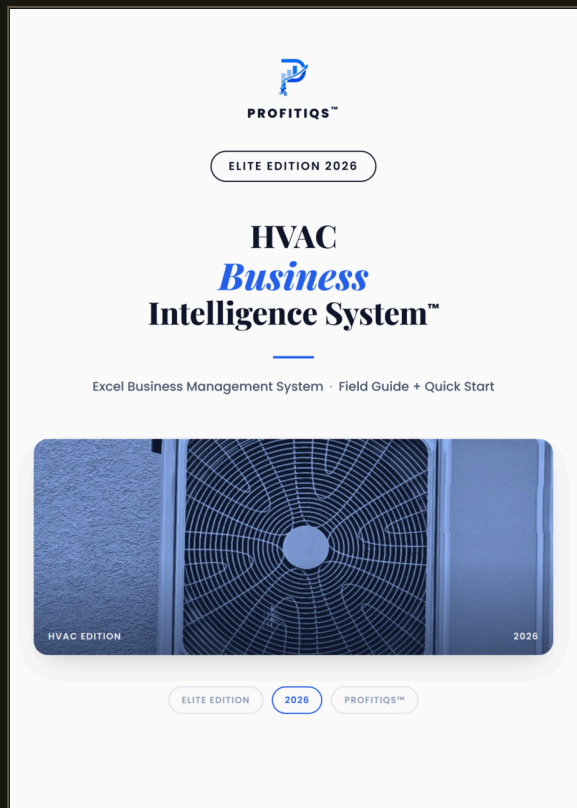




PROFITIQS

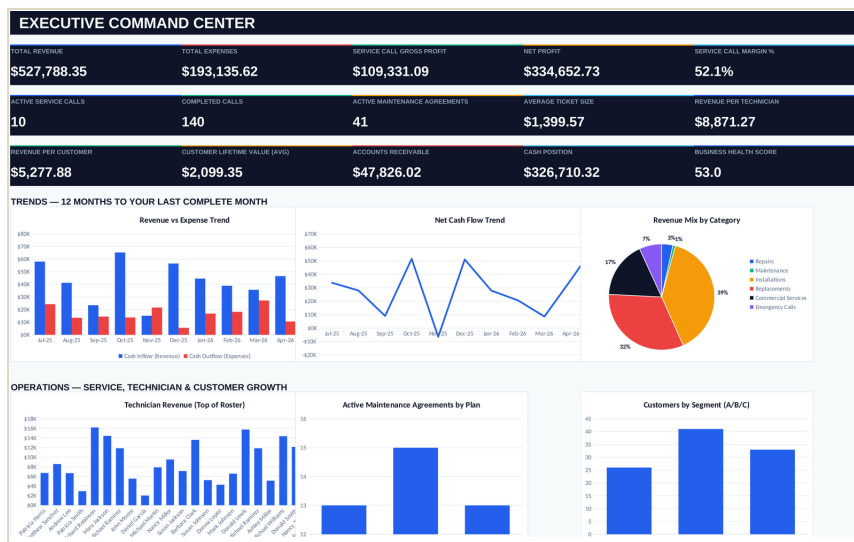
AFFILIATE MARKETING KIT · 2026

HVAC Business Intelligence System



What's Inside This Kit

Everything you need to promote HVAC 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
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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.

HVAC — 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: HVAC 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 — 30 sheets; Field Guide PDF — 78 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/hvac>

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

Edition	Digistore24 product ID	Checkout URL
Essential	727197	https://www.checkout-ds24.com/product/727197
Elite	727055	https://www.checkout-ds24.com/product/727055
Complete	726868	https://www.checkout-ds24.com/product/726868

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

HVAC contractors and heating and cooling service business owners.

Buyer profiles (HYPOTHESIS)

The owner-technician. Runs service calls and installs, quotes replacements and does the books at night.

The growing service company. Several technicians and trucks, a maintenance agreement base, and no side-by-side view of performance.

