



PROFITIQS

AFFILIATE MARKETING KIT · 2026

Electrical Contractor Business Intelligence System


PROFITIQS™

ESSENTIAL EDITION 2026

Electrical Contractor
Business
Intelligence System™

Excel Business Management System · Field Guide + Quick Start


ELECTRICAL CONTRACTOR EDITION 2026

ESSENTIAL EDITION 2026 PROFITIQS™


PROFITIQS™

ELITE EDITION 2026

Electrical Contractor
Business
Intelligence System™

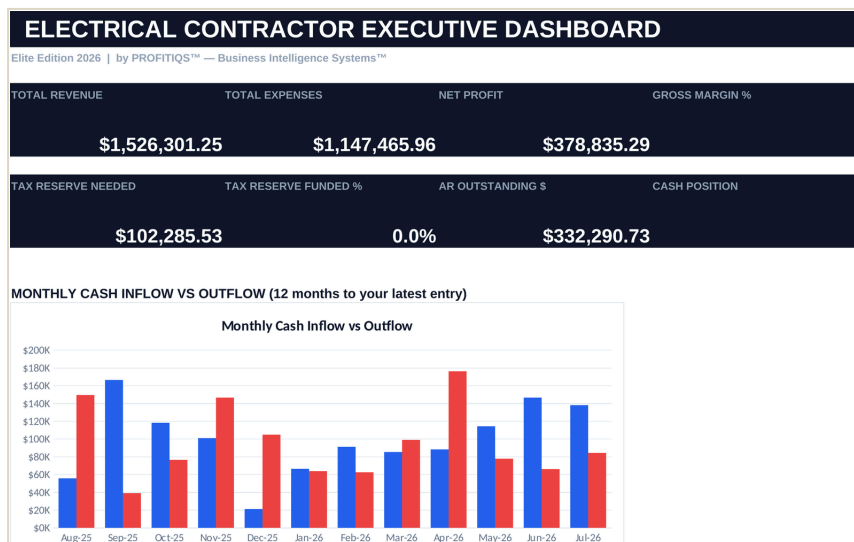
Excel Business Management System · Field Guide + Quick Start


ELECTRICAL CONTRACTOR EDITION 2026

ELITE EDITION 2026 PROFITIQS™

What's Inside This Kit

Everything you need to promote Electrical Contractor 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.

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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.

Electrical Contractor — 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: Electrical Contractor 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 — 41 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 24 sheets; Field Guide PDF — 71 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/electrical-contractor>

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

Edition	Digistore24 product ID	Checkout URL
Essential	727177	https://www.checkout-ds24.com/product/727177
Elite	727356	https://www.checkout-ds24.com/product/727356
Complete	726838	https://www.checkout-ds24.com/product/726838

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

Electrical contractors and electrical service business owners, from solo electricians to shops with several crews.

Buyer profiles (HYPOTHESIS)

The owner-electrician. Still on the tools most days, quotes jobs from experience and invoices at night.

The growing service shop. Several electricians, a mix of service calls and projects, and no side-by-side view of who produces what.

The project-focused contractor. Bids larger jobs and needs to know which ones actually pay.

The office manager. Handles invoicing and receivables and wants a clear monthly picture.

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 good until materials land.** Material and labor costs arriving after the quote can erase a job's margin.
- **Electrician output is a guess.** Owners know who feels fastest, not whose hours produce the most revenue.
- **Leads that never turn into jobs.** Without tracking leads, it is hard to see which sources and follow-ups work.
- **Overdue invoices.** Receivables aging past 30, 60 or 90 days strain cash when payroll and suppliers are due.
- **No view of which customers pay off.** Some customers bring steady, profitable work; others do not.
- **Tax-time paperwork.** Materials, vans, tools and payroll costs end up scattered by year end.

Buyer motivations (HYPOTHESIS)

- See which jobs and customers are profitable
- Compare electricians on real output
- Track leads through to jobs
- Get paid faster
- Be organized for the accountant

Why someone might consider a business intelligence system

The common thread is visibility: electrical contractors usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Electrical Contractor 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 margin:** What a job keeps after materials and labor.
- **Revenue per electrician:** How much billed work each electrician produces.
- **Lead conversion:** The share of leads that become paid jobs.
- **AR aging:** Unpaid invoices grouped by how long they have been outstanding.
- **Average job value:** Typical revenue per job.
- **Cash flow:** Money in and out each month, which can differ from profit when customers pay late.

