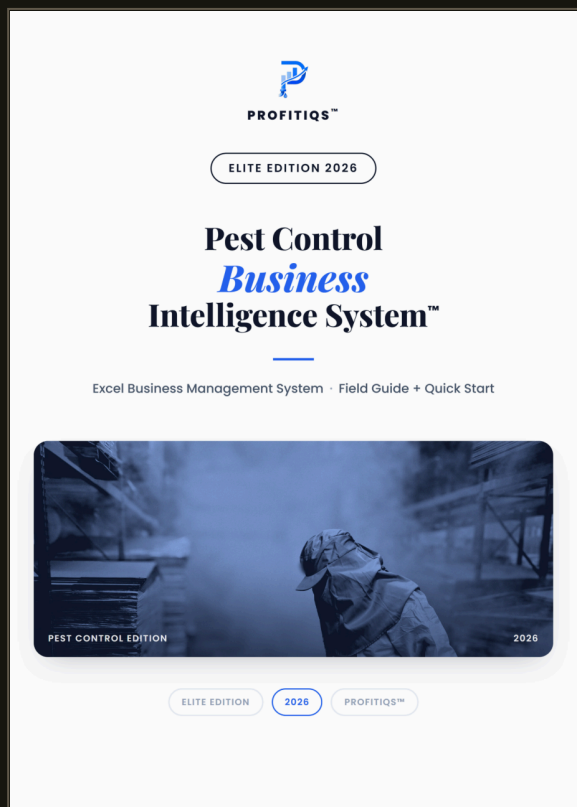




PROFITIQS

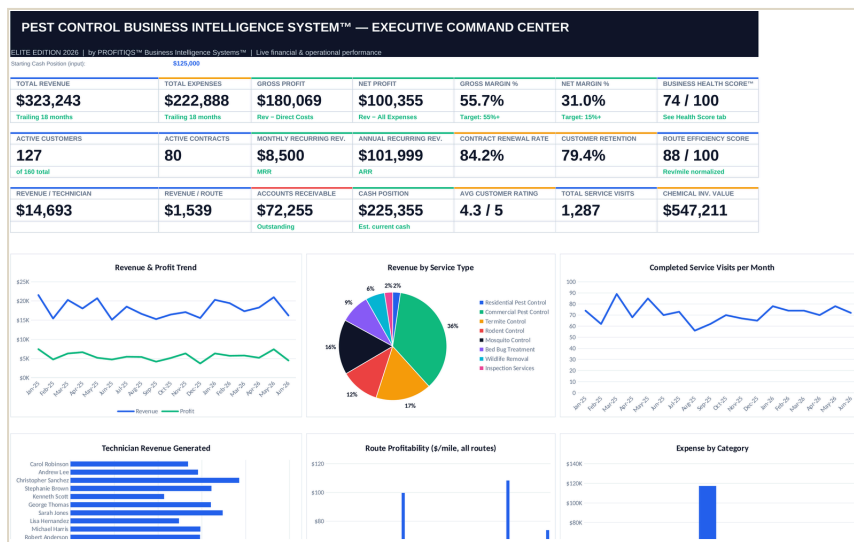
AFFILIATE MARKETING KIT · 2026

Pest Control Business Intelligence System



What's Inside This Kit

Everything you need to promote Pest Control 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
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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.

Pest Control — 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: Pest Control 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 — 44 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 25 sheets; Field Guide PDF — 72 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/pest-control>

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

Edition	Digistore24 product ID	Checkout URL
Essential	727215	https://www.checkout-ds24.com/product/727215
Elite	727125	https://www.checkout-ds24.com/product/727125
Complete	726913	https://www.checkout-ds24.com/product/726913

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

Pest control business owners and operators running residential and commercial service

routes.

Buyer profiles (HYPOTHESIS)

The owner-operator. Runs routes personally, sells contracts, and does the paperwork at night.

The multi-technician company. Several technicians and routes, and no side-by-side view of route or technician profit.

