just flicking off an email. Basically, it's because every other company around the world uses email. Using a printed letter via postal mail helps you stand out and gain more credibility and show that you are from the local area.

If you want to send out thousands of emails, then I'm sure you'll get some success. But in my opinion, if everyone else is doing one thing you should do it a different way. When you do a letter right, they get

opened, and because you're using the Magical-Mailing-Method, it's going to get read.

The secret is in the perceived personalization of the letters. And because it works so well the letters really are able to be personalized a great deal. This means you send fewer letters.

When I started to rewrite this version of Free Car Solution, I knew that I had to come up with something that would grab their attention and give them a shake from the apathetic attitude that a lot of business owners have regarding advertising and be motivated to take action.

I realized that the only way that I could do that would be to actually use their own advertisement attached to a personal letter, which would instantly peak their attention. I tried a number of formats and gradually refined and adapted the letter until I started to see good results from our beta members.

How The Method Works

I put in a lot more work into the mailing campaign, but that will save you time in the long run. With a generic direct mail campaign, all it requires is a letter to be printed, placed in an envelope, stamped and dropped off at the mail box and that's it. Then hope and pray for a response.

The Magical-Mailing-Method that I have developed for this program is to send out laser targeted individualized letters with their very own advert

attached to it. It is guaranteed to be noticed and works exceptionally well.

The actual letter, combined with enclosures is a powerful packet that makes it extremely hard for the recipient to ignore. Each letter takes a little extra time, but the time and effort involved is worth it, as the response rate speaks for itself. The mailing packet is very unique, it will make the small-business owner open it and read it rather than tossing it in the junk mail pile. **This will be something that the business owners don't see everyday and will get their attention.**

This is from one of the beta members:

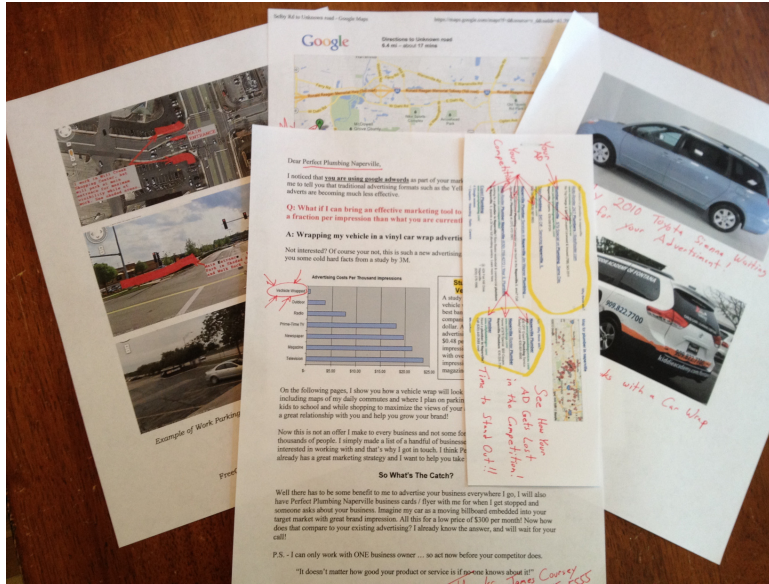
"I sent out 14 of these proposal packets to potential clients on a Monday. I got the first interested call on Friday afternoon and met with the owner of the business the following Monday. After talking for a little while, he agreed to purchase a car wrap to start off with and let it run for 12 months. This is a 12-month contract, and he will consider a longer term and may do my husband's car once he sees some results."

Here is the process that I take to make the Magical-Mailing-Method packets:

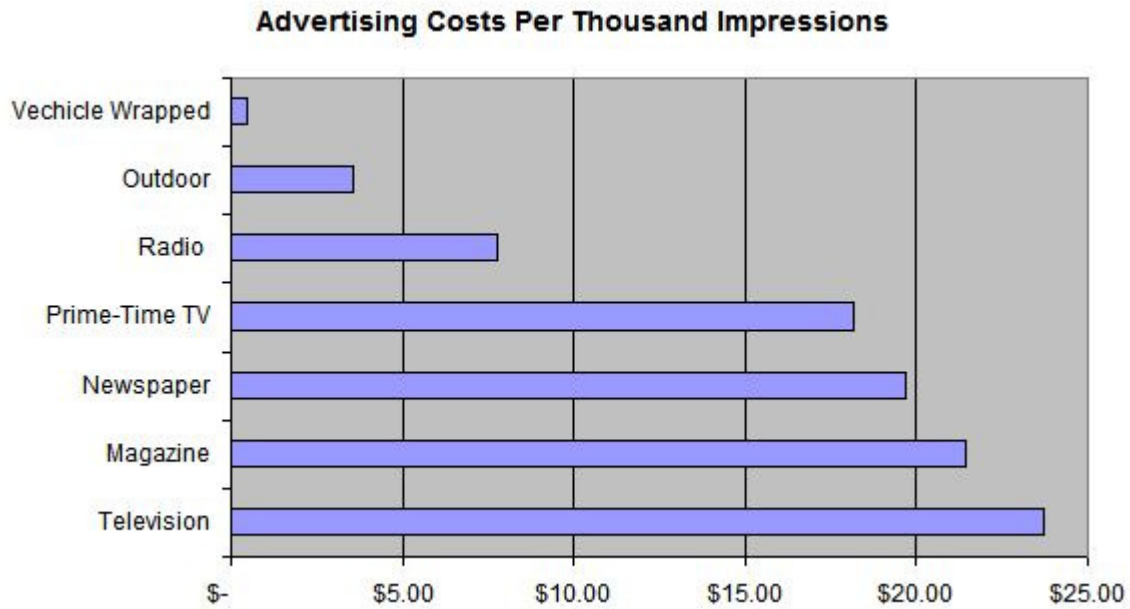
1. I start with a very brief cover letter; no one wants to read a full page of text. I explain who I am and that I noticed that they are advertising on Google in a place where customers can easily find them. I let them know that I would like the opportunity to **help** them get a

better value for their advertising dollar so that they can gain more customers who are searching for their products or services.

