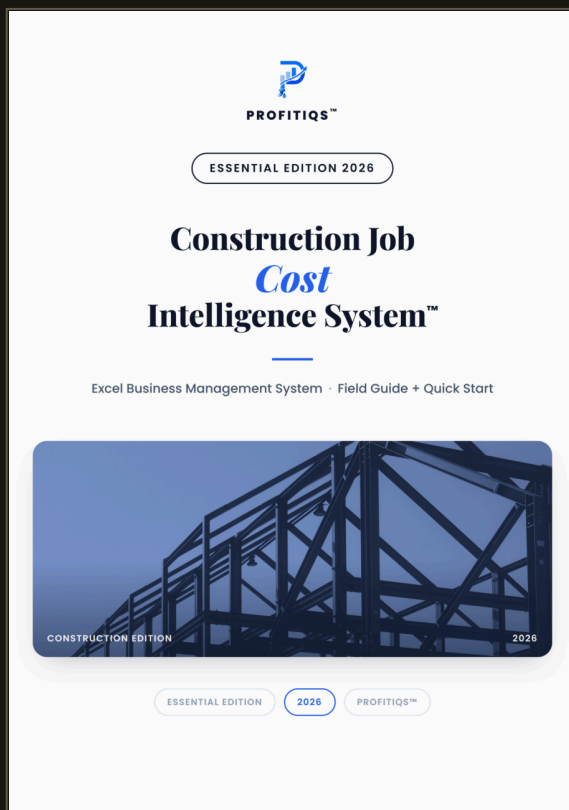
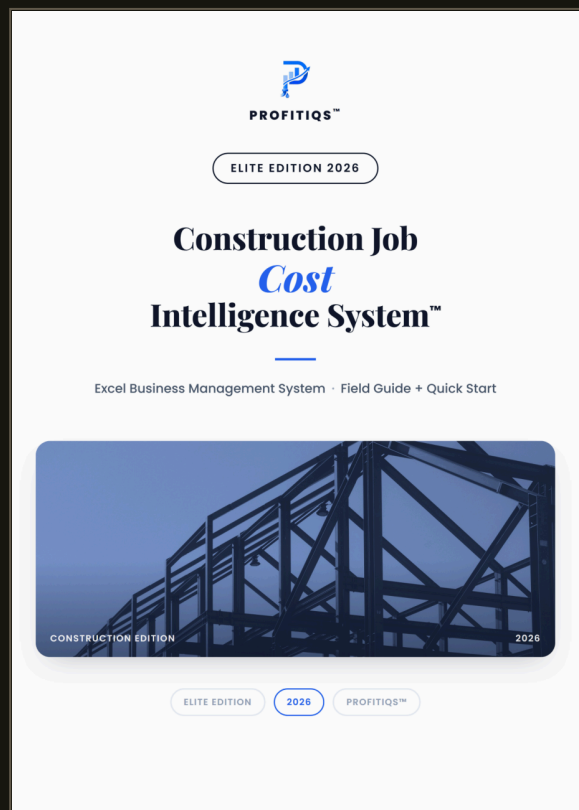




PROFITIQS

AFFILIATE MARKETING KIT · 2026

Construction Job Cost Business Intelligence System



What's Inside This Kit

Everything you need to promote Construction Job Cost Business Intelligence System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

1. Niche Overview & Product Facts
2. Tier Comparison
3. 30 Video Hooks
4. 10 Video Scripts
5. Social Media Copy
6. Email Swipes
7. Graphic Briefs
8. Audience & Objections
9. Publishing Checklist
10. Paid Ad Copy (Meta Ads)
11. Cold Email Sequence

Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Construction Job Cost — Niche Overview and Product Facts

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Verified product facts

Exact product name: Construction Job Cost Business Intelligence System™ **Brand:** ProfitIQS ·

Sold through: Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 8 sheets; Field Guide PDF — 34 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 25 sheets; Field Guide PDF — 53 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	\$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):

<https://www.profitiqs.com/industries/construction>

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727151	https://www.checkout-ds24.com/product/727151
Elite	727018	https://www.checkout-ds24.com/product/727018
Complete	726738	https://www.checkout-ds24.com/product/726738

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see **[YOUR AFFILIATE LINK]** throughout this kit).

Audience

General contractors, remodelers and construction business owners who manage project budgets.