The install-focused contractor. Lives on replacement and installation work and wants to see margins by job.

The office or service manager. Tracks agreements, estimates and receivables for the owner.

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.

- **Seasonal swings.** Peak seasons hide weak months; without a monthly view, the slow season is a surprise.
- **Service call margins unknown.** Labor and parts on each call decide profit, and they are rarely reviewed together.
- **Maintenance agreements lapsing.** Agreements that reach renewal without a reminder quietly lapse, along with the work they bring.
- **Estimates that go cold.** Replacement quotes that are never followed up do not get a no; they just go quiet.
- **Technician performance.** Owners know who feels efficient, not who produces the most profitable work.
- **Tax-time paperwork.** Equipment, parts, vehicles and payroll costs end up scattered by year end.

Buyer motivations (HYPOTHESIS)

- See service call and installation margins
- Keep maintenance agreements renewing
- Follow up estimates
- Compare technicians fairly
- Plan for the slow season

Why someone might consider a business intelligence system

The common thread is visibility: HVAC contractors usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The HVAC 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)

- **Average ticket:** Typical revenue per service call.
- **Service call margin:** What service calls keep after labor and parts.
- **Active maintenance agreements:** Customers on a current agreement, the base of recurring work.
- **Estimate close rate:** The share of estimates that become jobs.
- **Accounts receivable:** Money owed on invoices already sent.
- **Monthly revenue trend:** Revenue month by month, which shows the seasonal pattern.

Common objections

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

- "My dispatch software already has reports."
- "I am not an Excel person."
- "Data entry takes time."
- "Which edition do I need?"
- "Will it get me through the slow season?"
- "Does it dispatch technicians?"
- "Is it a subscription?"

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

- Hypothetical: an owner opens Maintenance Agreements and sees a group of agreements due for renewal next month, then plans reminder calls.
- Hypothetical: a contractor compares service types in Service Analytics and reviews pricing on the lowest-margin one.

HVAC — 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: HVAC Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 8 sheets	Elite — 30 sheets	Both workbooks
Field Guide (PDF)	41 pages	78 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, estimates, work orders, service calls, technician performance, customers, maintenance agreements, installations, inventory, fleet and labor, receivables, cash flow and forecasting.	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, 30)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary

- 04 Lead Tracker
- 05 Estimate Center
- 06 Work Order Center
- 07 Service Call Tracker
- 08 Revenue Tracker
- 09 Expense Tracker
- 10 Technician Performance
- 11 Customer Database
- 12 Maintenance Agreements
- 13 Installation Tracker
- 14 Inventory Center
- 15 Vehicle & Labor Center
- 16 Customer Analytics
- 17 Service Analytics
- 18 Cash Flow Center
- 19 Accounts Receivable
- 20 KPI Scorecard
- 21 Business Health Score
- 22 Profit Leak Detector
- 23 Forecasting Center
- 24 Benchmarking Center
- 25 Tax Setup
- 26 Tax Reserve & VAT Center
- 27 Deduction Maximizer
- 28 Tax Readiness Center
- 29 Accountant Summary
- 30 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/726868>).
- 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".