The contract-heavy business. Most revenue comes from recurring service contracts that need renewing.

The office manager. Tracks contracts, receivables and chemical stock 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.

- **Routes that do not pay their way.** Drive time and stops vary, and some routes earn far less per hour than others.
- **Contracts lapsing at renewal.** Recurring contracts that reach their renewal date without contact can quietly end.
- **Technician performance unclear.** Owners know who seems efficient, not who produces the most profitable work.
- **Chemical inventory costs.** Products on the shelf and in trucks tie up cash and are easy to lose track of.
- **Unpaid invoices.** Commercial accounts paying late strain cash flow.
- **Tax-time paperwork.** Chemicals, vehicles, equipment and payroll costs are scattered by year end.

Buyer motivations (HYPOTHESIS)

- See which routes and contracts are profitable
- Keep contracts renewing
- Compare technicians fairly
- Control chemical inventory
- Be organized for the accountant

Why someone might consider a business intelligence system

The common thread is visibility: pest control owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Pest Control 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)

- **Revenue per route:** What each route brings in for the time it takes.

- **Contract renewals:** Service contracts coming up for renewal.
- **Revenue per technician:** How much billed work each technician produces.
- **Recurring revenue:** Revenue from contracts that repeats each month or quarter.
- **Chemical inventory value:** The cost value of products on hand.
- **Accounts receivable:** Money customers owe on invoices already sent.

Common objections

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

- "My routing software already has reports."
- "I am not an Excel person."
- "I only have a few routes."
- "Which edition do I need?"
- "Will it grow my customer base?"
- "Does it plan my routes?"
- "Is it a subscription?"

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

- Hypothetical: an owner opens Service Contracts and sees a group of commercial contracts renewing within 30 days, then schedules visits.
- Hypothetical: an operator compares routes in Route Management and reworks the stop order on the lowest-earning route.

Pest Control — 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: Pest Control Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 8 sheets	Elite — 25 sheets	Both workbooks
Field Guide (PDF)	44 pages	72 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)	Operators who want service entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.	Operators who also want customers, service contracts, a service call log, route management, technician performance, revenue analytics, chemical inventory, receivables, cash flow and forecasting.	Operators who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 8)

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

Elite 2026 — every visible sheet (VERIFIED, 25)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary
- 04 Customer Database

- 05 Service Contracts
- 06 Service Call Log
- 07 Route Management
- 08 Technician Performance
- 09 Revenue Analytics
- 10 Expense Tracker
- 11 Chemical Inventory
- 12 Accounts Receivable
- 13 Cash Flow Center
- 14 KPI Scorecard
- 15 Business Health Score
- 16 Profit Leak Detector
- 17 Forecasting Center
- 18 Benchmarking Center
- 19 Customer Analytics Center
- 20 Tax Setup
- 21 Tax Reserve & VAT Center
- 22 Deduction Maximizer
- 23 Tax Readiness Center
- 24 Accountant Summary
- 25 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/726913>).
- 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".