Buyer profiles (HYPOTHESIS)

The remodeling contractor. Runs several residential projects at once and estimates from experience.

The small general contractor. Manages subcontractors, change orders and progress billing across a handful of jobs.

The owner-operator builder. Works on site during the day and does job costing at night, if at all.

The office manager. Keeps the books and wants a clean view of project profit and work in progress.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Jobs that look profitable until they close.** Costs land after the estimate and the real margin shows up only when the project is finished.
- **Change orders that never get billed.** Extra work agreed on site can go unpriced or unbilled.
- **Work in progress blind spots.** Billing ahead of or behind the work done distorts how healthy the business looks.
- **Cash flow between draws.** Paying crews and suppliers before the next payment arrives strains cash.
- **No comparison across projects.** Without a portfolio view, it is hard to see which kinds of job actually pay.
- **Tax-time paperwork.** Job costs, receipts and subcontractor payments end up scattered by year end.

Buyer motivations (HYPOTHESIS)

- See each project's real margin while it is still running
- Track change orders so extra work gets billed
- Understand work in progress
- Keep cash flow between draws under control
- Know which project types to bid on

Why someone might consider a business intelligence system

The common thread is visibility: contractors usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Construction Job Cost Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **Job cost to date:** Everything spent on a project so far, against its budget.
- **Gross margin per project:** What a project keeps after its direct costs, as a share of the contract.
- **Work in progress (WIP):** Whether you have billed more or less than the work actually completed.
- **Change order value:** Extra work agreed after the original contract.
- **Backlog:** Contracted work not yet completed.
- **Accounts receivable:** Money owed on invoices and draws already billed.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "My estimating software already does this."
- "I am not an Excel person."
- "Job costing takes too long."
- "Which edition do I need?"
- "Will it make my jobs more profitable?"
- "Is it full construction accounting?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: a remodeler checks the Job Cost Center mid-project and sees materials running over budget before the final invoice.
- Hypothetical: a contractor reviews the Change Order Center and finds two approved changes that were never invoiced.

Construction Job Cost — Tier Comparison

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Product: Construction Job Cost Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 8 sheets	Elite — 25 sheets	Both workbooks
Field Guide (PDF)	34 pages	53 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Contractors who want project entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.	Contractors who also want a project portfolio, job cost center, WIP, change orders, project profitability, receivables, cash flow, forecasting and benchmarking.	Contractors who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 8)

- START HERE
- SETUP
- PROJECT ENTRY
- EXPENSE ENTRY
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 25)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary
- 04 Project Portfolio

- 05 Job Cost Center
- 06 WIP Center
- 07 Change Order Center
- 08 Revenue Tracker
- 09 Expense Tracker
- 10 Cash Flow Center
- 11 Accounts Receivable
- 12 KPI Scorecard
- 13 Project Profitability
- 14 Business Health Score
- 15 Profit Leak Detector
- 16 Forecasting Center
- 17 Benchmarking Center
- 18 Customer Analytics Center
- 19 Tax Setup
- 20 Tax Reserve & VAT Center
- 21 Deduction Maximizer
- 22 Tax Readiness Center
- 23 Accountant Summary
- 24 Glossary
- 25 Changelog

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (<https://www.checkout-ds24.com/product/726738>).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Construction Job Cost — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	Your project looked profitable on paper. When did you find out it was not?	Talking head, then cut to the dashboard
2	Problem and solution	Change orders done on site and never billed are free work.	Talking head, then cut to the dashboard
3	Problem and solution	Over-billed or under-billed? Your WIP knows, even if you do not.	Talking head, then cut to the dashboard
4	Problem and solution	Paying crews before the next draw lands? Here is how to see cash flow coming.	Talking head, then cut to the dashboard
5	Industry mistake	Contractor money mistake: finding out the margin after the job is closed.	Talking head with on-screen text
6	Industry mistake	Doing the change order before pricing it is an easy habit to fall into.	Talking head with on-screen text
7	Industry mistake	Billed is not the same as earned. Here is why that matters.	Talking head with on-screen text
8	Industry mistake	Stop bidding every job type the same way.	Talking head with on-screen text
9	Operational inefficiency	Receipts in the truck, budgets in the estimate, profit nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	If you cannot compare your projects side by side, you cannot see which ones pay.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Job costing on Sunday night is not a system.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing job costing at 10pm after a day on site? Watch this.	Relatable POV clip
13	Owner frustration	Busy all year and not sure which jobs made the money?	Relatable POV clip
14	Owner frustration	Your accountant asked for costs by project. You have a box of receipts.	Relatable POV clip
15	Curiosity	What does a whole construction business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 25-sheet Excel system built just for contractors. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every contractor should check on every project.	Screen recording reveal
18	Educational	Billed vs earned: what work in progress actually means.	Whiteboard or on-screen definition
19	Educational	Job cost vs budget, explained in 30 seconds.	Whiteboard or on-screen definition
20	Educational	Why change orders deserve their own log.	Whiteboard or on-screen definition
21	Educational	Backlog explained: the work you have already won.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Construction Job Cost Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a project cost and see the job cost update.	Screen recording of the sample workbook
24	Product demonstration	This is what a WIP view looks like when it is built for contractors.	Screen recording of the sample workbook
25	Product demonstration	The Change Order Center: one sheet so extra work gets billed.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your construction business.	Split screen of the editions
27	Comparison and decision	Estimating software vs an owner's job-cost dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"Job costing takes too long." Here is the simplest version.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not fix a bad bid. Here is what it will do.	Talking head, objection as on-screen text