We want to give the small-business owner some proof that this type of advertising is worth it. So we will include a chart from a study conducted by 3M.



According to a study by 3M, vehicle wraps provide the best bang for the buck for a company's advertising dollar. A vehicle wrapped in advertising cost as low as \$0.48 per thousand impressions, compare that with over \$20 per thousand impressions for TV and magazines.



We will want to print out this chart to include in the proposal packet. I include it in my cover letter to break up the wording; no one wants to read a full page of words, nor will they. You can see how I use this chart in my example cover letter, See Appendix D.

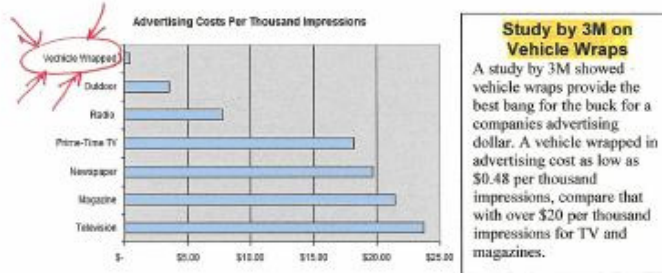
Dear Perfect Plumbing Naperville,

I noticed that **you are using google adwords** as part of your marketing strategy. You don't need me to tell you that traditional advertising formats such as the Yellow Pages and local newspaper adverts are becoming much less effective.

Q: What if I can bring an effective marketing tool to you that would cost you a fraction per impression than what you are currently doing?

A: Wrapping my vehicle in a vinyl car wrap advertising your business!

Not interested? Of course your not, this is such a new advertising medium, at least let me show you some cold hard facts from a study by 3M.



On the following pages, I show you how a vehicle wrap will look on my car type. I also am including maps of my daily commutes and where I plan on parking while at work, driving the kids to school and while shopping to maximize the views of your advertisement. I want to create a great relationship with you and help you grow your brand!

Now this is not an offer I make to every business and not some form letter that I've sent out to thousands of people. I simply made a list of a handful of businesses in Naperville that I'm interested in working with and that's why I got in touch. I think Perfect Plumbing Naperville already has a great marketing strategy and I want to help you take it to the next level.

So What's The Catch?

Well there has to be some benefit to me to advertise your business everywhere I go. I will also have Perfect Plumbing Naperville business cards / flyer with me for when I get stopped and someone asks about your business. Imagine my car as a moving billboard embedded into your target market with great brand impression. All this for a low price of \$300 per month! Now how does that compare to your existing advertising? I already know the answer, and will wait for your call!

P.S. - I can only work with ONE business owner ... so act now before your competitor does.

"It doesn't matter how good your product or service is if no-one knows about it!"

*Thanks, James Courney
708-555-5555*

Example of Cover Letter, Full View in Appendix D

2. Next, I include a picture of my car and a picture of a similar example car wrapped on the same page. Typically, you can use google image search to find your car make and model and the words car wrap to find a picture of a similar car that is wrapped. If you can't find an exact match, find a body style that is similar. (For example, a minivan, suv, truck, compact car, etc...)



*My 2010 Toyota Sienna Waiting
for your Advertisement!*



How a Sienna Looks with a Car Wrap

Example of Photo of My Car and Similar Car That Is Wrapped

3. Next I print out my google maps, google street views, and photos that show them my routes and where I plan on parking. Basically, everything we developed in Module 2. You can also pull a few of the testimonials from Appendix B and include those on an additional page. Mark these up with hand written red pen to really get their attention and show the personalization of your packet.

4. Print out the first page results of Google showing their google adwords advertisement. Cut out and trim the google results with their ad and staple or paper clip it to the cover page. Make sure you highlight or circle their google adwords advert.

TIP: This will show them that your proposal is very personalized to them only, and you are not sending a mass mailing out to a thousand different companies.

