



PROFITIQS

AFFILIATE MARKETING KIT · 2026

Plumbing Contractor Business Intelligence System



What's Inside This Kit

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

JOB ID	DESCRIPTION	LOCATION	DATE	REVENUE
1001	Plumbing Repair	New York	2023-01-01	\$1500
1002	Plumbing Repair	New York	2023-01-02	\$1200
1003	Plumbing Repair	New York	2023-01-03	\$1800
1004	Plumbing Repair	New York	2023-01-04	\$1600
1005	Plumbing Repair	New York	2023-01-05	\$1400
1006	Plumbing Repair	New York	2023-01-06	\$1700
1007	Plumbing Repair	New York	2023-01-07	\$1300
1008	Plumbing Repair	New York	2023-01-08	\$1900
1009	Plumbing Repair	New York	2023-01-09	\$1100
1010	Plumbing Repair	New York	2023-01-10	\$2000
1011	Plumbing Repair	New York	2023-01-11	\$1600
1012	Plumbing Repair	New York	2023-01-12	\$1400
1013	Plumbing Repair	New York	2023-01-13	\$1700
1014	Plumbing Repair	New York	2023-01-14	\$1300
1015	Plumbing Repair	New York	2023-01-15	\$1900
1016	Plumbing Repair	New York	2023-01-16	\$1100
1017	Plumbing Repair	New York	2023-01-17	\$2000
1018	Plumbing Repair	New York	2023-01-18	\$1600
1019	Plumbing Repair	New York	2023-01-19	\$1400
1020	Plumbing Repair	New York	2023-01-20	\$1700
1021	Plumbing Repair	New York	2023-01-21	\$1300
1022	Plumbing Repair	New York	2023-01-22	\$1900
1023	Plumbing Repair	New York	2023-01-23	\$1100
1024	Plumbing Repair	New York	2023-01-24	\$2000
1025	Plumbing Repair	New York	2023-01-25	\$1600
1026	Plumbing Repair	New York	2023-01-26	\$1400
1027	Plumbing Repair	New York	2023-01-27	\$1700
1028	Plumbing Repair	New York	2023-01-28	\$1300
1029	Plumbing Repair	New York	2023-01-29	\$1900
1030	Plumbing Repair	New York	2023-01-30	\$1100

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

Contents

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

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

Plumbing Contractor — Niche Overview and Product Facts

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

Verified product facts

Exact product name: Plumbing Contractor Business Intelligence System™ **Brand:** ProfitIQS ·

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

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 9 sheets; Field Guide PDF — 37 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 51 sheets; Field Guide PDF — 54 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/plumbing-contractor>

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

Edition	Digistore24 product ID	Checkout URL
Essential	727224	https://www.checkout-ds24.com/product/727224
Elite	727126	https://www.checkout-ds24.com/product/727126
Complete	726917	https://www.checkout-ds24.com/product/726917

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

Plumbing contractors tracking job costs, labor, and materials..

Buyer profiles (HYPOTHESIS)

The owner-plumber. Still runs service calls most days, quotes jobs from experience and does the books at night.

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

The install-focused contractor. Takes on repipes and larger install jobs and needs to know which ones actually pay.

The office or dispatch manager. Handles dispatch, invoicing and collections and wants a clear monthly picture.

Business problems in this industry (HYPOTHESIS)

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

- **A callback that eats the job.** A return visit to fix the same problem can erase the margin the original job was supposed to earn.
- **Service calls and installs blended together.** A drain clear and a repipe get averaged into one revenue number instead of being compared on margin.
- **Technician output is a guess.** Owners know who feels busy, not whose hours produce the most profitable work.
- **Membership revenue nobody is watching.** Service plans get sold once and then forgotten until a customer calls to cancel.
- **Collections on bigger jobs.** A repipe or remodel invoice sitting unpaid past 30 days strains cash while payroll and suppliers are still due.
- **Tax-time paperwork.** Parts, trucks, tools and payroll costs end up scattered by year end.

Buyer motivations (HYPOTHESIS)

- See job-level cost and revenue across every plumbing call
- Catch callbacks before they become a pattern
- Compare technicians on real output
- Keep membership and recurring revenue growing
- Be organized for the accountant

Why someone might consider a business intelligence system

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

Key numbers this audience cares about (educational)

- **Callback rate:** The share of jobs that require a return visit to fix the same problem.
- **Job margin:** What a job keeps after labor and materials, separated by service call and install.
- **Revenue per technician:** How much billed work each technician produces.
- **Active memberships:** Customers on a current service plan, the base of recurring work.
- **Accounts receivable:** Money owed on invoices already sent, especially on larger install jobs.
- **Average job value:** Typical revenue per job, by service call versus install.