Construction Job Cost — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Construction Job Cost Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The remodeling contractor **Length:** about 34 seconds

1. Opening hook (0–3s): Your project looked profitable on paper. When did you find out it was not?

2. Spoken narration: Costs land after the estimate and the real margin shows up only when the project is finished. The Construction Job Cost Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Contract value, revenue, profit, WIP and backlog are on the first screen.

3. On-screen text:

- Jobs that look profitable until they close
- Your projects on one screen
- Construction Job Cost Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Contractors **Length:** about 31 seconds

1. Opening hook (0–3s): Three common money mistakes in a construction business.

2. Spoken narration: One: finding out the real margin only after the job closes. Two: doing change-order work before pricing it. Three: treating billed revenue as earned revenue. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Finding out the real margin only after the job closes
- Mistake 2: Doing change-order work before pricing it
- Mistake 3: Treating billed revenue as earned revenue

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is job cost to date?

Type: Educational **Target audience:** Contractors **Length:** about 26 seconds

1. Opening hook (0–3s): What is job cost to date, and why should you care?

2. Spoken narration: Everything spent on a project so far, against its budget. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Job cost to date
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Job cost to date if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Contractors **Length:** about 32 seconds

1. Opening hook (0–3s): I opened a 25-sheet Excel system built just for contractors. Here is what is inside.

2. Spoken narration: This is the Construction Job Cost Business Intelligence System™. The Elite edition has 25 sheets. Here is 05 Job Cost Center. Each project's costs are tracked against its budget. And this is 07 Change Order Center. Change orders are logged so extra work is not forgotten.

3. On-screen text:

- Job costs vs budget, live

- Change orders that get billed

4. Visuals / screen recording: Screen recording: 05 Job Cost Center, then 07 Change Order Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The remodeling contractor **Length:** about 29 seconds

1. Opening hook (0–3s): Doing job costing at 10pm after a day on site? Watch this.

2. Spoken narration: Job costs, receipts and subcontractor payments end up scattered by year end. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax-time paperwork
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 35 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your construction business.

2. Spoken narration: Essential is \$97: contractors who want project entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite is \$197: contractors who also want a project portfolio, job cost center, WIP, change orders, project profitability, receivables, cash flow, forecasting and benchmarking. Complete, \$249, gives you both.

3. On-screen text:

- Essential \$97
- Elite \$197
- Complete \$249

4. Visuals / screen recording: Split screen of the three editions**5. Call to action:** See the editions at the link in my bio. (Caption: #ad — affiliate link)**6. Destination:** [YOUR AFFILIATE LINK]**7. Claims to verify before posting:**

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 26 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The dashboards and formulas are built; you log projects and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start**5. Call to action:** See the editions at the link in my bio. (Caption: #ad — affiliate link)**6. Destination:** [YOUR AFFILIATE LINK]**7. Claims to verify before posting:**

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Construction Job Cost Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 8 sheets; Elite has 25. Complete includes both.

3. On-screen text:

- Excel workbook

- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The owner-operator builder **Length:** about 29 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your construction business.