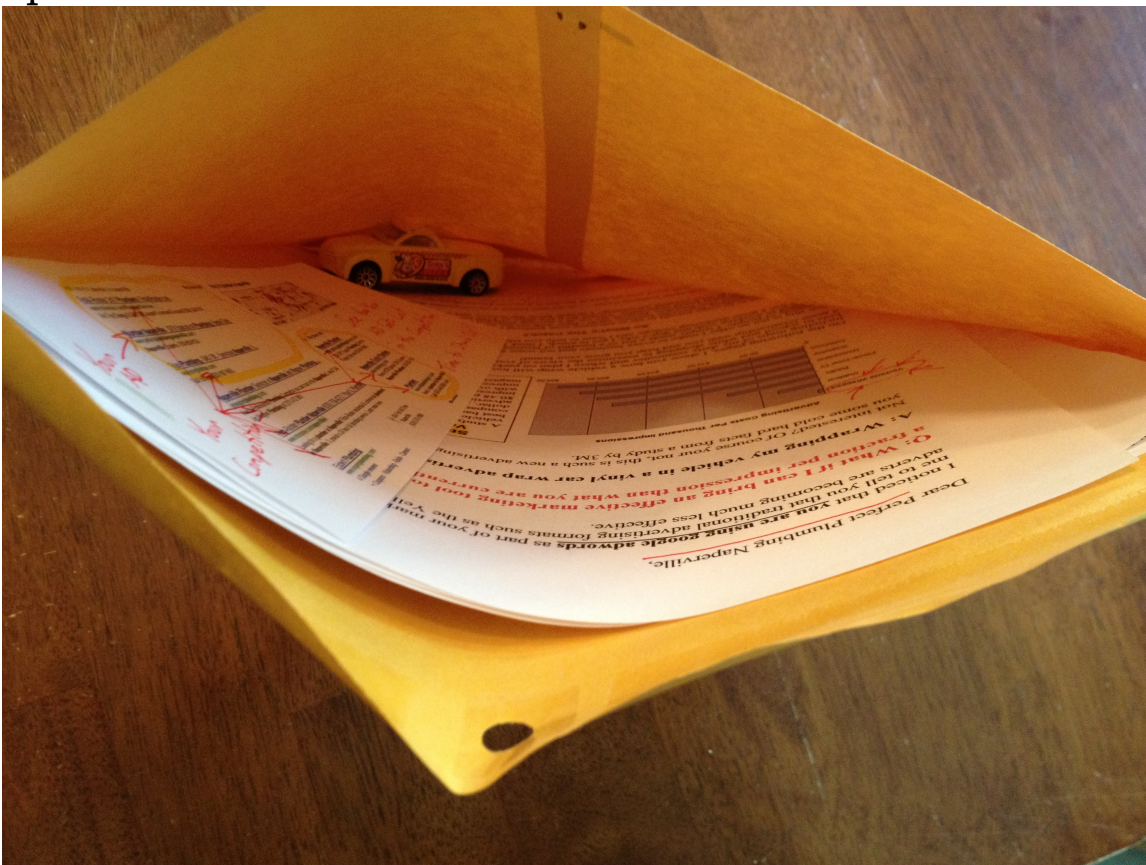
Next, if you find their ad from the Yellow Pages or the newspaper, cut that out and circle it with red pen to include also.

5. I use a full document envelope (the kind that you don't have to fold the paper at all, like a manila envelope). You will hand write their name and address to show a more personalized touch. (this is an important step; you must hand write everything on the outside of the envelope; you want to increase the chance of the envelope being opened).

6. Now this is the secret key that will get your proposal packet really noticed. Include a match box or hot wheels toy car inside the envelope. The reason for this is so that the envelope will be lumpy. This will get the recipient of the letter really excited to open it up and see what is in there and what the lump is. You can go to the dollar store or party store and get an 8 or 10 pack of toy cars for a few dollars.

I found this awesome toy car with advertisements on the sides of the car. The car shows an ad for Tony's pizza on the side.

Of course, you probably won't get that lucky and find a car with an advertisement on it. It doesn't matter anyway; it really is only there to increase the chance of our envelope being opened and read.



Envelope Ready to Be Sealed with Toy Car Inside

The toy car also makes the letters too big for automated processing, and they now need to be mailed as a parcel. Even though they'll cost you a little more to mail, IT'S WORTH IT. They now get a huge barcode label and are very, very unlikely to be thrown out as marketing mail since very few letters arrive with parcel stickers. Hand address your envelopes and use a personal return address, not your business.



Mailings Ready To Be Take To The Post Office

This is all it took to **get them to call me** to find out more information on how to advertise on my car.

As you can see, the letter is highly personalized. It grabs their attention immediately as they see their very own advertisement attached to the front of the packet, so they know that this letter is just for them.

The point of my letter is to motivate them to call me. I make a point of trying to show them that there is a way to greatly improve their advertising reach, and that I can help. All of ensures that your letter is read and taken seriously.

Chapter 12

Module 5 - The Interview and Meeting

Eventually, you will have to meet in person (I know I hate this part also). If you need motivation here, go back to my motivation tips of successful people in Chapter 7. You already sent them almost everything they need to know; you are just there to provide a face and a canvas (your car). They may have some questions for you, but after reading through all of this, you are somewhat of an expert in car wrapping compared to the average person. If you don't know the answer to a specific question, send me an email to see if I can help you or ask a local car wrap installer/designer whom you may have in consideration.

Consider bringing a few of the testimonials from Appendix B to show the small-business owner.

In the event of being asked about your driving record, be honest even if it's less than perfect.

TIP: *If the small-business owner does not want to commit to a full car wrap, offer a back window vinyl wrap that is very cheap to design and install and look great on many SUVs, trucks, and minivans that have vertical rear windows. See some back window wraps in Appendix E.*

Chapter 13

Module 6 - Installation and Getting Paid

During the design phase, you will act as a middleman between the small-business owner and the car wrap shop designer to make sure everything is going smoothly. Once the final design is signed off on, the design will go to print, and finally the install can be scheduled. It usually takes 1-2 days, so plan on being without your car for a few days.

Getting Paid, the most important step. There are many ways to get paid, the way I choose was using paypal to get monthly payments. I send a request for payment every month, and the small-business owner pays me on time every month. You can also do bi-monthly, quarterly or even yearly payments. There is no wrong way to get paid. Since the small-business owner makes such a big initial investment on the car wrap, they will be inclined to pay you monthly to keep the car wrap on your car.

If your small-business owner is hesitant about the cost, offer to give them 1, 2, or even the first 3 months free so that they can absorb some of the up front install costs of getting a car wrapped. This will also be able to see the benefit of this type of advertising during those first few months. That is understandable since this type of advertising is so new. Don't worry about the first few months being free, it is likely that you will be getting paid for the next 4 to 5 plus years.