Common objections

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

- "My dispatch software already has reports."
- "I am not an Excel person."
- "I am a one-truck operation."
- "Which edition do I need?"
- "Will it stop my callbacks?"
- "Does it dispatch my technicians?"
- "Is it a subscription?"

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

- Hypothetical: an owner opens Callback Tracker and notices one technician's water heater installs generate more return visits than everyone else's, and asks why.
- Hypothetical: a contractor reviews Job Profitability Center and sees that a drain-clearing service call earns a better hourly margin than a repipe that looked bigger on paper.

Plumbing Contractor — Tier Comparison

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

Product: Plumbing Contractor Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 9 sheets	Elite — 51 sheets	Both workbooks
Field Guide (PDF)	37 pages	54 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 dispatch, technician productivity and scorecards, callback tracking, estimating, memberships and recurring revenue, leads, collections, inventory and purchase orders, forecasting and benchmarking.	Contractors who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 9)

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

Elite 2026 — every visible sheet (VERIFIED, 51)

- 01 Start Here
- 02 Executive Dashboard

- 03 Executive Summary
- 04 Technician Setup
- 05 Job Revenue Entry
- 06 Install Direct Cost
- 07 Customer Database
- 08 Customer Retention Center
- 09 Customer Lifetime Value
- 10 Service Call Tracker
- 11 Dispatch Center
- 12 Technician Productivity
- 13 Technician Scorecard
- 14 Callback Tracker
- 15 Install Project Tracker
- 16 Job Profitability Center
- 17 Estimating Center
- 18 Membership Plan Center
- 19 Recurring Revenue Center
- 20 Membership Sales Tracker
- 21 Lead Source Tracker
- 22 Marketing ROI Center
- 23 Sales Pipeline
- 24 Expense Entry
- 25 Revenue Tracker
- 26 Accounts Receivable
- 27 Collections Center
- 28 Cash Flow Center
- 29 Payroll Center
- 30 Budget Center
- 31 Inventory Center
- 32 Vendor Center
- 33 Purchase Order Center
- 34 KPI Scorecard
- 35 Business Health Score
- 36 Profit Leak Detector
- 37 Forecasting Center
- 38 Benchmarking Center
- 39 Customer Analytics Center
- 40 Monthly Executive Review
- 41 Strategic Planner
- 42 Executive Reports
- 43 Tax Setup

- 44 Tax Reserve & VAT Center
- 45 Deduction Maximizer
- 46 Tax Readiness Center
- 47 Accountant Summary
- Tax Rate Reference
- 48 Glossary
- 49 Changelog
- 50 Core Engine

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/726917>).
- 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".

Plumbing Contractor — 30 Short-Form Video Hooks

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

#	Angle	Hook	Suggested visual
1	Problem and solution	That callback last week? It just ate the margin on the original job.	Talking head, then cut to the dashboard
2	Problem and solution	A small drain clear and a big repipe get averaged into one number. They should not be.	Talking head, then cut to the dashboard
3	Problem and solution	You know which technician feels busiest. Do you know who bills the most?	Talking head, then cut to the dashboard
4	Problem and solution	Memberships do not cancel loudly. They just quietly stop renewing.	Talking head, then cut to the dashboard
5	Industry mistake	Plumbing business money mistake: treating every callback as bad luck.	Talking head with on-screen text
6	Industry mistake	Blending service call and install revenue into one number is an easy trap.	Talking head with on-screen text
7	Industry mistake	Letting memberships lapse without a reminder is a quiet revenue leak.	Talking head with on-screen text
8	Industry mistake	Stop judging technicians on how busy they look on the truck schedule.	Talking head with on-screen text
9	Operational inefficiency	Dispatch in one app, parts on receipts, job margin 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	An install invoice sitting 45 days unpaid is cash flow you do not have.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the plumbing books after a day of service calls and a callback? Watch this.	Relatable POV clip
13	Owner frustration	Trucks out all day and still not sure which jobs actually paid?	Relatable POV clip
14	Owner frustration	Your accountant wants a summary. You have a truck full of receipts.	Relatable POV clip
15	Curiosity	What does a whole plumbing contracting business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 51-sheet Excel system built just for plumbing contractors. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every plumbing contractor should check every month, and it is not revenue.	Screen recording reveal
18	Educational	Callback rate explained for plumbing contractors in 30 seconds.	Whiteboard or on-screen definition
19	Educational	Service call margin vs install margin: why they should never be one number.	Whiteboard or on-screen definition
20	Educational	How to tell if your membership base is actually growing.	Whiteboard or on-screen definition
21	Educational	Revenue per technician: the number behind a full truck schedule.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Plumbing Contractor Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a service call and see the job margin update.	Screen recording of the sample workbook
24	Product demonstration	This is what a technician scorecard looks like when it is built for plumbing.	Screen recording of the sample workbook
25	Product demonstration	Callback Tracker: one sheet that shows what a return visit really costs.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your plumbing 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	"I am a one-truck operation." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not stop a callback. Here is what it will do.	Talking head, objection as on-screen text