Pest Control — 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	All your routes feel busy. Which ones actually pay?	Talking head, then cut to the dashboard
2	Problem and solution	Service contracts do not cancel loudly. They lapse at renewal.	Talking head, then cut to the dashboard
3	Problem and solution	Do you know what is sitting on your chemical shelf, in dollars?	Talking head, then cut to the dashboard
4	Problem and solution	You know which tech feels fastest. Do you know who produces the most?	Talking head, then cut to the dashboard
5	Industry mistake	Pest control money mistake: treating every route as equally profitable.	Talking head with on-screen text
6	Industry mistake	Letting contracts renew by accident is an easy trap.	Talking head with on-screen text
7	Industry mistake	Pricing services without counting drive time? Here is a simple fix.	Talking head with on-screen text
8	Industry mistake	Stop buying chemicals without tracking what gets used.	Talking head with on-screen text
9	Operational inefficiency	Routes in one app, contracts in a folder, profit nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	Drive time is time you are not billing. Track it by route.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	If you cannot compare technicians side by side, you are managing by feel.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the pest control books after a full day of routes? Watch this.	Relatable POV clip
13	Owner frustration	Booked every day and still not sure the business is growing?	Relatable POV clip
14	Owner frustration	Your accountant asked for chemical and vehicle costs. Ready?	Relatable POV clip
15	Curiosity	What does a whole pest control business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 25-sheet Excel system built just for pest control companies. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every pest control owner should check every month.	Screen recording reveal
18	Educational	Route revenue vs route time: how to find your best route.	Whiteboard or on-screen definition
19	Educational	Contract renewals explained as a business number, in 30 seconds.	Whiteboard or on-screen definition
20	Educational	Recurring revenue: why contracts are the backbone of pest control.	Whiteboard or on-screen definition
21	Educational	Chemical inventory as cash: what is on your shelf.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Pest Control Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a service and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what route management looks like when it is built for pest control.	Screen recording of the sample workbook
25	Product demonstration	The Service Contracts 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 pest control business.	Split screen of the editions
27	Comparison and decision	Routing 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	"I only have a few routes." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not catch pests. Here is what it will do.	Talking head, objection as on-screen text

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

Script 1: The problem nobody sees

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

1. Opening hook (0–3s): All your routes feel busy. Which ones actually pay?

2. Spoken narration: Drive time and stops vary, and some routes earn far less per hour than others. The Pest Control Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, profit, contracts and the key numbers are on the first screen.

3. On-screen text:

- Routes that do not pay their way
- Your pest control business on one screen
- Pest Control 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:** Pest control owners **Length:** about 31 seconds

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

2. Spoken narration: One: treating every route as equally profitable. Two: letting contracts renew by accident. Three: comparing technicians on how busy they seem. 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: Treating every route as equally profitable
- Mistake 2: Letting contracts renew by accident
- Mistake 3: Comparing technicians on how busy they seem

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 revenue per route?

Type: Educational **Target audience:** Pest control owners **Length:** about 26 seconds

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

2. Spoken narration: What each route brings in for the time it takes. 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:

- Revenue per route
- 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 Revenue per route 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:** Pest control owners **Length:** about 31 seconds

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

2. Spoken narration: This is the Pest Control Business Intelligence System™. The Elite edition has 25 sheets. Here is 07 Route Management. Each route is compared on what it brings in. And this is 05 Service Contracts. Contracts and their days to renewal are tracked together.

3. On-screen text:

- Which routes actually pay?
- Contracts that renew on purpose

4. Visuals / screen recording: Screen recording: 07 Route Management, then 05 Service Contracts

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-operator **Length:** about 29 seconds

1. Opening hook (0–3s): Doing the pest control books after a full day of routes? Watch this.

2. Spoken narration: Chemicals, vehicles, equipment and payroll costs are 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 36 seconds

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

2. Spoken narration: Essential is \$97: operators who want service entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite is \$197: operators who also want customers, service contracts, a service call log, route management, technician performance, revenue analytics, chemical inventory, 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 services 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 Pest Control Business Intelligence System™.

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

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start
- Sample data included

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

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The contract-heavy business **Length:** about 29 seconds

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

2. Spoken narration: Open the dashboard. Check revenue per route and contract renewals. Then open 11 Chemical Inventory. Chemical stock and its value are tracked in one place. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Revenue per route
- Check 11 Chemical Inventory
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 11 Chemical Inventory

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:** Pest control owners **Length:** about 29 seconds

1. Opening hook (0–3s): There is one number every pest control owner should check every month.

2. Spoken narration: It is revenue per technician. How much billed work each technician produces. In the Pest Control Business Intelligence System™, 08 Technician Performance is where you see it alongside the rest of the business.

3. On-screen text:

- Revenue per technician
- Technicians, compared fairly

4. Visuals / screen recording: Screen recording of 08 Technician Performance

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:

- 08 Technician Performance content as shown in the sample file
- Disclosure included in caption or on screen

Pest Control — Social Media Copy

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

10 social captions

1. Instagram

All your routes feel busy. Which ones actually pay?