Chapter 14

Final Thoughts

I am not going to say much here, only include the previous habits of successful people here to motivate you. This is a very easy way to make passive income and help pay for your car to drive around as you normally would.

This works and is easy, but does require a little work.

Nobody is going to do the work for you and send you a check for doing no work. I have already laid everything out for you; you just need to implement the steps.

Make sure you read through these habits to help inspire and motivate you to complete this program:

Habits of successful people....

1. They look for and find opportunities where others see nothing.
2. They are solution focused.
3. They consciously and methodically create their own success, while others hope success will find them.
4. They don't blame (what's the point?). They take complete responsibility for their actions and outcomes (or lack thereof).
5. They don't procrastinate, and they don't spend their lives waiting for the 'right time'.
6. They don't believe in, or wait for fate, destiny, chance or luck to determine or shape their future. They believe in, and are committed to actively and consciously creating their own best life.
7. They have a big engine. They work hard and are not lazy.
8. They are resilient. When most would throw in the towel, they're just warming up.
9. They are happy to swim against the tide, to do what most won't. They are not people pleasers and they don't need constant approval.
10. They don't rationalize failure. While many are talking about their age, their sore back, their lack of time, their poor genetics, their 'bad luck', their nasty boss and their lack of opportunities (all good reasons to fail), they are finding a way to succeed despite all their challenges.
11. **They finish what they start.** While so many spend their lives starting things that they never finish, successful people get the job done – even when the excitement, and the novelty has been worn off. Even when it isn't fun anymore.

Appendix A

Frequently Asked Questions

What are the feedbacks from those who are already doing this?

Great question! Our members are ecstatic to learn that they have a chance to find a local small-business owner willing to advertise on their car. No longer are our members discouraged by living in a city or town that is not currently offering vehicle advertising or being put on a lengthy waiting list. Now the opportunity is back in your hands to go out and find your own small business to advertise on your vehicle. Carpe Diem! (Seize the day!)

Will the car wraps interfere with vision?

Although some car wraps cover the window parts, it is not visible from inside the car. In most cases, they appear like a tint, further saving you the money necessary for car tinting. On top of that, the prospect of getting paid to drive your car far outweighs anything else.

How much time does it take for the whole process to take place?

Generally speaking this can be as little as a few days. However, it may take you a few weeks to find someone

to advertise on your vehicle. In other words, it is just a matter of timing for you and how well you apply the program that is presented.

Is it possible to participate in this program using my own car?

Absolutely, that actually is a requirement in this new version of Free Car Solution. When you use your own car, you will be reimbursed with cash payment to cover your car loan, or if your car is paid off, then pure profit! Usually, it is best that your vehicle is under 5 years of age, good mechanical condition and clean appearance.

Do I have to meet an age requirement to do this?

There is no requirement since it is your own car. Of course, you should be of legal driving age and own your own vehicle.

What if I got into a car accident or my car is stolen?

Get in touch with the sponsor immediately. Great communication will be the key to a great relationship!

How long have vehicle wrapping been around?

This is somewhat of a new concept, so most of the companies doing vehicle wraps are only a few years old.

Since many people don't know about this yet, following the step-by-step guide will greatly increase your chances of being successful.

How can a small business justify the cost of a Wrap?

There is no more cost-effective advertising method and there is also no more cost effective customization method available than Vehicle Wraps. Studies have shown that wraps are the most cost effective form of advertising available today. In a city of 50,000, a Wrap can get over 8 million views per year. Obviously, in higher traffic areas, you get more attention. Many people who get their vehicle wrapped, park it outside or near a busy intersection for maximum exposure. A Wrap works for you 24 hours a day, seven days a week, and it's a one-time advertising expense, unlike other traditional media like radio, television or even yellow pages.

Vehicle wraps are uniquely mobile. Would McDonald's let you stake your sign or banner on their lawn while you eat lunch? No, but you can park your wrapped vehicle on their lot while eating and get all that exposure in a very high-traffic area!

Why a vinyl wrap and not a paint job of the advertisement?

Wraps can customize/personalize better than any other method and have unique benefits over custom painting. For example, many photographic and artistic

elements simply can't be reproduced perfectly by painting or air-brushing. But the single most important benefit of wrapping over custom painting is that a wrap can often be easily removed or repaired. In fact, wraps are often used to "protect" the original paint underneath, which actually increases the resale value of many vehicles.

How do I know that I am comparing "apples-to-apples" when looking for a Wrap Provider?

Here are some important points that can guide you to make an informed decision:

- Always ask how long the wrap will last and about the warranty coverage.
- Make sure you understand what parts of the vehicle are going to be wrapped. Not wrapping certain difficult parts of a vehicle such as rear-view mirrors or door handles may reduce the cost of the wrap. It is also critical to use a design that can incorporate un-wrapped parts of the vehicle for optimal appearance. It is not always necessary to wrap the roof of a vehicle, and this can reduce the cost. For example, if a delivery cannot be seen from the ground, then this part of the wrap could be eliminated. However, racing vehicles or vehicles that drive in big cities and are seen from above, it could be beneficial to wrap the roof.
- Ask about the vinyl that will be used. There are different qualities and price points of vinyl. Typically, "high performance" vinyls are recommended for high-quality vehicle wraps.

- Ask whether your wrap will be laminated. Most high quality vehicle wraps are over-laminated with clear vinyl. Some wraps can be liquid laminated or not laminated at all, but it's important to talk with your Wrap Provider about lamination.
- Design is the single most critical step for the success of your wrap. Some designers are more experienced and worth the extra cost associated with their services.

What happens if my Wrap gets damaged?

Most wraps that get damaged can be fixed a lot easier than any custom paint job because your design can be reprinted just like when reprinting at home with your own computer.