Plumbing Contractor — 10 Short-Form Video Scripts

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

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The owner-plumber **Length:** about 33 seconds

1. Opening hook (0–3s): That callback last week? It just ate the margin on the original job.

2. Spoken narration: A return visit to fix the same problem can erase the margin the original job was supposed to earn. The Plumbing Contractor Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, job profit and the key numbers are on the first screen.

3. On-screen text:

- A callback that eats the job
- Your plumbing business on one screen
- Plumbing Contractor Business Intelligence System™

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

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Script 2: Three mistakes

Type: Educational **Target audience:** Plumbing contractors **Length:** about 32 seconds

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

2. Spoken narration: One: treating every callback as bad luck instead of a pattern. Two: blending service call and install revenue into one number. Three: judging 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 callback as bad luck instead of a pattern
- Mistake 2: Blending service call and install revenue into one number

- Mistake 3: Judging 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 callback rate?

Type: Educational **Target audience:** Plumbing contractors **Length:** about 27 seconds

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

2. Spoken narration: The share of jobs that require a return visit to fix the same problem. 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:

- Callback rate
- 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 Callback rate 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:** Plumbing contractors **Length:** about 34 seconds

1. Opening hook (0–3s): I opened a 51-sheet Excel system built just for plumbing contractors. Here is what is inside.

2. Spoken narration: This is the Plumbing Contractor Business Intelligence System™. The Elite edition has 51 sheets. Here is 16 Job Profitability Center. Every job shows its margin, separated by service call and install. And this is 14 Callback Tracker. Every callback is logged against the original job so you can see what it really cost.

3. On-screen text:

- Service calls and installs do not pay the same
- The callback that eats the job

4. Visuals / screen recording: Screen recording: 16 Job Profitability Center, then 14 Callback Tracker

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Script 5: The late-night books

Type: Owner frustration **Target audience:** The owner-plumber **Length:** about 28 seconds

1. Opening hook (0–3s): Doing the plumbing books after a day of service calls and a callback? Watch this.

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

3. On-screen text:

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

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

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 38 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your plumbing 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 dispatch, technician productivity and scorecards, callback tracking, estimating, memberships and recurring revenue, leads, collections, inventory and purchase orders, forecasting and benchmarking. Complete, \$249, gives you both.

3. On-screen text:

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

4. Visuals / screen recording: Split screen of the three editions

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Script 7: Answering the objection

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

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

2. Spoken narration: The dashboards and formulas are built; you log jobs, calls 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 Plumbing Contractor Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 9 sheets; Elite has 51. 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 plumbing contracting business.

2. Spoken narration: Open the dashboard. Check callback rate and job margin. Then open 19 Recurring Revenue Center. Recurring membership revenue is tracked separately from one-time jobs. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Callback rate
- Check 19 Recurring Revenue Center
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 19 Recurring Revenue 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:** Plumbing contractors **Length:** about 29 seconds

1. Opening hook (0–3s): There is one number every plumbing contractor should check every month, and it is not revenue.

2. Spoken narration: It is revenue per technician. How much billed work each technician produces. In the Plumbing Contractor Business Intelligence System™, 13 Technician Scorecard is where you see it alongside the rest of the business.