HVAC — 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	Peak season made the year look great. What happened in the slow months?	Talking head, then cut to the dashboard
2	Problem and solution	Do you know the margin on your service calls, or just the revenue?	Talking head, then cut to the dashboard
3	Problem and solution	Maintenance agreements do not cancel. They just lapse at renewal.	Talking head, then cut to the dashboard
4	Problem and solution	That replacement quote you sent last month: did anyone follow up?	Talking head, then cut to the dashboard
5	Industry mistake	HVAC money mistake: judging the year by the busy season.	Talking head with on-screen text
6	Industry mistake	Letting agreements renew by accident is an easy trap.	Talking head with on-screen text
7	Industry mistake	Pricing service calls without checking the margin? Here is a simple fix.	Talking head with on-screen text
8	Industry mistake	Stop holding parts nobody uses.	Talking head with on-screen text
9	Operational inefficiency	Calls in the dispatch app, parts 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 technicians side by side, you are managing by feel.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Open estimates scattered across emails are revenue waiting to be forgotten.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the HVAC books after a 12-hour summer day? Watch this.	Relatable POV clip
13	Owner frustration	Trucks out all day and still not sure what the business made?	Relatable POV clip
14	Owner frustration	Your accountant asked for equipment and vehicle costs. Ready?	Relatable POV clip
15	Curiosity	What does a whole HVAC business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 30-sheet Excel system built just for HVAC contractors. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every HVAC contractor should check every month.	Screen recording reveal
18	Educational	Average ticket vs call volume: which one is growing your HVAC business?	Whiteboard or on-screen definition
19	Educational	Maintenance agreements explained as a business number, in 30 seconds.	Whiteboard or on-screen definition
20	Educational	Estimate close rate: the number behind your install pipeline.	Whiteboard or on-screen definition
21	Educational	How to plan for the slow season with a monthly revenue view.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the HVAC Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a service call and see the margin update.	Screen recording of the sample workbook
24	Product demonstration	This is what service analytics look like when they are built for HVAC.	Screen recording of the sample workbook
25	Product demonstration	The Maintenance Agreements sheet: renewals you will not miss.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your HVAC business.	Split screen of the editions
27	Comparison and decision	Dispatch software 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	"Data entry takes time." Fair. Here is the shortest version.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not fix a slow season. Here is what it will do.	Talking head, objection as on-screen text

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

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The owner–technician **Length:** about 33 seconds

1. Opening hook (0–3s): Peak season made the year look great. What happened in the slow months?

2. Spoken narration: Peak seasons hide weak months; without a monthly view, the slow season is a surprise. The HVAC Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, expenses, service call profit and average ticket are on the first screen.

3. On-screen text:

- Seasonal swings
- Your HVAC business on one screen
- HVAC 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:** Hvac contractors **Length:** about 31 seconds

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

2. Spoken narration: One: judging the year by the busy season. Two: letting maintenance agreements renew by accident. Three: sending replacement quotes without following up. 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: Judging the year by the busy season
- Mistake 2: Letting maintenance agreements renew by accident
- Mistake 3: Sending replacement quotes without following up

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 average ticket?

Type: Educational **Target audience:** Hvac contractors **Length:** about 25 seconds

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

2. Spoken narration: Typical revenue per service call. 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:

- Average ticket
- 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 Average ticket 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:** Hvac contractors **Length:** about 32 seconds

1. Opening hook (0–3s): I opened a 30-sheet Excel system built just for HVAC contractors. Here is what is inside.

2. Spoken narration: This is the HVAC Business Intelligence System™. The Elite edition has 30 sheets. Here is 12 Maintenance Agreements. Agreements and their renewal dates are tracked in one place. And this is 17 Service Analytics. Every service type is compared on revenue and margin.

3. On-screen text:

- Agreements that renew on purpose
- Which services actually pay?

4. Visuals / screen recording: Screen recording: 12 Maintenance Agreements, then 17 Service Analytics

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-technician **Length:** about 29 seconds

1. Opening hook (0–3s): Doing the HVAC books after a 12-hour summer day? Watch this.

2. Spoken narration: Equipment, parts, vehicles 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 37 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your HVAC 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, estimates, work orders, service calls, technician performance, customers, maintenance agreements, installations, inventory, fleet and labor, receivables, cash flow and forecasting. 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 calls, 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 HVAC 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 30. 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 install-focused contractor **Length:** about 29 seconds

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

2. Spoken narration: Open the dashboard. Check average ticket and service call margin. Then open 05 Estimate Center. Open estimates are listed so follow-ups do not slip. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Average ticket
- Check 05 Estimate Center
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 05 Estimate 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:

- 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:** Hvac contractors **Length:** about 30 seconds

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

2. Spoken narration: It is active maintenance agreements. Customers on a current agreement, the base of recurring work. In the HVAC Business Intelligence System™, 07 Service Call Tracker is where you see it alongside the rest of the business.