Can I take my wrapped car through a car wash?

Most vehicle wraps can be taken through car washes just like any painted vehicle. However, like with many paint jobs, vehicle wraps can also be damaged by car washes. Take care around the exposed edges and seams of a wrap and ask your Wrap Provider what they recommend to increase the life of your particular wrap.

How will I know what my wrapped car will look like when done?

Your wrap provider should submit color proofs to you before they begin the job. You and the small-business owner will need to sign-off for approval before they begin printing your Wrap. You can expect slight color differences between the proofs and final Wrap due to the difference between printing on paper versus vinyl and the difference in inks, but there shouldn't be extreme color differences.

How is a Wrap produced?

After a computer design is created, your wrap will typically be printed on a large ink-jet printer. Think of the color printer that you have on your desktop, only with a width of up to 60." Another big difference between your desktop printer and the one that will print your wrap is that the wrap printers use a type of ink that is much more durable than what you would print at your home or office. Most high quality wraps are then laminated with a vinyl laminate that protects against marks, abrasions, and fading.

Are wrinkles, bubbles and seams acceptable for wraps?

Many wraps have wrinkles, bubbles and seams. It is possible to prevent or repair some if not all wrinkles and bubbles. It is also possible to prevent many seams. Large size, complex curves create the possibility of

wrinkles, bubbles and seams. It is important to discuss expectations and limitations with your Wrap Provider. Typically, an experienced wrap provider, such as a Certified Wrap Provider, has learned through experience to minimize and often eliminate wrinkles, bubbles and seams.

How long will my Wrap last?

That depends on the application. Typical outdoor vehicle wraps are good for 3-5 years, wrapped vehicles stored primarily indoors can last indefinitely.

Will a Wrap damage my paint?

Most wraps that are removed from factory-painted vehicles do not damage the paint underneath.

Why is a Full Wrap more beneficial than a Partial Wrap?

Full wraps cover most or all the paint on a vehicle while partial wraps cover only part of the vehicle. Even though Full Wraps are more expensive they give a larger "canvas" for your designer to work with and therefore, give your vehicle graphics more visual impact.

How long will it take to do my Wrap?

This depends on the job. Always make sure to ask your provider about the timeline, as each provider and each job is different. The "design" part of the wrap process can take as little as a few hours up to several days. A vehicle installation, for example, can typically be wrapped in a day or two not including the time needed to design.

How much will a Wrap cost?

The average nationwide price for a printed and laminated vinyl wrap is \$15 per square foot of installed product. Additionally, most providers charge for their design work, and some will charge you if your vehicle is not 100% clean when you bring it in for installation.

Does a vehicle wrap look like a paint job?

Yes, when you look at it from 10 feet away it will look like paint from a distance. If you stand up close to view it, then you will see evidence of the seams and that it is a vehicle wrap.

How do I wash my new wrapped vehicle?

It is best to hand wash your wrapped vehicle. In general, avoid power washing. Brushing windows and the use of a rear defroster will cause no damage to your window wrap. Also it is recommended not using

the rear wiper as the blade may damage the graphics over time.

Why does the vehicle wrap need to be laminated?

Be very careful when your search for estimates on vehicle wraps. The proper way to print and install a vehicle wrap is to laminate the prints before you apply it to the vehicle. After the prints are dry, it is typical for the shop to wait 24 hours so the solvent ink can completely cure, After the ink has cured for 24 hours a laminate is placed onto the prints to protect them for the harmful UV sun rays. If you do not laminate the prints, they the color may fade within one to two years of the wrap depending on how much sun your vehicle sees. The lamination also protects the expensive prints from any road grime and scratching. Also laminated prints are safer to wash.

Is liquid Lamination OK?

Be careful with liquid lamination. There are companies applying liquid lamination to vehicle wraps because it is cheaper than over laminates, and it may not be safe for your prints. It depends on what type of liquid they use and also the amount of liquid that is used on the prints. Liquid lamination is better than nothing for uv protection, and it's cheaper than actual over laminate, but it is not as durable as an actual over laminate film. Also some liquid lamination will fall off with some car wash cleaning solvents. By far, the recommended

professional procedure for wrap protection is over laminate film.

How much does a wrap cost?

Great question! I get asked this question at least 5 times a day. The truth is each vehicle wrap is unique. Information from you and the small business is the key to a proper estimate.

Several factor effect the price of a wrap.

1. the complexity of the vehicle shape. Some vehicle shapes are harder to wrap than others.
2. The vehicle size and amount of vinyl used.
3. if design is needed, then the cost of the design time.
4. Any additional prep work they may be needed to produce a great-looking wrap.

Generally, the cost for a partial can run from \$500 - \$2500. A full wrap can run from \$1500-\$5500, depending on the size of the vehicle. (Of course this is paid by the small-business owner and why I suggest for you to offer 2 or 3 months free to help absorb this cost) The size of the vehicle, and the curve complexity plays a big part in the overall cost of the job. Beware of low price quotes that say they are using good materials, and they are actually using the cheaper materials on your vehicle wrap.

What is the cost made up of?

- **Design Time:** This is the number that is variable as most clients want custom design, and this requires very specialized attention to detail the average design can take as little as 5 hours to some of the most complicated taking 40 hours, and the average is 10 hours.
- **Materials:** This number is predicated upon the amount of gross square footage needed to accomplish virtually seamless coverage of the intended area of wrap.
- **Setup:** This number is the most stable and only occurs when a design file needs to be set up for print. This number will occur every time a file needs to be formatted for print.
- **Print:** Print costs are included in the material costs and again is predicated upon the gross square footage.
- **Lamination:** Is included in the material costs.
- **Contour cut** (plotter). This fee occurs when the graphics need to be precision cut to follow body panels.