3. On-screen text:

- Revenue per technician
- Technicians compared on real output

4. Visuals / screen recording: Screen recording of 13 Technician Scorecard

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:

- 13 Technician Scorecard content as shown in the sample file
- Disclosure included in caption or on screen

Plumbing Contractor — Social Media Copy

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

10 social captions

1. Instagram

That callback last week? It just ate the margin on the original job.

A return visit to fix the same problem can erase the margin the original job was supposed to earn.

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

#ad -- affiliate link

#plumbingbusiness #plumbingcontractor #plumber #plumbingcompany #smallbusiness
#tradesbusiness

2. Instagram

What does a whole plumbing contracting business look like on one screen?

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

Link in bio. #ad -- affiliate link

#plumbingbusiness #plumbingcontractor #plumber #plumbingcompany #smallbusiness
#tradesbusiness

3. TikTok

Plumbing business money mistake: treating every callback as bad luck. #ad -- affiliate link #plumbingbusiness #plumbingcontractor #plumber #plumbingcompany #smallbusiness #tradesbusiness

4. TikTok

Callback rate explained for plumbing contractors in 30 seconds. Full breakdown in the video. #ad -- affiliate link #plumbingbusiness #plumbingcontractor #plumber #plumbingcompany #smallbusiness #tradesbusiness

5. Facebook

You know which technician feels busiest. Do you know who bills the most?

A drain clear and a repipe get averaged into one revenue number instead of being compared on margin.

If you run a plumbing contracting business, the Plumbing Contractor Business Intelligence System(TM) is worth a look: [YOUR AFFILIATE LINK]

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

6. Facebook

Question for plumbing contractors: callback rate -- do you know yours?

The share of jobs that require a return visit to fix the same problem.

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

A small drain clear and a big repipe get averaged into one number. They should not be.

A repipe or remodel invoice sitting unpaid past 30 days strains cash while payroll and suppliers are still due.

The Plumbing Contractor Business Intelligence System(TM) turns plumbing contracting business data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

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

8. LinkedIn

Three numbers every plumbing contractor should review monthly:

1. Callback rate
2. Job margin
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

Dispatch in one app, parts on receipts, job margin 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 plumbing 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. Memberships do not cancel loudly. They just quietly stop renewing. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Blending service call and install revenue into one number is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Letting memberships lapse without a reminder is a quiet revenue leak. [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 which jobs actually paid? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant wants a summary. You have a truck full of receipts. [YOUR AFFILIATE LINK] #ad — affiliate link
7. Service call margin vs install margin: why they should never be one number. [YOUR AFFILIATE LINK] #ad — affiliate link
8. How to tell if your membership base is actually growing. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Revenue per technician: the number behind a full truck schedule. [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

AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

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

5 educational post concepts

1. **Callback rate explained** — Define callback rate in plain English (The share of jobs that require a return visit to fix the same problem.) and show where it appears in the sample workbook.
2. **Job margin explained** — Define job margin in plain English (What a job keeps after labor and materials, separated by service call and install.) 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: Letting memberships lapse without a renewal reminder** — 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 plumbing contractors make

- **Slide 1:** 5 money mistakes plumbing contractors make
- **Slide 2:** Treating every callback as bad luck instead of a pattern
- **Slide 3:** Blending service call and install revenue into one number
- **Slide 4:** Judging technicians on how busy they seem
- **Slide 5:** Letting memberships lapse without a renewal reminder
- **Slide 6:** Quoting installs without checking past job costs
- **Slide 7:** See them all in one place -> Plumbing Contractor Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a plumbing contracting business

- **Slide 1:** The numbers behind a plumbing contracting business
- **Slide 2:** Callback rate: The share of jobs that require a return visit to fix the same problem.
- **Slide 3:** Job margin: What a job keeps after labor and materials, separated by service call and install.
- **Slide 4:** Revenue per technician: How much billed work each technician produces.
- **Slide 5:** Active memberships: Customers on a current service plan, the base of recurring

work.