2. Spoken narration: Open the dashboard. Check job cost to date and gross margin per project. Then open 13 Project Profitability. Every project's margin is compared side by side. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Job cost to date
- Check 13 Project Profitability
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 13 Project Profitability

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Contractors **Length:** about 30 seconds

1. Opening hook (0–3s): There is one number every contractor should check on every project.

2. Spoken narration: It is work in progress (WIP). Whether you have billed more or less than the work actually completed. In the Construction Job Cost Business Intelligence System™, 06 WIP Center is where you see it alongside the rest of the business.

3. On-screen text:

- Work in progress (WIP)

- Over-billed or under-billed?

4. Visuals / screen recording: Screen recording of 06 WIP Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 06 WIP Center content as shown in the sample file
- Disclosure included in caption or on screen

Construction Job Cost — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

Your project looked profitable on paper. When did you find out it was not?

Costs land after the estimate and the real margin shows up only when the project is finished.

The Construction Job Cost Business Intelligence System(TM) is a downloadable Excel system built for contractors. Link in bio.

#ad -- affiliate link
#construction #generalcontractor #contractor #remodeling #jobcosting
#constructionbusiness

2. Instagram

What does a whole construction business look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate, built in Excel.

Link in bio. #ad -- affiliate link
#construction #generalcontractor #contractor #remodeling #jobcosting
#constructionbusiness

3. TikTok

Contractor money mistake: finding out the margin after the job is closed. #ad -- affiliate link #construction #generalcontractor #contractor #remodeling #jobcosting
#constructionbusiness

4. TikTok

Billed vs earned: what work in progress actually means. Full breakdown in the video. #ad -- affiliate link #construction #generalcontractor #contractor #remodeling #jobcosting
#constructionbusiness

5. Facebook

Over-billed or under-billed? Your WIP knows, even if you do not.

Extra work agreed on site can go unpriced or unbilled.

If you run a construction business, the Construction Job Cost Business Intelligence System(TM) is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

6. Facebook

Question for contractors: job cost to date -- do you know yours?

Everything spent on a project so far, against its budget.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

7. LinkedIn

Change orders done on site and never billed are free work.

Without a portfolio view, it is hard to see which kinds of job actually pay.

The Construction Job Cost Business Intelligence System(TM) turns construction business data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

8. LinkedIn

Three numbers every contractor should review monthly:

1. Job cost to date
2. Gross margin per project
3. Work in progress (WIP)

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

9. X / Threads

Receipts in the truck, budgets in the estimate, profit nowhere. There is a simpler way. [YOUR AFFILIATE LINK] #ad -- affiliate link

10. YouTube community

Essential or Elite? How to pick the right edition for your construction business.

Essential \$97 - Elite \$197 - Complete \$249. Comparison in my latest Short. [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

10 short promotional posts

1. Paying crews before the next draw lands? Here is how to see cash flow coming. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Doing the change order before pricing it is an easy habit to fall into. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Billed is not the same as earned. Here is why that matters. [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot compare your projects side by side, you cannot see which ones pay. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Busy all year and not sure which jobs made the money? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant asked for costs by project. You have a box of receipts. [YOUR AFFILIATE LINK] #ad — affiliate link
7. Job cost vs budget, explained in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Why change orders deserve their own log. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Backlog explained: the work you have already won. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Estimating software vs an owner's job-cost dashboard: they answer different questions. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Construction Job Cost Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at \$97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for contractors — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Job cost to date explained** — Define job cost to date in plain English (Everything spent on a

project so far, against its budget.) and show where it appears in the sample workbook.

2. **Gross margin per project explained** — Define gross margin per project in plain English (What a project keeps after its direct costs, as a share of the contract.) and show where it appears in the sample workbook.
3. **Work in progress (WIP) explained** — Define work in progress (WIP) in plain English (Whether you have billed more or less than the work actually completed.) and show where it appears in the sample workbook.
4. **Mistake: Bidding the same way on every type of job** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Not setting money aside for taxes** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes contractors make

- **Slide 1:** 5 money mistakes contractors make
- **Slide 2:** Finding out the real margin only after the job closes
- **Slide 3:** Doing change-order work before pricing it
- **Slide 4:** Treating billed revenue as earned revenue
- **Slide 5:** Bidding the same way on every type of job
- **Slide 6:** Ignoring cash flow between draws
- **Slide 7:** See them all in one place -> Construction Job Cost Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a construction business