Common objections

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

- "My field service app already has reports."
- "I am not an Excel person."
- "I am a one-person shop."
- "Which edition do I need?"
- "Will it make my jobs more profitable?"
- "Does it dispatch or invoice?"
- "Is it a subscription?"

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

- Hypothetical: an owner opens AR Aging and sees two commercial customers past 60 days, then calls them before the next payroll.
- Hypothetical: a contractor checks Electrician Performance and sees one electrician's hours producing much more billed work, and asks why.

Electrical Contractor — 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: Electrical Contractor Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 8 sheets	Elite — 24 sheets	Both workbooks
Field Guide (PDF)	41 pages	71 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 job revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.	Contractors who also want leads, job management, electrician performance, customers, AR aging, cash flow, a KPI scorecard, forecasting and benchmarking.	Contractors who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 8)

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

Elite 2026 — every visible sheet (VERIFIED, 24)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary
- 04 Lead Tracker

- 05 Electrician Setup
- 06 Job Management
- 07 Electrician Performance
- 08 Revenue Tracker
- 09 Expense Tracker
- 10 Customer Database
- 11 AR Aging
- 12 Cash Flow Center
- 13 KPI Scorecard
- 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

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/726838>).
- 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".

Electrical Contractor — 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	The job looked good on the quote. Then the materials landed.	Talking head, then cut to the dashboard
2	Problem and solution	You know which electrician feels fastest. Do you know who bills the most?	Talking head, then cut to the dashboard
3	Problem and solution	Leads that never become jobs are money you already paid for.	Talking head, then cut to the dashboard
4	Problem and solution	An invoice 60 days late is a loan you did not agree to.	Talking head, then cut to the dashboard
5	Industry mistake	Electrical contractor money mistake: quoting from memory.	Talking head with on-screen text
6	Industry mistake	Not following up on leads is an easy habit to fall into.	Talking head with on-screen text
7	Industry mistake	Stop treating every customer as equally profitable.	Talking head with on-screen text
8	Industry mistake	Receipts in the van are not a bookkeeping system.	Talking head with on-screen text
9	Operational inefficiency	Jobs in one app, materials on receipts, profit nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	If you cannot compare electricians side by side, you are managing by feel.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Chasing invoices is part of the job. Losing track of them should not be.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing your electrical business books after a day on the tools? Watch this.	Relatable POV clip
13	Owner frustration	Booked solid and still not sure the business is profitable?	Relatable POV clip
14	Owner frustration	Your accountant asked for costs by category. You have a van full of receipts.	Relatable POV clip
15	Curiosity	What does a whole electrical contracting business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 24-sheet Excel system built just for electrical contractors. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every electrical contractor should check every month.	Screen recording reveal
18	Educational	Busy vs profitable: how electrical contractors can tell the difference.	Whiteboard or on-screen definition
19	Educational	AR aging explained in 30 seconds.	Whiteboard or on-screen definition
20	Educational	Lead conversion: the number behind a full schedule.	Whiteboard or on-screen definition
21	Educational	Job margin vs revenue: which one pays the bills?	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Electrical Contractor Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a job and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what electrician performance looks like when it is built for contractors.	Screen recording of the sample workbook
25	Product demonstration	AR Aging: one sheet that shows who owes you and for how long.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your electrical business.	Split screen of the editions
27	Comparison and decision	Field service app vs an owner's Excel 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	"I am a one-person shop." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not wire a house. Here is what it will do.	Talking head, objection as on-screen text

Electrical Contractor — 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 Electrical Contractor Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The owner-electrician **Length:** about 32 seconds

1. Opening hook (0–3s): The job looked good on the quote. Then the materials landed.

2. Spoken narration: Material and labor costs arriving after the quote can erase a job's margin. The Electrical Contractor Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, expenses, profit and cash position are on the first screen.

3. On-screen text:

- Jobs that look good until materials land
- Your electrical business on one screen
- Electrical Contractor 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:** Electrical contractors **Length:** about 31 seconds

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

2. Spoken narration: One: quoting from memory without checking past job costs. Two: judging electricians on how busy they seem. Three: not following up on leads. 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: Quoting from memory without checking past job costs
- Mistake 2: Judging electricians on how busy they seem
- Mistake 3: Not following up on leads

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 margin?

Type: Educational **Target audience:** Electrical contractors **Length:** about 26 seconds

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

2. Spoken narration: What a job keeps after materials and labor. 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 margin
- 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 margin 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:** Electrical contractors **Length:** about 32 seconds

1. Opening hook (0–3s): I opened a 24-sheet Excel system built just for electrical contractors. Here is what is inside.

2. Spoken narration: This is the Electrical Contractor Business Intelligence System™. The Elite edition has 24 sheets. Here is 07 Electrician Performance. Each electrician's hours and revenue are laid out side by side. And this is 04 Lead Tracker. Leads and their sources are tracked through to jobs.