- **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 dispatch, technician productivity and scorecards, callback tracking, estimating, memberships and recurring revenue, leads, collections, inventory and purchase orders, forecasting and benchmarking.
- **Slide 4:** Complete — \$249: Contractors who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Plumbing Contractor Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your plumbing business on one screen
- **Slide 3:** 16 Job Profitability Center: Service calls and installs do not pay the same
- **Slide 4:** 14 Callback Tracker: The callback that eats the job
- **Slide 5:** 13 Technician Scorecard: Technicians compared on real output
- **Slide 6:** 19 Recurring Revenue Center: Your membership revenue, in view
- **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 software runs the calendar and the invoices. This workbook is the owner's view of job profit, callbacks, technician performance, memberships, receivables, cash flow and tax set-aside. If you already see all of...
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log jobs, calls and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I am a one-truck operation." -> Essential is built for the core numbers: jobs, expenses, a dashboard, a health snapshot and tax set-aside.
- **Slide 5:** "Which edition do I need?" -> Essential (9 sheets) covers job revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (51 sheets) adds dispatch, technician productivity and scorecards, callback tracking, estimating, memberships...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. That callback last week? It just ate the margin on the original job.
2. A small drain clear and a big repipe get averaged into one number. They should not be.
3. What does a whole plumbing contracting business look like on one screen?

4. I opened a 51-sheet Excel system built just for plumbing contractors. Here is what is inside.
5. Callback rate explained for plumbing contractors in 30 seconds.
6. Service call margin vs install margin: why they should never be one number.
7. Here is the Executive Dashboard in the Plumbing Contractor Business Intelligence System.
8. Watch me log a service call and see the job margin update.
9. Essential or Elite? How to pick the right edition for your plumbing business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

A return visit to fix the same problem can erase the margin the original job was supposed to earn. The Plumbing Contractor Business Intelligence System(TM) is a downloadable Excel system for plumbing 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.

#plumbingbusiness #plumbingcontractor #plumber #plumbingcompany #smallbusiness
#tradesbusiness

Description template B:

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

[YOUR AFFILIATE LINK]

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

Plumbing Contractor — 5 Email Swipes

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

Email 1: Problem awareness

Audience segment: Plumbing contractors on your list who have not bought anything yet
Subject line: A callback that eats the job? **Preview text:** Why a busy plumbing contracting business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

A return visit to fix the same problem can erase the margin the original job was supposed to earn.

A drain clear and a repipe get averaged into one revenue number instead of being compared on margin.

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 callback rate 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 plumbing contracting business: callback rate.

The share of jobs that require a return visit to fix the same problem.

Two more worth adding to your monthly check:

- Job margin: What a job keeps after labor and materials, separated by service call and install.
- 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 plumbing 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 Plumbing Contractor Business Intelligence System(TM).

It is a downloadable Excel workbook built for plumbing 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, job profit and the key numbers are on the first screen.
- 16 Job Profitability Center: Every job shows its margin, separated by service call and install.
- 14 Callback Tracker: Every callback is logged against the original job so you can see what it really cost.
- 13 Technician Scorecard: Each technician is scored on revenue, callbacks and productivity, not gut feel.

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

- **Essential -- \$97** (9 sheets): Contractors who want job revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- \$197** (51 sheets): Contractors who also want dispatch, technician productivity and scorecards, callback tracking, estimating, memberships and recurring revenue, leads, collections, inventory and purchase orders, forecasting and benchmarking.
- **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 Plumbing Contractor Business Intelligence System(TM) after this. Two honest answers before I do:

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

"Will it stop my callbacks?" No tool can promise that. It shows which jobs, technicians or service types generate the most callbacks so you can address the cause.

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

Either way, thanks for reading.

[YOUR NAME]

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

Plumbing Contractor — Static Graphics (rendered + briefs)

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

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

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	That callback last week? It just ate the margin on the original job.	A return visit to fix the same problem can erase the margin the original job was supposed to earn.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Plumbing Contractor Business Intelligence System™	Excel business system for plumbing contractors · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is callback rate?	The share of jobs that require a return visit to fix the same problem.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole plumbing contracting business look like on one screen?	Plumbing Contractor Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Plumbing Contractor system	02 Executive Dashboard · 16 Job Profitability Center · 14 Callback Tracker · 13 Technician Scorecard	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	Plumbing Contractor Business Intelligence System™	A callback that eats the job	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Callback rate explained for plumbing contractors in 30 seconds.	Plumbing Contractor	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

graphics/launch-announcement.png	1080×1080	Now available: Plumbing Contractor 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 (9 and 51 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.

Plumbing Contractor — Audience and Objection Guide

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

Target audience segments

- **The owner-plumber:** Still runs service calls most days, quotes jobs from experience and does the books at night.
- **The growing service company:** Several technicians and trucks, a membership base, and no side-by-side view of performance.
- **The install-focused contractor:** Takes on repipes and larger install jobs and needs to know which ones actually pay.
- **The office or dispatch manager:** Handles dispatch, invoicing and collections and wants a clear monthly picture.