- **Slide 1:** The numbers behind a construction business
- **Slide 2:** Job cost to date: Everything spent on a project so far, against its budget.
- **Slide 3:** Gross margin per project: What a project keeps after its direct costs, as a share of the contract.
- **Slide 4:** Work in progress (WIP): Whether you have billed more or less than the work actually completed.
- **Slide 5:** Change order value: Extra work agreed after the original contract.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — \$97: Contractors who want project entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — \$197: Contractors who also want a project portfolio, job cost center, WIP, change orders, project profitability, receivables, cash flow, forecasting and benchmarking.
- **Slide 4:** Complete — \$249: Contractors who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Construction Job Cost Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your projects on one screen
- **Slide 3:** 05 Job Cost Center: Job costs vs budget, live
- **Slide 4:** 07 Change Order Center: Change orders that get billed
- **Slide 5:** 06 WIP Center: Over-billed or under-billed?
- **Slide 6:** 13 Project Profitability: Which jobs actually paid?
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My estimating software already does this." -> Estimating tools build the bid. This workbook tracks what actually happens: job costs, WIP, change orders, receivables, cash flow and tax set-aside. If your current tools already show that, you may not need it.
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log projects and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "Job costing takes too long." -> Fair. The workbook needs costs entered against projects. Contractors who already collect receipts by job will find it straightforward.
- **Slide 5:** "Which edition do I need?" -> Essential (8 sheets) covers project entry, expenses, tax set-aside, a dashboard and a health snapshot. Elite (25 sheets) adds the project portfolio, job cost center, WIP, change orders, project profitability...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Your project looked profitable on paper. When did you find out it was not?
2. Change orders done on site and never billed are free work.
3. What does a whole construction business look like on one screen?
4. I opened a 25-sheet Excel system built just for contractors. Here is what is inside.
5. Billed vs earned: what work in progress actually means.
6. Job cost vs budget, explained in 30 seconds.
7. Here is the Executive Dashboard in the Construction Job Cost Business Intelligence System.
8. Watch me log a project cost and see the job cost update.
9. Essential or Elite? How to pick the right edition for your construction business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Costs land after the estimate and the real margin shows up only when the project is finished. The Construction Job Cost Business Intelligence System(TM) is a downloadable Excel system for contractors: dashboards, reports and a tax set-aside estimate, built in.

Editions: Essential \$97 - Elite \$197 - Complete \$249

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

#construction #generalcontractor #contractor #remodeling #jobcosting

#constructionbusiness

Description template B:

A look inside the Construction Job Cost Business Intelligence System(TM) with its sample data. Each edition includes the workbook, a Field Guide and a Quick Start. Requires desktop Microsoft Excel.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Construction Job Cost — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Contractors on your list who have not bought anything yet **Subject line:** Jobs that look profitable until they close? **Preview text:** Why a busy construction business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Costs land after the estimate and the real margin shows up only when the project is finished.

Extra work agreed on site can go unpriced or unbilled.

Neither of these is a moral failing -- it is usually just that the numbers live in different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The job cost to date question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Here is one number worth knowing for any construction business: job cost to date.

Everything spent on a project so far, against its budget.

Two more worth adding to your monthly check:

- Gross margin per project: What a project keeps after its direct costs, as a share of the contract.
- Work in progress (WIP): Whether you have billed more or less than the work actually completed.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for contractors **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

The tool I mentioned is the Construction Job Cost Business Intelligence System(TM).

It is a downloadable Excel workbook built for contractors. You log your own data and the dashboards, reports and tax set-aside estimate update for you. It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:

- 02 Executive Dashboard: Contract value, revenue, profit, WIP and backlog are on the first screen.
- 05 Job Cost Center: Each project's costs are tracked against its budget.
- 07 Change Order Center: Change orders are logged so extra work is not forgotten.
- 06 WIP Center: Work in progress shows whether billing is ahead of or behind the work.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

If you looked at the Construction Job Cost Business Intelligence System(TM) and were not sure which edition to pick, here is the short version:

- **Essential -- \$97** (8 sheets): Contractors who want project entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- \$197** (25 sheets): Contractors who also want a project portfolio, job cost center, WIP, change orders, project profitability, receivables, cash flow, forecasting and benchmarking.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: How many projects do you run at once?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

I will stop talking about the Construction Job Cost Business Intelligence System(TM) after this. Two honest answers before I do:

"I am not an Excel person." The dashboards and formulas are built; you log projects and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Will it make my jobs more profitable?" No tool can promise that. It shows job costs and margins clearly so you can bid and manage with real numbers.