Do you wrap the front windows (driver and passenger) ?

In most areas, it is illegal to cover the front driver-side glass. In some cases, the police may also stop you for covering the passenger-side glass. The reason is the police need to see into the vehicle.

Can you apply vinyl over plastic / rubber moldings such as rubber window trims and plastic door handles?

The wrap material that is used for vehicle wraps, does not stick very well to plastic or rubber parts such as window trims, side plastic moldings and plastic door handles. It is advised that these areas NOT be wrapped with adhesive vinyl. Initially, the vinyl will stick , but over a short period of time such as a few months, the vinyl will fall off these areas.

What can cause a wrap to fail or fall off over time?

In most cases of vinyl lifting, if it is a material's problem, the lifting will present itself in the first few weeks after the initial installation. In most cases, it is advised that the vehicle wrap be fixed so that the vinyl does not continue to peel back and become contaminated. It is not uncommon to see small areas of the wrap lifting soon after the installation is complete. Several factors can affect the vinyls adhesive ability to stick to the vehicle surface. Here are a few...

1. If the surface is not prepared properly before the wrap, then the adhesive can fail to stick overtime.
2. Extreme temperatures can affect the vinyl adhesive. Very Cold or Very Hot temperatures. Extreme humidity in the air during installation can affect the adhesive.
3. Dust in the air during installation.

4. Improper installation procedures such as stretching the vinyl beyond its limits during installation.
5. Improper heating of the material during the installation.

My vehicle is on a lease, can I still wrap it?

Yes, like any other vehicle, the wrap can easily be removed without any damage at the end of the lease.

How long will a wrap last on my vehicle?

You can expect your wrap to last 3 to 5 years or longer, providing you are careful about power washing.

How do I care for my wrap?

Hand washing is best. Avoid high pressure washes and be careful never to use an ice-scraper. Sweeping off windows with a soft broom and rear defroster will cause no damage to your window wrap.

What type of warranty is provided on the wrap?

First you need to check with the shop installing the wrap. The typical warranty to expect is warranted against adhesive failure and image quality for up to 4

years using 3M vinyl. 2 to 3 years for other types of vinyl.

Appendix B

Testimonials From Small Businesses

TIP: I recommend using a few of these to show your target clients.

"The money I spend to wrap a truck to advertise my business was money well spent. It wasn't a small investment but the most cost effective one I have made. I was spending over \$2500 a month on yellow page advertising, but now I spend a fraction of that monthly."

"The best marketing decision I have ever made. After 3 months of having a car wrapped, I had 13 new clients directly attributed from the vehicle wrap. The total revenue is over \$12,000, and that doesn't include referrals and repeat business that will come."

"We started getting calls a few days after it hit the streets. The wrap we did was paid for within the first two months of having it hit the streets. I recommend to all small business owners now."

"I was spending as much as \$2,000 a month on yellow page advertising hoping someone would open the book and see my ad before seeing someone else's. I feel like the money I spent wrapping, while not a small investment, is the most cost effective, and cool advertising you could possibly do. The best bang for your buck advertising I've ever done. I'm sold on wraps."

"The wrap has been the best marketing decision I have made. In three months, I had 11 new clients that have said the wrap was how they received the company's information. To date, just these 11 clients have totaled \$9,300 in revenue. Many of these clients work for churches and corporations, and I am expecting repeat business. This marketing has allowed my business to grow so quickly that I am now able to move into a larger facility. I continue to get new clients from the wrap and have now well surpassed the cost of the wrap. It has been extremely beneficial for my business."

"I have advertised heavily for years in yellow pages and direct-mail marketing before considering a vehicle wrap. As soon as the economy slowed, I forked out the money to wrap a vehicle and half wrap on my truck. I noticed an immediate increase in calls and added dozens of new accounts to my company. It was by far the best investment I have done so far. My only regret was that I didn't do it sooner."

Really Good Testimonial to Use:

"After I wrapped a van, I noticed that my company gained credibility. I now have two vans wrapped driving around town and people perceive that my company is bigger than it actually is. I look and feel like a franchise!"

"Within days I noticed an increase in sales by the vehicle being parked by the main road. The wrap paid for itself within two weeks of having it in the view of my new customers. This wrap is my rolling billboard."

"The response has been terrific. Since the installation of my wrap, I have noticed an increased number of hits to our website and calls to our showroom, in turn increasing our sales. The cost of the wrap vs. our other advertising costs has proven to be a more effective method and will pay for itself in two months. As a business owner, advertising has always been an area of hesitation! The cost vs. return can be unbelievable. This is a choice I am glad I made. I am excited to see the impact after a few months, it's only been a few weeks and the results are evident. I have recommended to others looking for successful advertising."

"The wrap has been on for four months now and I can't believe how much attention it has garnered on the road. It has become an integral marketing tool in advertising my business."

"This is the best advertising I've ever done. Everybody knows who I am, and heads turn all the time to see my ad."

"Having a vehicle wrapped helped us establish one of the best breakfast programs on the West Coast. It has been extremely helpful to us because the city will not allow signs on the exterior of our premises. By having a car parking and driving the breakfast car around town, we are able to advertise our breakfast program and it does not fall under City regulations, but rather under DMV."

"My new wrap paid for itself in about six months. The cost was less than the large scale mailing that I sent out last year and the wrap continues to generate interest and leads."

"I thought that my wrap was going to get me calls, but didn't know how true that was when my phone started ringing off the hook before I even knew that the car was picked up from the wrap shop. I asked people how they heard about us and they said "I just saw your ad driving by."