Common objections and honest responses

"My dispatch software already has reports." Dispatch software runs the calendar and the invoices. This workbook is the owner's view of job profit, callbacks, technician performance, memberships, receivables, cash flow and tax set-aside. If you already see all of that, you may not need it.

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

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

"Which edition do I need?" Essential (9 sheets) covers job revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (51 sheets) adds dispatch, technician productivity and scorecards, callback tracking, estimating, memberships and recurring revenue, leads, collections, inventory and purchase orders, forecasting and benchmarking.

"Will it stop my callbacks?" No tool can promise that. It shows which jobs, technicians or service types generate the most callbacks so you can address the cause.

"Does it dispatch my technicians?" No. It is an analysis workbook, not dispatch or scheduling 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 service memberships?

- How many technicians do you have?
- Are callbacks cutting into your margins?
- 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 dispatch, technician productivity and scorecards, callback tracking, estimating, memberships and recurring revenue, leads, collections, inventory and purchase orders, forecasting and benchmarking.
- **Complete:** Contractors who want both editions in one package.

When the product is probably not a good fit

- Contractors without desktop Microsoft Excel
- Anyone needing dispatch, scheduling or invoicing software
- Large multi-branch companies needing real-time reporting
- Owners who will not log jobs and callbacks regularly

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

Plumbing Contractor — Pre-Publication Checklist

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

Product accuracy

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

Landing page

- ☐ Link points to the Plumbing Contractor product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726917>)

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

Plumbing Contractor — Paid Ad Copy (Meta Ads Manager)

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

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

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

Problem awareness

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

A callback that eats the...

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

A callback that eats the job

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

A return visit to fix the same problem can erase the margin the original job was supposed to earn. The Plumbing Contractor...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 301 chars:

A return visit to fix the same problem can erase the margin the original job was supposed to earn. The Plumbing Contractor Business Intelligence System(TM) is a downloadable Excel system for plumbing 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) -- 26/27:

Plumbing Contractor System

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

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

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 270 chars:

The Plumbing Contractor Business Intelligence System(TM) is a downloadable Excel workbook built for plumbing 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) -- 478 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 dispatch, technician productivity and scorecards, callback tracking, estimating, memberships and recurring revenue, leads, collections, inventory and purchase orders, forecasting and benchmarking. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

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

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 13/27:

Callback rate

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

The share of jobs that require a return visit to fix the same problem. The Plumbing Contractor Business Intelligence...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 219 chars:

Callback rate: The share of jobs that require a return visit to fix the same problem. You can work it out by hand, or let the Plumbing Contractor Business Intelligence System(TM) calculate it from the data you already log.

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

From \$97

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 23/27:

For Plumbing Contractor

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 106/125:

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

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 258 chars:

The Plumbing Contractor Business Intelligence System(TM) is built specifically for plumbing 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.

Plumbing Contractor — Cold Email Sequence (8 emails)

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

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

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

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

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your plumbing contracting business

Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of plumbing 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 plumbing contractors.

Treating every callback as bad luck instead of a pattern.

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

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

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

[YOUR NAME]

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

Hi [FIRST NAME],

There is one number I think every plumbing contractor should know.

It is called callback rate. In plain words: the share of jobs that require a return visit to fix the same problem.

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, plumbing contractor

Hi [FIRST NAME],

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

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

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

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

[YOUR NAME]

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

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

Hi [FIRST NAME],

I want to be straight with you.

A lot of plumbing contractors tell me something like this: "My dispatch software already has reports."

Here is the honest answer. Dispatch software runs the calendar and the invoices. This workbook is the owner's view of job profit, callbacks, technician performance, memberships, receivables, cash flow and tax set-aside. If you already see all of 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 plumbing contractor opens their numbers for the first time in months. The plumbing contracting business is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like a callback that eats the job.

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

[YOUR NAME]

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for plumbing contractors. You enter your numbers, it shows you your profit, your biggest costs, and service calls and installs blended together.

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

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

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

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

[YOUR NAME]

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

Hi [FIRST NAME],

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

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

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

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

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

Wishing you a good stretch ahead.

[YOUR NAME]

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.

- Never send cold email from your main business domain or your main inbox.
- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.