Drive time and stops vary, and some routes earn far less per hour than others.

The Pest Control Business Intelligence System(TM) is a downloadable Excel system built for pest control owners. Link in bio.

#ad -- affiliate link

#pestcontrol #pestcontrolbusiness #exterminator #pestcontroltech #smallbusiness
#servicebusiness

2. Instagram

What does a whole pest control 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

#pestcontrol #pestcontrolbusiness #exterminator #pestcontroltech #smallbusiness
#servicebusiness

3. TikTok

Pest control money mistake: treating every route as equally profitable. #ad -- affiliate link #pestcontrol #pestcontrolbusiness #exterminator #pestcontroltech #smallbusiness #servicebusiness

4. TikTok

Route revenue vs route time: how to find your best route. Full breakdown in the video. #ad -- affiliate link #pestcontrol #pestcontrolbusiness #exterminator #pestcontroltech #smallbusiness #servicebusiness

5. Facebook

Do you know what is sitting on your chemical shelf, in dollars?

Recurring contracts that reach their renewal date without contact can quietly end.

If you run a pest control business, the Pest Control 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 pest control owners: revenue per route -- do you know yours?

What each route brings in for the time it takes.

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

Service contracts do not cancel loudly. They lapse at renewal.

Commercial accounts paying late strain cash flow.

The Pest Control Business Intelligence System(TM) turns pest control 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 pest control owner should review monthly:

1. Revenue per route
2. Contract renewals
3. Revenue per technician

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

Routes in one app, contracts in a folder, 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 pest control 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. You know which tech feels fastest. Do you know who produces the most? [YOUR AFFILIATE LINK] #ad — affiliate link
2. Letting contracts renew by accident is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Pricing services without counting drive time? Here is a simple fix. [YOUR AFFILIATE LINK] #ad — affiliate link
4. Drive time is time you are not billing. Track it by route. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Booked every day and still not sure the business is growing? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant asked for chemical and vehicle costs. Ready? [YOUR AFFILIATE LINK] #ad — affiliate link
7. Contract renewals explained as a business number, in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Recurring revenue: why contracts are the backbone of pest control. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Chemical inventory as cash: what is on your shelf. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Routing 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 Pest Control 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 pest control owners — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Revenue per route explained** — Define revenue per route in plain English (What each route

brings in for the time it takes.) and show where it appears in the sample workbook.

2. **Contract renewals explained** — Define contract renewals in plain English (Service contracts coming up for renewal.) and show where it appears in the sample workbook.
3. **Revenue per technician explained** — Define revenue per technician in plain English (How much billed work each technician produces.) and show where it appears in the sample workbook.
4. **Mistake: Buying chemicals without tracking what is used** — 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 pest control owners make

- **Slide 1:** 5 money mistakes pest control owners make
- **Slide 2:** Treating every route as equally profitable
- **Slide 3:** Letting contracts renew by accident
- **Slide 4:** Comparing technicians on how busy they seem
- **Slide 5:** Buying chemicals without tracking what is used
- **Slide 6:** Waiting too long to chase commercial invoices
- **Slide 7:** See them all in one place -> Pest Control Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a pest control business