3. On-screen text:

- Active maintenance agreements
- Every call, with its margin

4. Visuals / screen recording: Screen recording of 07 Service Call 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:

- 07 Service Call Tracker content as shown in the sample file
- Disclosure included in caption or on screen

HVAC — Social Media Copy

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

10 social captions

1. Instagram

Peak season made the year look great. What happened in the slow months?

Peak seasons hide weak months; without a monthly view, the slow season is a surprise.

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

#ad -- affiliate link

#hvac #hvaccontractor #hvacbusiness #hvaclife #smallbusiness #tradesbusiness

2. Instagram

What does a whole HVAC 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

#hvac #hvaccontractor #hvacbusiness #hvaclife #smallbusiness #tradesbusiness

3. TikTok

HVAC money mistake: judging the year by the busy season. #ad -- affiliate link #hvac #hvaccontractor #hvacbusiness #hvaclife #smallbusiness #tradesbusiness

4. TikTok

Average ticket vs call volume: which one is growing your HVAC business? Full breakdown in the video. #ad -- affiliate link #hvac #hvaccontractor #hvacbusiness #hvaclife #smallbusiness #tradesbusiness

5. Facebook

Maintenance agreements do not cancel. They just lapse at renewal.

Labor and parts on each call decide profit, and they are rarely reviewed together.

If you run a HVAC business, the HVAC 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 HVAC contractors: average ticket -- do you know yours?

Typical revenue per service call.

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

Do you know the margin on your service calls, or just the revenue?

Owners know who feels efficient, not who produces the most profitable work.

The HVAC Business Intelligence System(TM) turns HVAC 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 HVAC contractor should review monthly:

1. Average ticket
2. Service call margin
3. Active maintenance agreements

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

Calls in the dispatch app, parts 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 HVAC 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. That replacement quote you sent last month: did anyone follow up? [YOUR AFFILIATE LINK] #ad — affiliate link
2. Letting agreements renew by accident is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Pricing service calls without checking the margin? Here is a simple fix. [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot compare technicians side by side, you are managing by feel. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Trucks out all day and still not sure what the business made? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant asked for equipment and vehicle costs. Ready? [YOUR AFFILIATE LINK] #ad — affiliate link
7. Maintenance agreements explained as a business number, in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Estimate close rate: the number behind your install pipeline. [YOUR AFFILIATE LINK] #ad — affiliate link
9. How to plan for the slow season with a monthly revenue view. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Dispatch software 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 HVAC 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 HVAC contractors — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Average ticket explained** — Define average ticket in plain English (Typical revenue per service call.) and show where it appears in the sample workbook.
2. **Service call margin explained** — Define service call margin in plain English (What service calls keep after labor and parts.) and show where it appears in the sample workbook.
3. **Active maintenance agreements explained** — Define active maintenance agreements in plain English (Customers on a current agreement, the base of recurring work.) and show where it appears in the sample workbook.
4. **Mistake: Comparing technicians on gut feel** — 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 HVAC contractors make

- **Slide 1:** 5 money mistakes HVAC contractors make
- **Slide 2:** Judging the year by the busy season
- **Slide 3:** Letting maintenance agreements renew by accident
- **Slide 4:** Sending replacement quotes without following up
- **Slide 5:** Comparing technicians on gut feel
- **Slide 6:** Holding parts inventory without checking what moves
- **Slide 7:** See them all in one place -> HVAC Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a HVAC business