If it fits how you run your construction business, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Construction Job Cost — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in graphics/ from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (00-Master-Affiliate-Kit/brand/), product dashboard image and Field Guide covers (in graphics/source/). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	Your project looked profitable on paper. When did you find out it was not?	Costs land after the estimate and the real margin shows up only when the project is finished.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Construction Job Cost Business Intelligence System™	Excel business system for contractors · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is job cost to date?	Everything spent on a project so far, against its budget.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number
`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole construction business look like on one screen?	Construction Job Cost Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit

`graphics/story-2-tour.png`	Story	1080×1920	Inside the Construction Job Cost system	02 Executive Dashboard · 05 Job Cost Center · 07 Change Order Center · 06 WIP Center	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential \$97 · Elite \$197 · Complete \$249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Construction Job Cost Business Intelligence System™	Jobs that look profitable until they close	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Billed vs earned: what work in progress actually means.	Construction Job Cost	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers
`graphics/launch-announcement.png`	Launch announcement (square)	1080×1080	Now available: Construction Job Cost Business Intelligence System™	Essential \$97 · Elite \$197 · Complete \$249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from 05-Social-Media-Copy.md is also rendered as a real, swipeable image in graphics/carousels/ -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

graphics/source/workbook-screenshots/Essential/ and .../Elite/ hold a real screenshot of every visible sheet in both editions (8 and 25 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Construction Job Cost — Audience and Objection Guide

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Target audience segments

- **The remodeling contractor:** Runs several residential projects at once and estimates from experience.
- **The small general contractor:** Manages subcontractors, change orders and progress billing across a handful of jobs.
- **The owner-operator builder:** Works on site during the day and does job costing at night, if at all.
- **The office manager:** Keeps the books and wants a clean view of project profit and work in progress.

Common objections and honest responses

"My estimating software already does this." Estimating tools build the bid. This workbook tracks what actually happens: job costs, WIP, change orders, receivables, cash flow and tax set-aside. If your current tools already show that, you may not need it.

"I am not an Excel person." The dashboards and formulas are built; you log projects and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Job costing takes too long." Fair. The workbook needs costs entered against projects. Contractors who already collect receipts by job will find it straightforward.

"Which edition do I need?" Essential (8 sheets) covers project entry, expenses, tax set-aside, a dashboard and a health snapshot. Elite (25 sheets) adds the project portfolio, job cost center, WIP, change orders, project profitability, receivables, cash flow and forecasting.

"Will it make my jobs more profitable?" No tool can promise that. It shows job costs and margins clearly so you can bid and manage with real numbers.

"Is it full construction accounting?" No. It is an owner's analysis workbook, not accounting or project-management software.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- How many projects do you run at once?
- Do you track change orders today?
- Do you need a WIP view?

- Is cash flow between draws a concern?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Contractors who want project entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite:** Contractors who also want a project portfolio, job cost center, WIP, change orders, project profitability, receivables, cash flow, forecasting and benchmarking.
- **Complete:** Contractors who want both editions in one package.

When the product is probably not a good fit

- Contractors without desktop Microsoft Excel
- Firms needing certified payroll, lien management or full construction accounting
- Large GCs requiring multi-user, real-time project systems
- Anyone who will not record costs against projects

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Construction Job Cost — Pre-Publication Checklist

Tick every box before publishing anything for the Construction Job Cost Business Intelligence System™.

Product accuracy

- ☐ Product name written exactly as **Construction Job Cost Business Intelligence System™**
- ☐ Every feature you mention appears in 02-Tier-Comparison.md
- ☐ Prices shown as Essential \$97 / Elite \$197 / Complete \$249 and match the live page

Landing page

- ☐ Link points to the Construction Job Cost product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726738>)

Affiliate link

- ☐ Your own Digistore24 affiliate link replaces every placeholder
- ☐ The link opens the correct edition or marketplace entry

Tracking

- ☐ Click your link once from a private window and confirm it lands correctly
- ☐ Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- ☐ Disclosure is visible near the link or in the first lines of the caption
- ☐ Spoken or on-screen disclosure in videos

Call to action

- ☐ One clear CTA per post
- ☐ No invented discounts, bonuses or deadlines

Mobile readability

- ☐ Text on graphics readable on a phone
- ☐ Captions front-load the hook and link

Claims and compliance

- ☐ No income, savings, results or tax promises
- ☐ No fake testimonials, reviews or screenshots
- ☐ Hypothetical examples labeled as hypothetical
- ☐ Not described as AI, automation or a chatbot

Construction Job Cost — Paid Ad Copy (Meta Ads Manager)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace **[YOUR AFFILIATE LINK]** with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 26/27:

Jobs that look profitable...