"What a difference a wrap makes! The bright vivid colors have attracted new customers to my business

so I couldn't be more thankful that I chose to have a vehicle wrapped. My vehicles are a popular source of my advertising. When you have that kind of success with your vehicle advertisement, there's no question about whether you should purchase a wrap. The cost of the wraps has been minor compared to the new business they have brought in."

"Every month I get 3-4 phone calls from people saying they saw the wrapped van at someone's house. Wrapping a vehicle is the best advertising I have and I highly recommend it."

"A picture is worth a thousand words, and the before and after on this vehicle is no different. We knew it would increase our visibility and help us grow our business, but didn't realize just how much. The wrap paid for itself within a month with 40 new jobs. We know that the wrap was responsible for these jobs."

"Our vehicle wrap has done a great job working for us when parked outside of their work, and has increased the number of initial calls that we receive from potential customers who say they saw the vehicle in traffic. We get lots of calls from homeowners in the same neighborhood who see the vehicle and want to learn more about our business. I would highly recommend a vehicle wrap to any business owner looking to improve their visibility and increase sales."

"I don't think my company is unique, but the lawn care and landscaping business is highly competitive. A lot of my business comes from word of mouth, and I needed something that made my company stand out from the crowd. I wanted something that would cause people to notice me. So I decided to wrap a normal vehicle rather than advertise on my work truck like everyone else is doing. I used yellow page ads and I handed out coupons, but that wasn't enough. The best thing I have done for the company was wrapping a vehicle. Easily 50 to 60% of my new business comes from people that say they saw my wrapped vehicle driving around and decided to call. I wish I had wrapped it a lot sooner."

"We found out the hard way that just using our Yellow Pages ad was not working. We needed something that people would notice and that would separate us from the run-of-the-mill Heating and Air Conditioning companies."

"We first decided to wrap a vehicle just to help us stand out from every other plumbing and heating company out there. We used Yellow Pages, Radio, and Value Pack Coupons, but we still felt that we were getting mixed into the pot with everyone else. We wanted something that made us different. When we first got our wrap done we did not know what to expect, or even if it was going to work. Now we probably get 15 to 20 extra calls per week from people that have just seen our wrapped vehicle around their

neighborhood. We just landed a big customer last month that called because he said he saw the wrapped vehicle."

"We wanted something that would draw attention to our store and separate us from everyone else in the same business. We would normally use Yellow Pages and Sight Signs, but we kept getting mixed into the same group as our competitors; so we wrapped a customer's vehicle. Since we've wrapped it, we have had a lot of walk-in customers who say, 'We did not even know you were here until we saw the car around town!' We're going to wrap a second vehicle shortly."

"We wanted something that made our vehicles stand out from the crowd - something that made us unique. The wrap was much more expensive than we had originally planned for, but it has paid for itself many times over since we had it done. We use radio and yellow page advertising along with our wrapped vehicle, but if I had to choose one thing to keep it would easily be the wrap. We get multiple calls daily from people that have seen the wrap."

Appendix C

Traffic Count Links

Below are traffic counts for 50 US States

If you are from Canada, UK ,Australia or other locations. Simply do a Google Search for:

{Your City/State/Province/Country etc..} Traffic Count

Alabama

<http://aldotgis.dot.state.al.us/atd/default.aspx>

Alaska

<http://www.dot.state.ak.us/stwdplng/mapping/adt.shtml>

Arizona

<http://www.azdot.gov/mpd/data/index.asp>

Arkansas

http://www.arkansashighways.com/planning_research/technical_services/traffic_map.aspx

California

<http://traffic-counts.dot.ca.gov/>

Colorado

<http://www.drcog.org/index.cfm?page=regionaltrafficcountprogram1>

Connecticut

<http://www.ct.gov/dot/cwp/view.asp?a=3532&q=330402>

Delaware

http://www.deldot.gov/information/pubs_forms/manuals/traffic_counts/index.shtml

Florida

<http://www.dot.state.fl.us/planning/statistics/trafficdata/>

Georgia

<http://www.dot.state.ga.us/statistics/trafficdata/pages/default.aspx>

Hawaii

http://hawaii.gov/dot/highways/functionstatement/fs_hwyp.htm/

Idaho

http://www.compassidaho.org/prodserv/traffic_counts.htm

Illinois

<http://www.dot.state.il.us/siteindex.html>

Indiana

<http://dotmaps.indot.in.gov/apps/trafficcounts/>

Iowa

<http://www.iowadot.gov/maps/msp/traffic/index.html>

Kansas

<http://www.ksdot.org/burtransplan/maps/MapCountCities.asp>

Kentucky

<http://transportation.ky.gov/Planning/Pages/count-maps.aspx>

Louisiana

<http://www.dotd.la.gov/highways/tatv/>

Maine

<http://www.maine.gov/mdot/traffic/tc.htm>

Maryland

<http://www.marylandroads.com/Index.aspx?PageId=792>

Massachusetts

<http://www.mhd.state.ma.us/default.asp?pgid=content/traffic01&sid=about>

Michigan

http://www.michigan.gov/mdot/0,1607,7-151-9622_11033_11149---,00.html

Minnesota

<http://www.dot.state.mn.us/traffic/data/>

Mississippi

<http://www.gomdot.com/Divisions/IntermodalPlanning/Resources/Maps/TrafficVolumeMaps.aspx>