- **Slide 1:** The numbers behind a pest control business
- **Slide 2:** Revenue per route: What each route brings in for the time it takes.
- **Slide 3:** Contract renewals: Service contracts coming up for renewal.
- **Slide 4:** Revenue per technician: How much billed work each technician produces.
- **Slide 5:** Recurring revenue: Revenue from contracts that repeats each month or quarter.
- **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: Operators who want service entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — \$197: Operators who also want customers, service contracts, a service call log, route management, technician performance, revenue analytics, chemical inventory, receivables, cash flow and forecasting.
- **Slide 4:** Complete — \$249: Operators 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 Pest Control Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your pest control business on one screen
- **Slide 3:** 07 Route Management: Which routes actually pay?
- **Slide 4:** 05 Service Contracts: Contracts that renew on purpose
- **Slide 5:** 08 Technician Performance: Technicians, compared fairly
- **Slide 6:** 11 Chemical Inventory: Product on the shelf is cash
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My routing software already has reports." -> Routing tools plan the day. This workbook is the owner's view of contracts, routes, technicians, chemical inventory, receivables, cash flow and taxes. 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 services and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I only have a few routes." -> Essential covers the core: services, expenses, a dashboard, a health snapshot and tax set-aside.
- **Slide 5:** "Which edition do I need?" -> Essential (8 sheets) covers service entry, expenses, tax set-aside, a dashboard and a health snapshot. Elite (25 sheets) adds customers, service contracts, a service call log, route management, technician performance...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. All your routes feel busy. Which ones actually pay?
2. Service contracts do not cancel loudly. They lapse at renewal.
3. What does a whole pest control business look like on one screen?
4. I opened a 25-sheet Excel system built just for pest control companies. Here is what is inside.
5. Route revenue vs route time: how to find your best route.
6. Contract renewals explained as a business number, in 30 seconds.
7. Here is the Executive Dashboard in the Pest Control Business Intelligence System.
8. Watch me log a service and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your pest control business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Drive time and stops vary, and some routes earn far less per hour than others. The Pest Control Business Intelligence System(TM) is a downloadable Excel system for pest control owners: 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.

#pestcontrol #pestcontrolbusiness #exterminator #pestcontroltech #smallbusiness
#servicebusiness

Description template B:

A look inside the Pest Control 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.

Pest Control — 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: Pest control owners on your list who have not bought anything yet

Subject line: Routes that do not pay their way? **Preview text:** Why a busy pest control business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Drive time and stops vary, and some routes earn far less per hour than others.

Recurring contracts that reach their renewal date without contact can quietly end.

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 revenue per route 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 pest control business: revenue per route.

What each route brings in for the time it takes.

Two more worth adding to your monthly check:

- Contract renewals: Service contracts coming up for renewal.
- Revenue per technician: How much billed work each technician produces.

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 pest

control owners **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

The tool I mentioned is the Pest Control Business Intelligence System(TM).

It is a downloadable Excel workbook built for pest control owners. 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, profit, contracts and the key numbers are on the first screen.
- 07 Route Management: Each route is compared on what it brings in.
- 05 Service Contracts: Contracts and their days to renewal are tracked together.
- 08 Technician Performance: Each technician's output is laid out side by side.

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

- **Essential -- \$97** (8 sheets): Operators who want service entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- \$197** (25 sheets): Operators who also want customers, service contracts, a service call log, route management, technician performance, revenue analytics, chemical inventory, receivables, cash flow and forecasting.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: How many routes and technicians do you run?

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 Pest Control 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 services and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Will it grow my customer base?" No. It shows your numbers so you can decide which routes, contracts and services to focus on.

If it fits how you run your pest control 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.

Pest Control — 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	All your routes feel busy. Which ones actually pay?	Drive time and stops vary, and some routes earn far less per hour than others.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
<code>`graphics/square-2-product.png`</code>	Square post	1080×1080	Pest Control Business Intelligence System™	Excel business system for pest control owners · 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 revenue per route?	What each route brings in for the time it takes.	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 pest control business look like on one screen?	Pest Control 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 Pest Control system	02 Executive Dashboard · 07 Route Management · 05 Service Contracts · 08 Technician Performance	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	Pest Control Business Intelligence System™	Routes that do not pay their way	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Route revenue vs route time: how to find your best route.	Pest Control	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours → link	Three ruled columns with the Essential and Elite guide covers
`graphics/launch-announcement.png`	Launch announcement (square)	1080×1080	Now available: Pest Control Business Intelligence System™	Essential \$97 · Elite \$197 · Complete \$249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency

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

5 carousel decks (34 slides, already rendered)

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

See every page of the actual workbook

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

Pest Control — 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-operator:** Runs routes personally, sells contracts, and does the paperwork at night.
- **The multi-technician company:** Several technicians and routes, and no side-by-side view of route or technician profit.
- **The contract-heavy business:** Most revenue comes from recurring service contracts that need renewing.
- **The office manager:** Tracks contracts, receivables and chemical stock for the owner.