- **Slide 1:** The numbers behind a HVAC business
- **Slide 2:** Average ticket: Typical revenue per service call.
- **Slide 3:** Service call margin: What service calls keep after labor and parts.
- **Slide 4:** Active maintenance agreements: Customers on a current agreement, the base of recurring work.
- **Slide 5:** Estimate close rate: The share of estimates that become jobs.
- **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, estimates, work orders, service calls, technician performance, customers, maintenance agreements, installations, inventory, fleet and labor, receivables, cash flow and forecasting.
- **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 HVAC Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your HVAC business on one screen
- **Slide 3:** 12 Maintenance Agreements: Agreements that renew on purpose
- **Slide 4:** 17 Service Analytics: Which services actually pay?
- **Slide 5:** 07 Service Call Tracker: Every call, with its margin
- **Slide 6:** 05 Estimate Center: Quotes that do not go cold
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My dispatch software already has reports." -> Dispatch tools run calls and invoices. This workbook is the owner's view across service calls, installations, agreements, technicians, inventory, receivables, cash flow and taxes. If you already see that, you may not...
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log calls, jobs and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "Data entry takes time." -> Fair. Owners who already export from their field software will find it quicker; the Quick Start shows what to enter first.
- **Slide 5:** "Which edition do I need?" -> Essential (8 sheets) covers job revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (30 sheets) adds leads, estimates, work orders, service calls, technicians, customers, maintenance agreements...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Peak season made the year look great. What happened in the slow months?
2. Do you know the margin on your service calls, or just the revenue?
3. What does a whole HVAC business look like on one screen?
4. I opened a 30-sheet Excel system built just for HVAC contractors. Here is what is inside.
5. Average ticket vs call volume: which one is growing your HVAC business?
6. Maintenance agreements explained as a business number, in 30 seconds.
7. Here is the Executive Dashboard in the HVAC Business Intelligence System.
8. Watch me log a service call and see the margin update.
9. Essential or Elite? How to pick the right edition for your HVAC business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Peak seasons hide weak months; without a monthly view, the slow season is a surprise. The HVAC Business Intelligence System(TM) is a downloadable Excel system for HVAC 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.

#hvac #hvaccontractor #hvacbusiness #hvaclife #smallbusiness #tradesbusiness

Description template B:

A look inside the HVAC 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.

HVAC — 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: Hvac contractors on your list who have not bought anything yet **Subject line:** Seasonal swings? **Preview text:** Why a busy HVAC business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Peak seasons hide weak months; without a monthly view, the slow season is a surprise.

Labor and parts on each call decide profit, and they are rarely reviewed together.

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 average ticket 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 HVAC business: average ticket.

Typical revenue per service call.

Two more worth adding to your monthly check:

- Service call margin: What service calls keep after labor and parts.
- Active maintenance agreements: Customers on a current agreement, the base of recurring work.

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 HVAC 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 HVAC Business Intelligence System(TM).

It is a downloadable Excel workbook built for HVAC 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, service call profit and average ticket are on the first screen.
- 12 Maintenance Agreements: Agreements and their renewal dates are tracked in one place.
- 17 Service Analytics: Every service type is compared on revenue and margin.
- 07 Service Call Tracker: Each service call shows its labor, parts and margin.

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 HVAC 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 (30 sheets): Contractors who also want leads, estimates, work orders, service calls, technician performance, customers, maintenance agreements, installations, inventory, fleet and labor, receivables, cash flow and forecasting.
- **Complete** -- \$249: both editions together.

A good question to ask yourself: Do you run service calls, installs or both?

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 HVAC 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 calls, jobs and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Will it get me through the slow season?" No tool can promise that. It shows monthly numbers so you can plan for it.

If it fits how you run your HVAC 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.

HVAC — 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
<code>`graphics/square-1-problem.png`</code>	Square post	1080×1080	Peak season made the year look great. What happened in the slow months?	Peak seasons hide weak months; without a monthly view, the slow season is a surprise.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
<code>`graphics/square-2-product.png`</code>	Square post	1080×1080	HVAC Business Intelligence System™	Excel business system for HVAC contractors · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
<code>`graphics/square-3-kpi.png`</code>	Square post	1080×1080	What is average ticket?	Typical revenue per service call.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number
<code>`graphics/story-1-curiosity.png`</code>	Story / Reel cover	1080×1920	What does a whole HVAC business look like on one screen?	HVAC 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 HVAC system	02 Executive Dashboard · 12 Maintenance Agreements · 17 Service Analytics · 07 Service Call Tracker	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	HVAC Business Intelligence System™	Seasonal swings	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Average ticket vs call volume: which one is growing your HVAC business?	HVAC	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 \$97 · Elite \$197 · Business Complete \$249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency
announcement (square)		HVAC Business Intelligence System™			

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 30 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.