3. On-screen text:

- Who produces what, in one table
- Leads that turn into jobs

4. Visuals / screen recording: Screen recording: 07 Electrician Performance, then 04 Lead

Tracker

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 owner-electrician **Length:** about 29 seconds

1. Opening hook (0–3s): Doing your electrical business books after a day on the tools? Watch this.

2. Spoken narration: Materials, vans, tools and payroll costs 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 electrical business.

2. Spoken narration: Essential is \$97: contractors who want job revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite is \$197: contractors who also want leads, job management, electrician performance, customers, AR aging, cash flow, a KPI scorecard, 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 jobs and expenses. 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 Electrical Contractor 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 24. 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 project-focused contractor **Length:** about 29 seconds

1. **Opening hook (0–3s):** A 15-minute monthly review for your electrical contracting business.
2. **Spoken narration:** Open the dashboard. Check job margin and revenue per electrician. Then open 06 Job Management. Every job is tracked with its materials, labor and permits. Write down one thing to change next month. That's it.
3. **On-screen text:**
 - Open the dashboard
 - Check Job margin
 - Check 06 Job Management
 - Pick one change
4. **Visuals / screen recording:** Screen recording of the dashboard and 06 Job Management
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:** Electrical contractors **Length:** about 28 seconds

1. **Opening hook (0–3s):** There is one number every electrical contractor should check every month.
2. **Spoken narration:** It is lead conversion. The share of leads that become paid jobs. In the Electrical Contractor Business Intelligence System™, 11 AR Aging is where you see it alongside the rest of the business.
3. **On-screen text:**
 - Lead conversion
 - Who owes you, and how long

4. Visuals / screen recording: Screen recording of 11 AR Aging

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:

- 11 AR Aging content as shown in the sample file
- Disclosure included in caption or on screen

Electrical Contractor — Social Media Copy

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

10 social captions

1. Instagram

The job looked good on the quote. Then the materials landed.

Material and labor costs arriving after the quote can erase a job's margin.

The Electrical Contractor Business Intelligence System(TM) is a downloadable Excel system built for electrical contractors. Link in bio.

#ad -- affiliate link

#electrician #electricalcontractor #electricalbusiness #tradesman #smallbusiness
#contractorlife

2. Instagram

What does a whole electrical contracting 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

#electrician #electricalcontractor #electricalbusiness #tradesman #smallbusiness
#contractorlife

3. TikTok

Electrical contractor money mistake: quoting from memory. #ad -- affiliate link
#electrician #electricalcontractor #electricalbusiness #tradesman #smallbusiness
#contractorlife

4. TikTok

Busy vs profitable: how electrical contractors can tell the difference. Full breakdown in the video. #ad -- affiliate link #electrician #electricalcontractor
#electricalbusiness #tradesman #smallbusiness #contractorlife

5. Facebook

Leads that never become jobs are money you already paid for.

Owners know who feels fastest, not whose hours produce the most revenue.

If you run a electrical contracting business, the Electrical Contractor 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 electrical contractors: job margin -- do you know yours?

What a job keeps after materials and labor.

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

You know which electrician feels fastest. Do you know who bills the most?

Some customers bring steady, profitable work; others do not.

The Electrical Contractor Business Intelligence System(TM) turns electrical contracting 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 electrical contractor should review monthly:

1. Job margin
2. Revenue per electrician
3. Lead conversion

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

Jobs in one app, materials on receipts, 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 electrical 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. An invoice 60 days late is a loan you did not agree to. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Not following up on leads is an easy habit to fall into. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Stop treating every customer as equally profitable. [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot compare electricians side by side, you are managing by feel. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Booked solid and still not sure the business is profitable? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant asked for costs by category. You have a van full of receipts. [YOUR AFFILIATE LINK] #ad — affiliate link
7. AR aging explained in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Lead conversion: the number behind a full schedule. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Job margin vs revenue: which one pays the bills? [YOUR AFFILIATE LINK] #ad — affiliate link
10. Field service app vs an owner's Excel dashboard: they answer different questions. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Electrical Contractor 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 electrical 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 margin explained** — Define job margin in plain English (What a job keeps after materials and labor.) and show where it appears in the sample workbook.