Common objections and honest responses

"My routing software already has reports." Routing tools plan the day. This workbook is the owner's view of contracts, routes, technicians, chemical 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 services and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"I only have a few routes." Essential covers the core: services, expenses, a dashboard, a health snapshot and tax set-aside.

"Which edition do I need?" Essential (8 sheets) covers service entry, expenses, tax set-aside, a dashboard and a health snapshot. Elite (25 sheets) adds customers, service contracts, a service call log, route management, technician performance, revenue analytics, chemical inventory, receivables, cash flow and forecasting.

"Will it grow my customer base?" No. It shows your numbers so you can decide which routes, contracts and services to focus on.

"Does it plan my routes?" No. It analyzes route profitability; it is not routing software.

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

Questions to answer before recommending an edition

- How many routes and technicians do you run?
- How much of your revenue is recurring contracts?
- Do you track chemical inventory?
- Are unpaid invoices a concern?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Operators who want service entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite:** Operators who also want customers, service contracts, a service call log, route management, technician performance, revenue analytics, chemical inventory, receivables, cash flow and forecasting.
- **Complete:** Operators who want both editions in one package.

When the product is probably not a good fit

- Operators without desktop Microsoft Excel
- Anyone needing routing, scheduling or invoicing software
- Large multi-branch companies needing real-time reporting
- Owners who will not log services regularly

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

Pest Control — Pre-Publication Checklist

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

Product accuracy

- ☐ Product name written exactly as **Pest Control 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 Pest Control product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726913>)

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

Pest Control — 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) -- 23/27:

Routes that do not pay...

Headline, long form (≤40 char max) -- 32/40:

Routes that do not pay their way

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

Drive time and stops vary, and some routes earn far less per hour than others. The Pest Control Business Intelligence...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 273 chars:

Drive time and stops vary, and some routes earn far less per hour than others. The Pest Control Business Intelligence System(TM) is a downloadable Excel system for pest control owners -- 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) -- 19/27:

Pest Control System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 119/125:

A downloadable Excel system built for pest control owners. Dashboards, reports and a tax set-aside estimate -- already...

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

The Pest Control Business Intelligence System(TM) is a downloadable Excel workbook built for pest control owners: 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) -- 450 chars:

Essential (\$97): Operators who want service entry, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite (\$197): Operators who also want customers, service contracts, a service call log, route management, technician performance, revenue analytics, chemical inventory, 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) -- 17/27:

Revenue per route

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 114/125:

What each route brings in for the time it takes. The Pest Control Business Intelligence System(TM) tracks it for you.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 194 chars:

Revenue per route: What each route brings in for the time it takes. You can work it out by hand, or let the Pest Control 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) -- 16/27:

For Pest Control

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 105/125:

Built specifically for pest control owners -- not a generic spreadsheet template. See all three editions.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 250 chars:

The Pest Control Business Intelligence System(TM) is built specifically for pest control owners, 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.

Pest Control — 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 pest control 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, pest control
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 pest control 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 pest control owners 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 pest control owners.

Treating every route as equally profitable.

It is an easy thing to fall into. You are busy running the pest control 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 pest control owner should know.

It is called revenue per route. In plain words: what each route brings in for the time it takes.

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, pest control

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 pest control owners tell me something like this: "My routing software already has reports."

Here is the honest answer. Routing tools plan the day. This workbook is the owner's view of contracts, routes, technicians, chemical 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 pest control owner opens their numbers for the first time in months. The pest control business is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like routes that do not pay their way.

That is really all this is for. A simple way to see what is REALLY happening in your pest control 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 pest control owners. You enter your numbers, it shows you your profit, your biggest costs, and contracts lapsing at renewal.

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

Pest Control 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 pest control 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.