Headline, long form (≤40 char max) -- 37/40:

Jobs that look profitable until they...

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 120/125:

Costs land after the estimate and the real margin shows up only when the project is finished. The Construction Job Cost...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 289 chars:

Costs land after the estimate and the real margin shows up only when the project is finished. The Construction Job Cost Business Intelligence System(TM) is a downloadable Excel system for contractors -- dashboards, reports and a tax set-aside estimate, already built. Three editions from \$97.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: **[YOUR AFFILIATE LINK]**

Product / features

Headline (≤27 chars, safest across placements) -- 22/27:

Construction Job Cost...

Headline, long form (≤40 char max) -- 28/40:

Construction Job Cost System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 123/125:

A downloadable Excel system built for contractors. Dashboards, reports and a tax set-aside estimate -- already built, with...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 263 chars:

The Construction Job Cost Business Intelligence System(TM) is a downloadable Excel workbook built for contractors: dashboards, reports and a tax set-aside estimate, already built, with sample data so it works the moment you open it. Requires desktop Microsoft Excel.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 / \$197 / \$249

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

Compare 3 Editions

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

Essential \$97. Elite \$197. Complete \$249. Every edition: workbook, Field Guide, Quick Start.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 418 chars:

Essential (\$97): Contractors who want project entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite (\$197): Contractors who also want a project portfolio, job cost center, WIP, change orders, project profitability, receivables, cash flow, forecasting and benchmarking. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

Description (≤30 chars, shows on some placements only) -- 19/30:

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 16/27:

Job cost to date

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 124/125:

Everything spent on a project so far, against its budget. The Construction Job Cost Business Intelligence System(TM) tracks it...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 211 chars:

Job cost to date: Everything spent on a project so far, against its budget. You can work it out by hand, or let the Construction Job Cost Business Intelligence System(TM) calculate it from the data you already log.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 25/27:

For Construction Job Cost

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 97/125:

Built specifically for contractors -- not a generic spreadsheet template. See all three editions.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 251 chars:

The Construction Job Cost Business Intelligence System(TM) is built specifically for contractors, not a generic spreadsheet template. Downloadable Excel workbook, sample data included, Field Guide and Quick Start in every edition. See all three editions.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 - \$197 - \$249

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see graphics/) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Construction Job Cost — Cold Email Sequence (8 emails)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace **[FIRST NAME]** and **[YOUR NAME]** before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your construction business
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, construction job cost
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your construction business

Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of contractors do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

Hi [FIRST NAME],

Here is something I notice a lot with contractors.

Finding out the real margin only after the job closes.

It is an easy thing to fall into. You are busy running the construction business. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

Hi [FIRST NAME],

There is one number I think every contractor should know.

It is called job cost to date. In plain words: everything spent on a project so far, against its budget.

Many owners could not tell you this number if you asked right now. Not because they do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, construction job cost

Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply "yes" and I will send it over.

[YOUR NAME]

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

Hi [FIRST NAME],

I want to be straight with you.

A lot of contractors tell me something like this: "My estimating software already does this."

Here is the honest answer. Estimating tools build the bid. This workbook tracks what actually happens: job costs, WIP, change orders, receivables, cash flow and tax set-aside. If your current tools already show that, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is okay. I would rather tell you the truth than waste your time.

[YOUR NAME]

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

Hi [FIRST NAME],

Picture this for a second.

A contractor opens their numbers for the first time in months. The construction business is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like jobs that look profitable until they close.

That is really all this is for. A simple way to see what is REALLY happening in your construction business, every week, without extra work on top of your day.

[YOUR NAME]

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for contractors. You enter your numbers, it shows you your profit, your biggest costs, and change orders that never get billed.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Construction Job Cost Business Intelligence System(TM), built for exactly this. Three editions, starting at \$97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a construction business is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.