2. **Revenue per electrician explained** — Define revenue per electrician in plain English (How much billed work each electrician produces.) and show where it appears in the sample workbook.
3. **Lead conversion explained** — Define lead conversion in plain English (The share of leads that become paid jobs.) and show where it appears in the sample workbook.
4. **Mistake: Letting invoices age past 60 days without a process** — 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 electrical contractors make

- **Slide 1:** 5 money mistakes electrical contractors make
- **Slide 2:** Quoting from memory without checking past job costs
- **Slide 3:** Judging electricians on how busy they seem
- **Slide 4:** Not following up on leads
- **Slide 5:** Letting invoices age past 60 days without a process
- **Slide 6:** Treating every customer as equally profitable
- **Slide 7:** See them all in one place -> Electrical Contractor Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a electrical contracting business

- **Slide 1:** The numbers behind a electrical contracting business
- **Slide 2:** Job margin: What a job keeps after materials and labor.
- **Slide 3:** Revenue per electrician: How much billed work each electrician produces.
- **Slide 4:** Lead conversion: The share of leads that become paid jobs.
- **Slide 5:** AR aging: Unpaid invoices grouped by how long they have been outstanding.
- **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 job revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — \$197: Contractors who also want leads, job management, electrician performance, customers, AR aging, cash flow, a KPI scorecard, 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 Electrical Contractor Business Intelligence System™

- **Slide 2:** 02 Executive Dashboard: Your electrical business on one screen
- **Slide 3:** 07 Electrician Performance: Who produces what, in one table
- **Slide 4:** 04 Lead Tracker: Leads that turn into jobs
- **Slide 5:** 11 AR Aging: Who owes you, and how long
- **Slide 6:** 06 Job Management: Job costs, job by job
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My field service app already has reports." -> Field apps dispatch and invoice. This workbook is the owner's view of job profit, electrician performance, leads, receivables aging, cash flow and tax set-aside. If you already see that, you may not need it.
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log jobs and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I am a one-person shop." -> Essential is built for the core numbers: jobs, expenses, a dashboard, a health snapshot and tax set-aside.
- **Slide 5:** "Which edition do I need?" -> Essential (8 sheets) covers job revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (24 sheets) adds leads, job management, electrician performance, customers, AR aging, cash flow, KPIs...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. The job looked good on the quote. Then the materials landed.
2. You know which electrician feels fastest. Do you know who bills the most?
3. What does a whole electrical contracting business look like on one screen?
4. I opened a 24-sheet Excel system built just for electrical contractors. Here is what is inside.
5. Busy vs profitable: how electrical contractors can tell the difference.
6. AR aging explained in 30 seconds.
7. Here is the Executive Dashboard in the Electrical Contractor Business Intelligence System.
8. Watch me log a job and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your electrical business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Material and labor costs arriving after the quote can erase a job's margin. The Electrical Contractor Business Intelligence System(TM) is a downloadable Excel system for electrical 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.

#electrician #electricalcontractor #electricalbusiness #tradesman #smallbusiness
#contractorlife

Description template B:

A look inside the Electrical Contractor 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.

Electrical Contractor — 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: Electrical contractors on your list who have not bought anything yet
Subject line: Jobs that look good until materials land? **Preview text:** Why a busy electrical contracting business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Material and labor costs arriving after the quote can erase a job's margin.

Owners know who feels fastest, not whose hours produce the most revenue.

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 margin 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 electrical contracting business: job margin.

What a job keeps after materials and labor.

Two more worth adding to your monthly check:

- Revenue per electrician: How much billed work each electrician produces.
- Lead conversion: The share of leads that become paid jobs.

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 electrical 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 Electrical Contractor Business Intelligence System(TM).

It is a downloadable Excel workbook built for electrical 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: Revenue, expenses, profit and cash position are on the first screen.
- 07 Electrician Performance: Each electrician's hours and revenue are laid out side by side.
- 04 Lead Tracker: Leads and their sources are tracked through to jobs.
- 11 AR Aging: Unpaid invoices are grouped by how long they have been outstanding.

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 Electrical Contractor Business Intelligence System(TM) and were not sure which edition to pick, here is the short version:

- **Essential -- \$97** (8 sheets): Contractors who want job revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- \$197** (24 sheets): Contractors who also want leads, job management, electrician performance, customers, AR aging, cash flow, a KPI scorecard, forecasting and benchmarking.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: Do you work alone or run crews?

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 Electrical Contractor 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 jobs and expenses. 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 so you can quote and manage with real numbers.

If it fits how you run your electrical contracting 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.