Missouri

<http://www.modot.mo.gov/safety/trafficvolumemaps.htm>

Montana

http://www.mdt.mt.gov/publications/datastats/statewide_traffic.shtml

Nebraska

<http://www.nebraskatransportation.org/maps/>

Nevada

http://www.nevadadot.com/reports_pubs/Traffic_Report/

New Hampshire

<http://www.nh.gov/dot/org/operations/traffic/tvr/locations/index.htm>

New Jersey

<http://www.state.nj.us/transportation/refdata/roadway/>

New Mexico

<http://santafempo.org/documents/traffic-count-maps/>

New York

<https://www.dot.ny.gov/portal/page/portal/divisions/engineering/technical-services/highway-data-services/traffic-data?nd=nysdot>

North Carolina

<http://www.ncdot.gov/travel/statemapping/trafficvolumemaps/>

North Dakota

<http://www.dot.nd.gov/road-map/traffic/index.htm>

Ohio

<http://www.dot.state.oh.us/divisions/Planning/TechServ/Pages/default.aspx>

Oklahoma

<http://www.okladot.state.ok.us/aadtcnt/>

Oregon

<http://www.oregon.gov/odot/td/tdata/pages/tsm/tvt.aspx>

Pennsylvania

<http://www.dot.state.pa.us/Internet/bureaus/pdplanres.nsf/infoBPRTrafficInfoTrafficVolumeMap>

Rhode Island

<http://www.dot.state.ri.us/faq/index.asp>

South Carolina

http://www.dot.state.sc.us/getting/traffic_counts.shtml

South Dakota

<http://www.jeng.com/dakota/southdakota/e/61.htm>

Tennessee

<http://www.tdot.state.tn.us/projectplanning/adt.asp>

Texas

<http://www.nctcog.org/trans/data/tcins/>

http://www.campotexas.org/programs_rd_traffic_counts.php

<http://tthouston.tamu.edu/hgac/trafficcountmap/about.html>

Utah

[http://www.udot.utah.gov/main/f?p=100:pg:0:::1:T,V:531,](http://www.udot.utah.gov/main/f?p=100:pg:0:::1:T,V:531)

Vermont

<http://www.aot.state.vt.us/Planning/TrafResearch/trafficresearch.htm>

Virginia

<http://www.virginiadot.org/info/ct-TrafficCounts.asp>

Washington

<http://www.wsdot.wa.gov/mapsdata/travel/annualtrafficreport.htm>

West Virginia

http://www.transportation.wv.gov/highways/program_planning/preliminary_engineering/traffic_analysis/trafficvolume/Pages/default.aspx

Wisconsin

<http://www.dot.wisconsin.gov/travel/counts/>

Wyoming

http://www.dot.state.wy.us/wydot/planning_projects/Traffic_Data

Appendix D

My Example Cover Letter

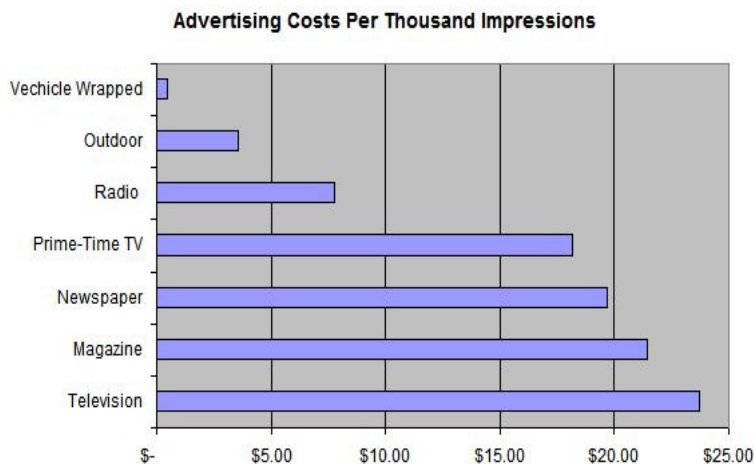
Dear Perfect Plumbing Naperville,

I noticed that **you are using google adwords** as part of your marketing strategy. You don't need me to tell you that traditional advertising formats such as the Yellow Pages and local newspaper adverts are becoming much less effective.

Q: What if I can bring an effective marketing tool to you that would cost you a fraction per impression than what you are currently doing?

A: Wrapping my vehicle in a vinyl car wrap advertising your business!

Not interested? Of course your not, this is such a new advertising medium, at least let me show you some cold hard facts from a study by 3M.



Study by 3M on Vehicle Wraps

A study by 3M showed vehicle wraps provide the best bang for the buck for a companies advertising dollar. A vehicle wrapped in advertising cost as low as \$0.48 per thousand impressions, compare that with over \$20 per thousand impressions for TV and magazines.

On the following pages, I show you how a vehicle wrap will look on my car type. I also am including maps of my daily commutes and where I plan on parking while at work, driving the kids to school and while shopping to maximize the views of your advertisement. I want to create a great relationship with you and help you grow your brand!

Now this is not an offer I make to every business and not some form letter that I've sent out to thousands of people. I simply made a list of a handful of businesses in Naperville that I'm interested in working with and that's why I got in touch. I think Perfect

Plumbing Naperville already has a great marketing strategy and I want to help you take it to the next level.

So What's The Catch?

Well there has to be some benefit to me to advertise your business everywhere I go, I will also have Perfect Plumbing Naperville business cards / flyer with me for when I get stopped and someone asks about your business. Imagine my car as a moving billboard embedded into your target market with great brand impression. All this for a low price of \$300 per month! Now how does that compare to your existing advertising? I already know the answer, and will wait for your call!

P.S. - I can only work with ONE business owner ... so act now before your competitor does.

Appendix E

Photo Gallery

Some of our photos are courtesy of Pinnacle Signworks, Vehicle Wrap of the Day and Custom Car Wraps.

