HVAC — 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-technician:** Runs service calls and installs, quotes replacements and does the books at night.
- **The growing service company:** Several technicians and trucks, a maintenance agreement base, and no side-by-side view of performance.
- **The install-focused contractor:** Lives on replacement and installation work and wants to see margins by job.
- **The office or service manager:** Tracks agreements, estimates and receivables for the owner.

Common objections and honest responses

"My dispatch software already has reports." Dispatch tools run calls and invoices. This workbook is the owner's view across service calls, installations, agreements, technicians, inventory, receivables, cash flow and taxes. If you already see that, you may not need it.

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

"Data entry takes time." Fair. Owners who already export from their field software will find it quicker; the Quick Start shows what to enter first.

"Which edition do I need?" Essential (8 sheets) covers job revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (30 sheets) adds leads, estimates, work orders, service calls, technicians, customers, maintenance agreements, installations, inventory, fleet and labor, cash flow, receivables and forecasting.

"Will it get me through the slow season?" No tool can promise that. It shows monthly numbers so you can plan for it.

"Does it dispatch technicians?" No. It is an analysis workbook, not dispatch 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 run service calls, installs or both?
- Do you sell maintenance agreements?
- How many technicians do you have?
- Do you follow up estimates today?
- 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, estimates, work orders, service calls, technician performance, customers, maintenance agreements, installations, inventory, fleet and labor, receivables, cash flow and forecasting.
- **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 multi-branch companies needing real-time reporting
- Owners who will not log calls and jobs regularly

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

HVAC — Pre-Publication Checklist

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

Product accuracy

- ☐ Product name written exactly as **HVAC 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 HVAC product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726868>)

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

HVAC — 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) -- 15/27:

Seasonal swings

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 117/125:

Peak seasons hide weak months; without a monthly view, the slow season is a surprise. The HVAC Business Intelligence...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 269 chars:

Peak seasons hide weak months; without a monthly view, the slow season is a surprise. The HVAC Business Intelligence System(TM) is a downloadable Excel system for HVAC 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) -- 11/27:

HVAC System

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

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

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

The HVAC Business Intelligence System(TM) is a downloadable Excel workbook built for HVAC 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) -- 469 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, estimates, work orders, service calls, technician performance, customers, maintenance agreements, installations, inventory, fleet and labor, receivables, cash flow and forecasting. 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) -- 14/27:

Average ticket

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 91/125:

Typical revenue per service call. The HVAC Business Intelligence System(TM) tracks it for you.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 168 chars:

Average ticket: Typical revenue per service call. You can work it out by hand, or let the HVAC 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) -- 8/27:

For HVAC

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 102/125:

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

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 239 chars:

The HVAC Business Intelligence System(TM) is built specifically for HVAC 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.

HVAC — 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 HVAC 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, hvac
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 HVAC 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 HVAC 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 HVAC contractors.

Judging the year by the busy season.

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

It is called average ticket. In plain words: typical revenue per service call.

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, hvac

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 HVAC contractors tell me something like this: "My dispatch software already has reports."

Here is the honest answer. Dispatch tools run calls and invoices. This workbook is the owner's view across service calls, installations, agreements, technicians, inventory, receivables, cash flow and taxes. 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 HVAC contractor opens their numbers for the first time in months. The HVAC business is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like seasonal swings.

That is really all this is for. A simple way to see what is REALLY happening in your HVAC 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 HVAC contractors. You enter your numbers, it shows you your profit, your biggest costs, and service call margins unknown.

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

HVAC 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 HVAC 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.