Electrical Contractor — 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	The job looked good on the quote. Then the materials landed.	Material and labor costs arriving after the quote can erase a job's margin.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Electrical Contractor Business Intelligence System™	Excel business system for electrical 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 margin?	What a job keeps after materials and labor.	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 electrical contracting business look like on one screen?	Electrical Contractor 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 Electrical Contractor system	02 Executive Dashboard · 07 Electrician Performance · 04 Lead Tracker · 11 AR Aging	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	Electrical Contractor Business Intelligence System™	Jobs that look good until materials land	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Busy vs profitable: how electrical contractors can tell the difference.	Electrical Contractor	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	1080×1080	Now available:	Essential	See the	Stamp
announcement (square)		Electrical Contractor Business Intelligence System™	\$97 · Elite \$197 · Complete \$249	editions	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 24 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.

Electrical Contractor — 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 owner-electrician:** Still on the tools most days, quotes jobs from experience and invoices at night.
- **The growing service shop:** Several electricians, a mix of service calls and projects, and no side-by-side view of who produces what.
- **The project-focused contractor:** Bids larger jobs and needs to know which ones actually pay.
- **The office manager:** Handles invoicing and receivables and wants a clear monthly picture.

Common objections and honest responses

"My field service app already has reports." Field apps dispatch and invoice. This workbook is the owner's view of job profit, electrician performance, leads, receivables aging, cash flow and tax set-aside. If you already see that, you may not need it.

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

"I am a one-person shop." Essential is built for the core numbers: jobs, expenses, a dashboard, a health snapshot and tax set-aside.

"Which edition do I need?" Essential (8 sheets) covers job revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (24 sheets) adds leads, job management, electrician performance, customers, AR aging, cash flow, KPIs, forecasting and benchmarking.

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

"Does it dispatch or invoice?" No. It is an analysis workbook, not field service 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

- Do you work alone or run crews?
- Do you track leads today?
- Are overdue invoices a problem?
- Do you want to compare electricians?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Contractors who want job revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite:** Contractors who also want leads, job management, electrician performance, customers, AR aging, cash flow, a KPI scorecard, 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
- Anyone needing dispatch, scheduling or invoicing software
- Large firms requiring multi-user, real-time reporting
- Owners who will not log jobs regularly

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

Electrical Contractor — Pre-Publication Checklist

Tick every box before publishing anything for the Electrical Contractor Business Intelligence System™.

Product accuracy

- ☐ Product name written exactly as **Electrical Contractor 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 Electrical Contractor product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726838>)

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

Electrical Contractor — 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 good until...

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

Jobs that look good until materials land

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

Material and labor costs arriving after the quote can erase a job's margin. The Electrical Contractor Business Intelligence...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 282 chars:

Material and labor costs arriving after the quote can erase a job's margin. The Electrical Contractor Business Intelligence System(TM) is a downloadable Excel system for electrical 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:

Electrical Contractor...

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

Electrical Contractor System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 122/125:

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

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 274 chars:

The Electrical Contractor Business Intelligence System(TM) is a downloadable Excel workbook built for electrical 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) -- 408 chars:

Essential (\$97): Contractors who want job revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite (\$197): Contractors who also want leads, job management, electrician performance, customers, AR aging, cash flow, a KPI scorecard, 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) -- 10/27:

Job margin

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 118/125:

What a job keeps after materials and labor. The Electrical Contractor Business Intelligence System(TM) tracks it for you.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 191 chars:

Job margin: What a job keeps after materials and labor. You can work it out by hand, or let the Electrical Contractor 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 Electrical Contractor

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 108/125:

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

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 262 chars:

The Electrical Contractor Business Intelligence System(TM) is built specifically for electrical 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.

Electrical Contractor — 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 electrical contracting 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, electrical contractor
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 electrical contracting 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 electrical 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 electrical contractors.

Quoting from memory without checking past job costs.

It is an easy thing to fall into. You are busy running the electrical contracting 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 electrical contractor should know.

It is called job margin. In plain words: what a job keeps after materials and labor.

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, electrical contractor

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 electrical contractors tell me something like this: "My field service app already has reports."

Here is the honest answer. Field apps dispatch and invoice. This workbook is the owner's view of job profit, electrician performance, leads, receivables aging, cash flow and tax set-aside. If you already see 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 electrical contractor opens their numbers for the first time in months. The electrical contracting 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 good until materials land.

That is really all this is for. A simple way to see what is REALLY happening in your electrical contracting 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 electrical contractors. You enter your numbers, it shows you your profit, your biggest costs, and electrician output is a guess.

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

Electrical Contractor 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 electrical contracting 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.